



Empire State Energy Association, Inc.

250 Jordan Road • Troy, NY 12180
518-280-6645 • 866-289-6688 (Fax) • www.eseany.org

Please accept our invitation to apply for membership in the Empire State Energy Association, Inc. (ESEA or Association), New York's premier energy association representing marketers of all forms of petroleum products and related services. As an ESEA member, you will not only have your business interests represented in New York State, you will also be automatically registered as a member of the Petroleum Marketers Association of America (PMAA). PMAA represents the petroleum dealer's interests in Washington DC before all branches of the federal government.

Join now and take advantage of our new membership special: Regular membership at a flat rate of \$399 for one year, plus you will receive, at no additional charge, one complimentary registration for our annual Empire State Energy Conference.

Year after year, ESEA and PMAA lead the way in representing the energy industry on both the national and state levels. The enactment of recent environmental legislation, the adoption of new energy policies, and the declaration of a myriad of executive orders related to COVID-19 has shown how critical effective communication and advocacy with government officials and their staff can be to businesses. ESEA analyzes and monitors all New York State legislation, orders, and regulations that impact our members. As a member of ESEA and PMAA you will have a strong voice to advocate regarding government policies while receiving the communications you need in matters important to your business and your customers.

Your governmental relations & legislative questions are handled by our Regulatory Counsel, Emilio Petroccione, Esq., and John Jennings, Esq. of Harter Secrest & Emery, LLP. Both are experienced in all matters affecting our industry and our association's members. The ESEA office can direct you to the appropriate member of our team for your questions or concerns with a single phone call or email request.

Working together, we have the strength of several thousand employees statewide in the petroleum industry. Our members come from the heating oil, propane, motor fuel and petroleum service industries. This provides a level of visibility in Albany with our state legislators and together with our knowledge of state agency policies and regulations helps our issues get the attention they deserve and keeps members informed of government requirements. Emilio and John ensure that our members are aware of any relevant proposed legislation or regulations and will seek your input as needed.

In addition to government relations representation and the knowledge of state and federal laws and rules, membership in ESEA will also provide your company with:

- Assistance and answers regarding existing laws and regulations
- Training & Educational Classes
- Our bi-weekly newsletter
- Our annual ESEA magazine
- Listing in the ESEA membership directory and access to our online directory
- A member listing on our website at eseany.org
- New products and services relevant to our industry, and
- The opportunity to network with other industry participants and affiliates at all of our functions

Please feel free to contact the ESEA office, me, or an ESEA Board member with any questions. We hope to count you among our members for 2020.

Regards,

Kris DeLair

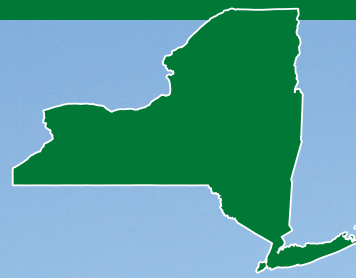
Executive Director

Proudly Serving the Energy Industry Since 1941

Our Mission

The Empire State Energy Association's mission is to advocate on behalf of retail fuel dealers and related energy businesses in the State of New York. ESEA seeks to provide education, training, legislative and regulatory assistance to its members, and to promote the important role its members play in New York State's economy to the public at large.

Generally, to do all things intended to elevate the standards, dignity and reputation of the industry so as to better serve the public.



About ESEA

Founded in 1941 as the Empire State Petroleum Association (ESPA), the **Empire State Energy Association (ESEA)** is a trade association representing 200 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 evolved to continually meet the needs of those we represent and serve. **We pledge to hold true to our steadfast commitment** to providing key, timely information about developments affecting the marketplace, and to work effectively with government to give our members a unified voice in shaping policies that affect their businesses and industry at large.

