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#### **MESSAGE FROM THE PRESIDENT**

n behalf of the Energy Marketers of America (EMA), I want to thank you for contributing to this great organization! We created this informational brochure to showcase EMA's activities both on and off Capitol Hill. It also includes several member services to help your business succeed! We hope that you find it useful.

Feel free to reach out to me if you have any questions at *runderwood@emamerica.org* or call **703-351-8000**, extension **125**.



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ROB UNDERWOOD EMA President





#### What is an Energy Marketer?

Energy Marketers encompass a wide range of commercial businesses from wholesalers to retailers who store and distribute conventional, alternative and renewable vehicle fuels, heating fuels and lubricants for residential, commercial, agricultural, industrial and governmental uses.

#### **Our Mission**

EMA's primary mission is to unify energy marketers nationally through their state and regional associations in order to effectively further their common business interests. To achieve this mission, EMA seeks to:

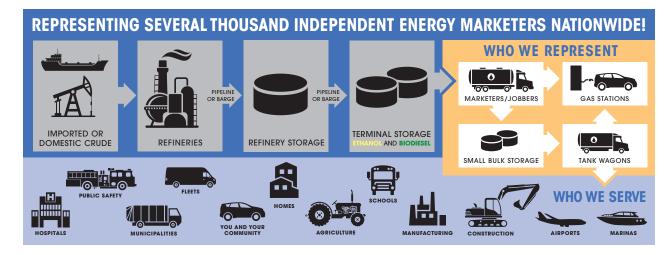


## MAN is the premier advocate for State based Energy Marketer Organizations throughout the United States

- Serve as the collective voice of marketers and their state associations and provide comprehensive national legislative and regulatory representation;
- Provide meaningful meetings and forums where members can learn about and develop consensus on important national issues;
- Maintain processes that ensure effective two-way communications between state associations and EMA; and
- Develop member service programs that are national in scope and beneficial to marketers and/or their state and regional trade associations.

#### Who We Represent

The Energy Marketers of America (EMA) is a federation of 49 state and regional trade associations representing family-owned and operated small business energy marketers throughout the United States. Energy marketers represent a vital link in the motor and heating fuels distribution chain. EMA members supply 80 percent of all finished motor and heating fuel products sold nationwide including renewable hydrocarbon biofuels, gasoline, diesel fuel, biofuels, heating fuel, jet fuel, kerosene, racing fuel and lubricating oils.



Moreover, energy marketers represented by EMA own and operate approximately 60,000 retail motor fuel stations nationwide and supply heating fuel to more than 5 million homes and businesses.

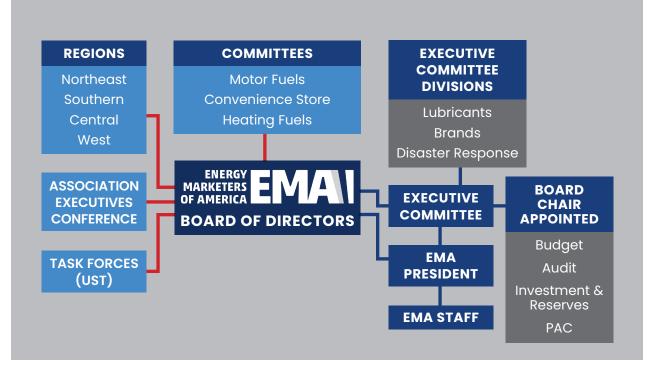
The origins of EMA date back to 1909 when the Independent Petroleum Marketers Association of the United States was formed. That group died out but in 1940 another national organization, the President's Council of Petroleum Marketers

Association, was formed. In 1948, that group became the National Oil Jobbers Council. In 1984, NOJC changed its name to the Petroleum Marketers Association of America (PMAA). In 2020, PMAA changed its name to the Energy Marketers of America (EMA) to reflect its growing portfolio of affordable, efficient, and environmentally friendly liquid fuels that are helping to reduce emissions while propelling Americans forward.

#### **SUMMARY OF EMA STRUCTURE**

ENERGY is comprised of 49 independent energy marketer trade associations and each association has one vote on the EMA Board. The EMA Board elects the officers and regional representatives who serve on the Executive Committee. Each year the EMA Chair appoints Division Directors and other specialty posts such as the PAC co-chairs.

