

Our Mission

The Empire State Energy Association's mission is to advocate on behalf of liquid fuel dealers and related energy businesses in New York State; to offer education, training, and information to its members; to provide legislative and regulatory assistance for members; to promote the important role its members play in New York State's economy to the public at large; and, overall, to do all things to elevate the standards, dignity and reputation of the industry so as to better serve the public.

Who We Represent

ESEA represents and serves the New York State energy industry. Marketers and related energy and service providers who join ESEA can connect with hundreds of industry colleagues who share similar concerns and are working to create a more prosperous environment for independent energy marketers. Find your voice with ESEA and together we can promote and protect our industry.

About ESEA

Founded in 1941 as the Empire State Petroleum Association (ESPA), the Empire State Energy Association (ESEA) is a trade association representing energy marketers throughout the state of New York. ESEA's members are an important part of New York's economy, and through the years we've continually evolved to meet the needs of those we represent and serve. We pledge to hold true to our steadfast commitment to provide key, timely information about developments affecting the industry, and to work effectively with government to give our members a unified voice in advocating for policies that affect their businesses.

**Empire State Energy
Association, Inc.**

250 Jordan Road, Troy, NY 12180
518-280-6645

www.ESEANY.org



YOUR BUSINESS
YOUR INDUSTRY
YOUR VOICE

MEMBERSHIP BENEFITS

www.ESEANY.org





Membership Benefits

- ✓ State and federal legislative and regulatory representation on behalf of marketers' interests
- ✓ Bi-weekly newsletter with the latest industry and governmental updates
- ✓ TheSoftEdge Congress Plus Advocacy Software
- ✓ ESEA annual magazine
- ✓ Membership in the Energy Marketers of America
- ✓ Educational seminars
- ✓ ESEA annual Member Directory and Buyers Guide includes independent marketers and supports industry members throughout the state
- ✓ ESEA scholarships
- ✓ e-Member Solutions member directory and online community
- ✓ Networking & sponsorship opportunities at yearly industry events

ESEA's leadership and staff maintain a vigilant watch over government initiatives to ensure that your interests are protected and your voice is heard. We are proactive on your behalf, advocating legislation to help marketers better compete and maintain the viability of their businesses in areas that include climate change, environmental compliance, taxation, transportation, and other important issues.

ESEA is a member of the Energy Marketers of America (EMA) and enjoys close ties with other industry associations, such as The Upstate New York Energy Association (UNYEA) and the Hudson Valley Oil & Energy Council (HVOEC) to name a few.

ESEA unites marketers of heating and motor fuels in pursuit of greater opportunities for independent energy marketers in New York State. Membership in ESEA offers the opportunity to advocate legislation and regulations that affect your business.

ESEA exists for, and because of, energy marketers. Please join industry professionals across New York in supporting all the work we do on your behalf, and become a member today.

ESEA Works for You!

New York State energy companies operate in a tremendously competitive market among themselves and with those selling competing fuels. In recent years, marketers have been under assault from efforts to combat climate change by eliminating the industry. In addition, energy marketers are subject to a myriad of specific state laws and regulations administered by numerous agencies, as well as the regular legal and regulatory requirements associated with conducting business in New York, and additional regulation by federal agencies and local governments.

Given this extensive government oversight, the policies and actions of state government have a profound effect on marketers' operations. As an energy marketer, you deserve to have your voice heard on the issues that directly affect your business. ESEA provides that voice, through the services of experienced professionals who understand and interact with each branch of state government.

The Association monitors, tracks, and provides input on hundreds of legislative bills and dozens of state regulatory proceedings annually. Examples of issues that ESEA has addressed or is active on behalf of its members are:

Climate Change Initiatives. The Climate Leadership and Community Protection Act (CLCPA) enacted in 2019. The state is in the midst of designing a plan to meet the aggressive greenhouse gas reduction goals of 40% by 2030 and 85% by 2050. Most climate change advocates believe these goals are only achievable by eliminating all liquid fossil fuels and electrifying every segment of the state's energy sector. ESEA has been an active participant in CLCPA proceedings to educate state officials to the advancements in renewable liquid fuels, research and development into greater energy efficiency of equipment and appliances, product improvements, and the necessity of having a diverse and reliable state energy portfolio. ESEA will continue to advocate on behalf of our members because we know that our businesses provide essential and meaningful services to the local communities, the general public, and the entire energy sector of the state.

Ultra-Low Sulfur Heating Oil. ESEA advocated strongly for the law, passed in 2012, requiring the exclusive use of ultra-low sulfur home heating oil statewide. Use of ULSHO reduces emissions, prolongs the life of heating equipment, requires less equipment

maintenance, improves energy efficiency of heating systems, and, when combined with renewable biodiesel, results in the cleanest heating oil fuel in the country.

Biodiesel Heating Oil Blends. A critical achievement for our industry came in December 2021 with the enactment of the statewide biodiesel blending law. The amended Environmental Conservation Law calls for a 5% (B5) Bioheat® fuel minimum as of July 2022, increasing to a 20% (B20) minimum by 2030, and assures that every NY customer is helping to lower carbon dioxide and GHG emissions. This signing of the biodiesel bill is a first step in providing our customers, our communities and our state with a fuel that is consistent with the ultimate goals of the CLCPA.

Petroleum Bulk Storage Regulations. The Association has provided comments, insight, and expertise to the Department of Environmental Conservation (DEC) on its revision of petroleum bulk storage regulations. ESEA's input on subjects such as product storage, operator training, delivery prohibitions, and other critical issues was invaluable to the industry, the Department, and ultimately the state's environment.

New York State Energy Plan. ESEA has been a participant in the State Energy Plan Proceedings since the 1980s. As the state continues to adopt aggressive policies which disfavor fossil fuels in general and heating oil in particular, ESEA has pointed out the necessity of a diverse energy market for environmental, reliability, and security reasons; the benefits of a free competitive market unconstrained by preferences of one fuel over another; and how advancements in ULSHO, biodiesel blends and energy efficient heating equipment have substantially reduced the environmental impact of home heating fuels. We also emphasize that home heating fuel and propane marketers are integral small businesses that benefit and contribute to the local and state economy.

Motor Fuels. Each year, the state legislature seeks to impose countless restrictions upon motor fuel dealers and distributors. Each year, ESEA remains vigilant and works to convince the state that existing consumer protection laws and the free market are serving the public well.

Joining ESEA is easy! You can sign up online! Click the "Join ESEA" button on our website, ESEANY.org