YOUR BUSINESS
YOUR INDUSTRY
YOUR VOICE



Who We Represent

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



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www.ESEANY.org

2020

MEMBERSHIP BENEFITS

www.ESEANY.org

Membership Benefits

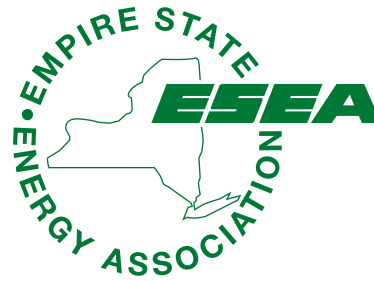
- ✓ **State and federal agency intervention** on behalf of marketers
- ✓ **Bi-weekly newsletter** with latest industry and governmental updates
- ✓ **ESEA annual magazine**
- ✓ **Membership in the Petroleum Marketers Association of America**
- ✓ **Educational Seminars**
- ✓ **Credit collection** services
- ✓ **Member Directory** includes independent marketers and support industry members throughout the state
- ✓ Exciting new **e-Member Solutions member directory and online community**
- ✓ **Internet presence**

Additionally, 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, introducing legislation to help marketers better compete and maintain profitability and the viability of their marketplace as a whole, including compliance, taxation, transportation and other important issues.

ESEA also enjoys close ties to great industry associations. ESEA is a member of the **Petroleum Marketers Association of America (PMAA)** and includes the **Upstate New York Energy Association (UNYEA)** and the **Hudson Valley Oil & Energy Council (HVOEC)**.

ESEA unites marketers of heating and motor fuels in pursuit of greater opportunities and a more prosperous environment for independent energy marketers in New York State. Membership in ESEA is a ticket to helpful benefits and the opportunity to influence 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 petroleum and energy companies operate in a tremendously competitive market among themselves and with those selling competing fuels. 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. The Empire State Energy Association provides that voice, through the services of experienced professionals who can 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 the Association has addressed on behalf of its members are:

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. For years, the Association pushed for the enactment of a statewide biodiesel blend for heating oil to reduce greenhouse gas emissions and provide consumers with the most environmentally friendly home heating oil possible. While the measure had passed a number of times without enactment, a bill requiring a 5 percent biodiesel blend for home heating oil in the counties of Nassau, Suffolk, and Westchester starting July 1, 2018 (to complement New York City's B5 law which commenced October 1, 2017) was recently signed into law by the governor.

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

The 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 environmentally improved the use of home heating oil. Running through all conversations is the reminder that home heating oil and propane marketers are integral small businesses that benefit and contribute to the general 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



2020

Request for Membership

Please complete the form below and include it with your payment in the enclosed envelope. We will send you a welcome packet, which includes several copies of our bi-weekly e-member letter, our annual magazine, and our member directory. Please be sure to include a valid email address.

MEMBERSHIP REQUESTED

Regular Membership – \$399*

** Membership special: First year regular membership at a flat rate of only \$399, includes registration for one company representative at the Empire State Energy Conference.*

APPLICANT INFORMATION

Name of Firm _____

Name of Individual _____

Title _____

Street Address _____

City _____ State _____ ZIP _____

County _____

Phone _____

Fax _____

Email _____

BUSINESS INFORMATION

Type of Business _____

President _____

Vice President _____

Liaison to ESEA _____

Advertising Director _____

Marketing Director _____

PLEASE CONTINUE ON BACK ...

Return your application in the supplied return envelope and mail to 250 Jordan Road, Troy, NY 12180.

Or you can apply online at ESEANY.org



2020

Request for Membership

... CONTINUED FROM FRONT

TYPE OF MARKETER

Wholesaler: Motor Fuels Heating Fuels

Retailer: Motor Fuels Heating Fuels

Wholesale Terminal Wholesale Terminal Operator

Operator:

Location of Terminals:

PRODUCTS

Products: Gasoline

Diesel

#2 Distillate

Kerosene

#4 Residual

#6 Residual

Propane

Aviation

NYS TAX DESIGNATION

Tax Designation: Terminal Operator

Diesel Distributor

Automotive Fuel Carrier

Retailer of Heating Oil Only

SPECIAL AREAS OF INTEREST

Areas of Interest: State Legislation

Federal Legislation

Codes and Regulations

Marketing

Taxes

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