EMA's primary focus is on federal legislative, regulatory and legal matters important to independent energy marketers. Most of the priorities for action are developed through the EMA Regions (Northeast, Southern, Central and West) and/or through the three Operational Committees that are based on segmented business groups (Motor Fuels, Heating Fuels and Convenience Store) which provide an avenue for segment specific decisions to be made. The Motor Fuels and Convenience Store Committees are comprised of three (3) Members of a Regular Member from each region and one (1) Association Executive from each Region. Each Operational Committee Chair is appointed by the EMA Chair of the Board. Nominations for Operational Committee Members from each region shall be presented to the Nominating Committee



by the Region Chair or Region Association Executive Chair for consideration.

The Board meetings are conducted using Roberts Rules of Order and a Parliamentarian will be present at each meeting. Resolutions and motions are normally brought to the Board through a Region or a Operational Committee, although any Board Member can offer a motion when recognized by the Chair. If a motion is proposed that requires expenditure of association funds, those motions will be forwarded to the Executive Committee to make sure budget ramifications are considered.

#### **MEMBER STATES BY REGION**

#### **WEST REGION**

Alaska (AK)
Arizona (AZ)
California (CA)
Colorado (CO)
Hawaii (HI)
Idaho (ID)
Montana (MT)

Nevada (NV) New Mexico (NM) Oregon (OR) Utah (UT) Washington (WA) Wyoming (WY)

#### **CENTRAL REGION**

Illinois (IL)
Indiana (IN)
Iowa (IA)
Kansas (KS)
Michigan (MI)
Minnesota (MN)
Missouri (MO)

#### **NORTHEAST REGION**

Connecticut (CT)

Delaware (DE)

Columbia(DC)

Maryland (MD)

Maine (ME)

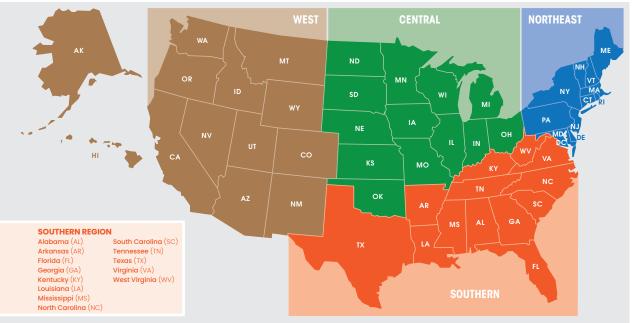
District of

Nebraska (NE)
North Dakota (ND)
Ohio (OH)
Oklahoma (OK)
South Dakota (SD)
Wisconsin (WI)

Massachusetts (MA)
Mid Atlantic (MAPDA)
New England (NECSEMA)
New Hampshire (NH)
New Jersey (NJ)
New York (NY)

Pennsylvania (PA)

Rhode Island (RI)
Vermont (VT)



# ENERGY EMA's financial operations are supervised by the EMA Executive Committee and more specifically by the 1st and 2nd Vice Chairs. The 1st Vice Chair serves as Chair of the Audit Subcommittee and the 2nd Vice Chair serves as Chair of the Investments and Reserves Subcommittee. The Immediate Past Chair serves as Chair of the Budget Subcommittee. All three of these subcommittees are comprised of Executive Committee members and develop recommendations for approval by the executive committee. The Budget Subcommittee meets annually and prepares a proposed

annual budget which is eligible for approval by the Board of Directors at its Fall meeting. EMA operates on a January

**EMA FINANCIAL OPERATIONS** 

The current dues formula was designed by the EMA association executives' conference in 2002 and is mostly based on marketer dues collected by the member associations. IRS rules require trade associations to file a 990 report each year which is public information. The 990 discloses dues revenue received by the association. Therefore, it is a reliable quotient for calculating EMA dues. EMA hires an outside CPA to conduct an audit each year and that audit is provided to the EMA Executive Committee. EMA provides unaudited financial statements to the Board of Directors at both the Spring and Fall meetings.

1 – December 31 fiscal year.

#### **EMA BOARD OF DIRECTORS**

The EMA Board of Directors is composed of all EMA's elected officers, including the immediate past president, and one representative from each of EMA's Member associations. Each member association chooses its own representative to the Board.

The Board of Directors is the principal governing body of the association. It is responsible for approving all of EMA's policy positions of legislative and regulatory issues; it approves the EMA annual budget; and it elects the associations officers.

The Board meets two to three times a year.



EMA Board of Directors Meeting Fall 2023

#### DISTINGUISHED SERVICE AWARD RECIPIENTS

The Distinguished Service Award is our highest honor for extraordinary and significant service to the independent energy marketers, and to the energy industry in general.

#### **PAST RECIPIENTS:**

2024 – Gerry "Rambo" Ramm	2006 - W.G."Bill" Maxwell	1989 – Herb Richards
2023 - Steve Turner	2005 – F. William Englefield III	1988 – William G. Lyden Jr.
2022 – Mark McBride	2004 - Bruce Douglas & Donald Craft	1987 – Jack A. Griffith
2020-2021 - Matt Bjornson	2003 – Clark Houghton	1986 – Herman Wisenteiner
2019 – Benny Hodges	2001 – Jon Ware	1985 – J.G. "Pete" Morrison
2018 – Vernon Kelley	2000 – Rogers Clark	1984 – Thomas V. Patton
2017 - Ann Hines	1999 – Bruce Chiles	1983 – Kenneth White
2016 – Larry Jordan	1998 - L.W. Locke	1982 – Henry C. Turner Jr.
2015 – Daniel Gilligan	1997 - E.K. (Gene) Hunter	1981 – Frederick H. Meeder
2014 – Craig Eerkes	1996 – Phillip R. Chisholm	1979 – Douglas B. Mitchell
2012 – William (Bill) Herdrich	1995 – Eric D. Kroesche	1978 - C.O. "Scotty" MacLeod
2011 – David Adcox	1994 – John A. Arnold	1977 – James C. Little and Tom Love
2010 – Jim Garrett	1993 – Robert Thornhill	1976 – Otis H. Ellis
2009 – Jim Buhrmaster	1992 – Don Ward	1975 – Robert B. Greenes
2008 – John DeWitt	1991 – William Quortrup	1974 – George Calkins
2007 – Roger Dreyer	1990 – Charles G. Salem	1973 – William S. Jones & Paul Forbes

#### **NEWS AND PUBLICATIONS**



**EMA Journal** – The official magazine of the Energy Marketers of America.



**EMA News from Capitol Hill** - Breaking industry news from Capitol Hill.



**EMA Regulatory Report** - Important updates on regulatory actions and news, distributed to State Association members only.



**EMA Today** -EMA Today keeps members informed on Association news and happenings.



Scan for the latest EMA News



**EMA Weekly Review** - Provides updates on important national industry issues.



**Disaster Alerts** - Helping marketers who help the country before, during and after disasters.



**EMA Journal Annual Membership Directory** 

## #FUELMATTERS

**#FUELMATTERS** is a way to get people talking about the important issues around fuel that affect each and every one of us, day in, day out. We will post occasional stories on this site, Facebook, Twitter and Instagram using the hashtag #FUELMATTERS. Our goal is for people to pick up those messages and share them with their friends.

#### **STAFF**











**Rob Underwood** *President* 

Rob Underwood is the President of the Energy Marketers of America representing energy marketers on Capitol Hill. He joined EMA in July 2007 as the Director of Government Relations and took over as President in 2015.

The most important role as EMA President is serving its 49 state and regional trade associations as well as thousands of independent energy marketing companies before Congress and the federal agencies. Rob is a native of Georgia where he earned a BA degree in Political Science from the University of Georgia. Prior to joining EMA, Rob worked for U.S. Senator Saxby Chambliss (R-GA).

**Sherri Stone** *Vice President* 

Sherri Stone joined EMA in 2006 as Director of Legislative Affairs. She currently serves as Vice President. Her role is primarily focused on management of EMA's government relations programs, the SBC Political Action Committee fund, emergency response and disaster reform. Sherri worked on Capitol Hill and then as a lobbyist for trade associations since 1989. She has a BA in Political Science from NCSU and a Masters degree from The American University. Sherri was designated as a Certified Association Executive (CAE) in 2013.

Austin Harrison
Squire Patton Boggs
EMA Public Policy Advisor

Austin Harrison represents EMA on Capitol Hill in a variety of areas, including energy and environment and transportation. He assists EMA in developing comprehensive legislative strategies to further EMA's interest before Congress, and relevant congressional committees. Austin previously worked in Washington DC for US Senator Thad Cochran (R-MS) and US Representative Gregg Harper (R-MS).

**Sabrina Pitcher** Director of Programs and Administration

Sabrina Pitcher joined EMA in March 2000. She is responsible for managing the SBC PAC Program, Marketer Defense Fund (MDF), Fundraising Auctions, supporting meeting preparation, on-site assistance, front desk and other general administrative duties. Before joining EMA, she worked at Cambridge Beaches, Bermuda, Day's Inn, and Four Points by Sherdton











## Jim Rocco EMA Environmental Consultant

Jim Rocco is an environmental engineer with over thirty years experience in the energy industry. Jim is retained by EMA to advise EMA staff on complex environmental regulations. Jim also represents EMA on the NFPA 30 and 31 Standards Committee, Fuels Institute, ASTM Diesel Fuel Section and the National Conference on Weights and Measures (NCWM).

**Jeff Leiter** *Regulatory Counsel* 

Jeffrey L. Leiter is a shareholder in the Washington, D.C. law firm of Bassman, Mitchell, Alfano & Leiter, Chartered. Jeff has represented petroleum marketing companies, lubricant manufacturers, and trade associations and non-profit organizations for over 40 years. Jeff represents and counsels petroleum marketing, convenience store and travel center companies on a wide range of issues, including environmental, health and safety, and petroleum marketing laws and regulations.

## **Karma O'Neill** *Meetings Consultant*

Karma O'Neill is a business owner, event planner and community volunteer in Annapolis, Maryland. She founded her business, KO Events, in 2009, specializing in corporate events, non-profit fundraisers and weddings. In 2021, Karma was elected to serve on the Annapolis City Council to represent Ward 2. She volunteers her time managing a food distribution program, packing and delivering food to City residents every Friday.

## Bassman, Mitchell, Alfano and Leiter

EMA General Counsel

Bob Bassman, Doug Mitchell, Al Alfano and Jeff Leiter have been important legal advisors to independent marketers and EMA for over thirty years. The firm is retained by EMA to provide legal services on legal matters of national significance.



#### **LEGISLATIVE ISSUES**

#### **Know the Issues**

Stay abreast of all the important legislative issues facing energy marketers by visiting EMA's legislative issues page using the QR code below.



Legislative issues facing Energy Marketers

#### **Take Action**

Your members of Congress need to hear from you. Get involved and make a difference by using the QR code below to take a stand with your industry on issues that matter to you most!



**Take Action** 









#### **DISASTER FUEL RESPONSE PROGRAM**

As a premier national trade association representing energy marketers, we developed the Disaster Fuel Response Program to connect companies seeking fuel following a disaster, with EMA State Association member marketers and heating fuel providers who wish to provide the service. Through the EMA Disaster Fuel Response Program, EMA provides information of marketers who are willing to supply fuel to utilities, companies and industries that respond to



Disaster Fuel Response Program



disasters. EMA also lists where the marketers are willing to deliver. Those entities then select the marketer best fitting their needs before negotiating fees and services directly with the marketer chosen. This is paramount in getting fuel to where it is needed after disasters.

If you have questions about the EMA Disaster Fuel Response Program, please contact Sherri Stone at 703-472-7980 or *sstone@emamerica.org*.



**BREAKING EYEWALL EXPECTED TO HIT 8:00 AM** 

HURRICANE IAN MOVING NNE AT 9 MPH PRESSURE 937 MB WIND 155 MPH



#### **ADVOCACY**

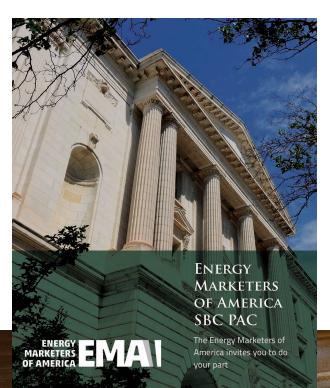
#### **EMA Small Business Committee PAC**

The Energy Marketers of America Small Business Committee (SBC) is a political action committee (PAC) funded by voluntary contributions from marketers across the country. The Energy Marketers of America regularly reports the activities of the PAC (as required by law) to the Federal Election Commission (FEC) and information about that activity is available to the public. Your contribution to the Energy Marketers of America SBC PAC will:

- Help elect individuals who are supportive of small business and independent energy marketers;
- Support the Energy Marketers of America legislative and regulatory agenda;
- Remind legislators that energy marketers are a political force;
- Recognize the unique aspects of the jobber/ distributor class of trade and of oilheat dealers;
- Enable the Energy Marketers of America to say "yes" when supportive candidates ask for our help;
- Assist the Energy Marketers of America to stand up to organizations that represent interests contrary to

those of independent energy marketers and which are now actively building campaign war chests to defeat pro-small business candidates.

For more information or if you would like to donate, please visit *energymarketersofamerica.org/advocacy/sbc-pac*.



#### **Marketer Defense Fund**

Unlike EMA's Small Business Committee PAC (which only accepts personal funds to support federal law-makers), the MDF can accept corporate funds which is crucial to supplement EMA's lobbying efforts, especially for federal lawsuits challenging government regulations.

#### Why Contribute to the MDF?

EPA Emissions Rules: EMA has challenged several EPA final rules that impose stringent emission standards, which significantly impact our industry by mandating electric vehicles (EVs).

- June 2024: Tailpipe Emission reductions for heavy-duty vehicles (Phase 3) (2027-2032)
- June 2024: Tailpipe Emission reductions for light-duty vehicles (2027 and later)
- June 2023: California Waiver for Advanced Heavy Duty Clean Trucks Regulation
- April 2023: EMA Joined as Amicus Curiae Challenge to NHTSA Fuel-Economy Standards
- April 2022: Reinstatement of California Waiver for Advanced Clean Cars (ACC) I (17 States Plan to follow California)

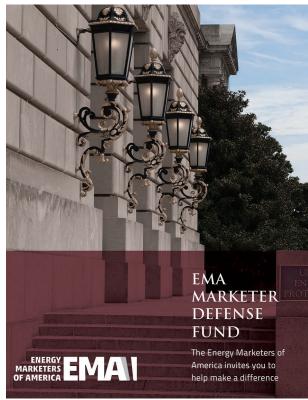
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• December 2021: Tailpipe Emissions reductions for light-duty vehicles Rule (2023-2026)

#### Furthermore, MDF funds pay for:

- Support for crucial surveys and data collection
- PAC software support
- Support for local DC charities involving Congress members
- Travel expenses for Marketers who testify at regulatory/legislative hearings (flights, hotel, parking, taxis)
- EMA Membership in key legislative and industry organizations including the Small Business
   Legislative Council (SBLC), Transportation Energy Institute (TEI), National Association of Tobacco
   Outlets (NATO) and others.







EMA Marketer Defense Fund



EMA Small Business Committee PAC

### **ADVOCACY**

EMA Marketer Defense Fund and Small Business Committee PAC  Make a difference on behalf of our industry through your support.	EMA SBC POLITICAL ACTION COMMITTEE	
Contributions go directly to legislators/candidates who support our industry issues	<b>V</b>	
Contributions go towards lobbying on special projects in best interest of industry*		<b>/</b>
Contributions are held in separate bank accounts	<b>V</b>	<b>/</b>
Tax deductible as business expense		<b>/</b>
Tax deductible as charitable giving for income tax purposes		
Accept contributions by corporate check or credit card		<b>/</b>
Accept contributions by personal check or credit card	<b>V</b>	<b>'</b>
Contribution amounts are limited by individual to a maximum of \$5,000 per year	<b>V</b>	
Contributions are limited to individuals who are members of an EMA Member Association	V	
Partnerships and LLC's can contribute to the EMA SBC PAC, if they meet certain requirements**	V	



<sup>\*</sup>Please refer to MDF and PAC brochures for specific information on issues and special projects

<sup>\*\*</sup>www.fec.gov/help-candidates-and-committees/taking-receipts-ssf/contributions-by-partnerships-and-llcs-to-ssfs

## MEETINGS OF AMERICAN ANNUAL MEETINGS

# EMA's Washington Conference and Day on the Hill

EMA members gather every Spring in Washington, DC for energy marketers' most important grassroots government affairs event. With a busy legislative agenda, energy marketers make a positive difference for our industry! The EMA annual "Day on the Hill" Conference is your opportunity to meet with members of Congress to educate them about our top policy issues affecting our businesses. Our mission is to inform lawmakers of the issues we face, give them an understanding of what it takes to run our businesses, and to urge them to support our industry.



#### **EMA Fall Meeting at the NACS Show**

Alongside our industry and partners, the annual NACS Show is held each Fall. As a partner to the Show, the EMA Fall Meeting is held prior to the Show and is an excellent opportunity to meet your fellow marketers to discuss and learn more about our industry, while also enjoying one of America's greatest cities.







EMA Upcoming Meetings and Registration



#### **MEMBER SERVICES**

Gain Access to EMA's exclusive member services that help your company stay competitive and improve its bottom line.

For contact information and details on all service offerings, please visit: energymarketersofamerica.org/industry-resources/member-services.









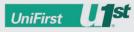


















Federated's Petro Shield® is a commercial property and casualty insurance program developed with help from industry trade associations and business owners like you. Additionally, new risk management tools and loss prevention programs are continually being developed to address the petroleum industry's specific concerns.

Federated's insurance products and services can meet virtually all your business and personal insurance needs.

Federated's marketing representatives provide personalized, value-added products and services to clients. The company operates in 48 states and the District of Columbia, and has several service offices located across the country.

Contact: Patrick Cunningham, National

Account Representative

Email: pjcunningham@fedins.com

Phone: 507-455-8935

www.federatedinsurance.com/ association-groups/ema



Our expertise. Your profits

RINAlliance's mission and services are designed to remove barriers and optimize participation for every current or potential player in the Renewable Fuel Standard (RFS). More specifically, RINAlliance provides:

- RFS and RIN advisory and training services
- Fuels Program registration
- RFS compliance services
- A web platform for efficient RIN management
- RVO calculation and management strategies for fuel importers, and
- RIN marketing

Please contact us for more information and a free demonstration:

Phone: **515-244-7513**Email: info@rinalliance.com
www.rinalliance.com







The Spirit® Brand was created in 2002 by EMA to expand branding options for marketers. Today, Spirit®'s proud eagle logo is becoming the flag of choice for sites large and small all across the nation. Spirit® brand licensees enjoy a unique toolkit of optional business solutions specifically designed to help marketers succeed in a challenging business environment. Spirit®'s minimal requirements, flexible supply options and affordable fees allow marketers the freedom to do their business their way.

Email: info@spiritpetroleum.com www.spiritpetroleum.com

# worldpay

EMA has updated its current contract with Worldpay to bring petroleum marketers the lowest possible transaction cost in the industry. Participants in this program enjoy reduced fees as a result of processing efficiencies. With no hidden fees, percentage rates or complicated statements, the program offers EMA members a flat \$0.029 cent transaction fee after interchange on all card payments. Worldpay provides leading payments processing services across multiple industry verticals. Utilizing traditional point-of-sale technologies to mobile devices, customers can accept payments anytime, anywhere. From transaction capturing and processing to merchant acquiring, Worldpay provides insightful expertise, seamless delivery and valued relationships.

Contact: Erick Wilde. **EMA Representative** Phone: 813-600-0447 erick.wilde@worldpay.com



## thinktrade

Thoughts have no boundaries

FMA now has an exclusive endorsement agreement with ThinkTrade, an IRS authorized e-filing service provider and a BBB accredited company with A+ rating. ThinkTrade offers EMA member companies a 15 percent discount off ThinkTrade's e-filing services through a dedicated landing page to prepare, file and pay federal excise tax returns on IRS Forms 720, 8849 and 2290.

For the last 20 years, ThinkTrade has been helping organizations to simplify and reduce tax filing expenses. In these times of IRS delays in processing paper claims, EMA encourages energy marketers to file IRS tax claims electronically to avoid processing delays.

For more information about ThinkTrade and EMA's landing page to file taxes, please visit https://taxexcise.com/ema/



Scan For more information on **Member Services** 

#### **CORPORATE PARTNERS**

# What is the Corporate Partner Program?

The Corporate Partner Program is a means by which EMA showcases partners' products and services to energy marketers to the benefit of all. Each level offers creative and effective ways for Corporate Partners to reach the attention of potential customers nationwide.

# What are the Benefits of EMA Corporate Partnership?

An organization with national reach, EMA regularly communicates and interacts with energy marketers by means of regulatory reports and news alerts, weekly electronic newsletters, a quarterly journal, social media, and conferences and meetings throughout the year. Corporate Partnerships provide opportunities for exposure to energy marketers through these channels. See EMA Corporate Partner Program Benefits Charts for details.

For more information about how your company can join EMA's Board of Director's Council or Executive Committee Council status, please contact EMA's President Rob Underwood at runderwood@emamerica.org.

#### **Corporate Partner Program Levels**

**BOARD OF DIRECTORS COUNCIL** 

\$50,000+

**EXECUTIVE COMMITTEE COUNCIL** 

\$25,000

PLATINUM CORPORATE PARTNER

\$7,500

**GOLD CORPORATE PARTNER** 

\$5,000

SILVER CORPORATE PARTNER

\$3,000

**BRONZE CORPORATE PARTNER** 

\$1,000

"We envision our newly created Board of Directors' Council to be our most essential businesses and top supporters to the energy industry sharing in our goals of assisting our marketer members in creating long term solutions to grow the industry and their companies. I am looking forward to welcoming new members into this elite level of our Corporate Partner Program."

Rob Underwood, EMA President



**EMA's Corporate Partner Program** 

#### **CORPORATE PARTNER BENEFITS**

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A special thanks to EMA's Board of Director's Council Members









A special thanks to EMA's Executive Committee Council Member

















