



Earning Your Support

From the President of MEMA – Jamie Py

MEMA is recognized in Augusta and in the region as one of the top trade associations – and that is because of you. With your continuing membership MEMA provides advocacy, education and support to you and your business. The staff at MEMA and the voluntary industry leaders work tirelessly to ensure our success. No one in Maine works as hard as we do for your success – and we are proud to do it!

6 Top Reasons to Continue Supporting Your Association

Government Relations - Professional Representation/Advocacy in Augusta

Compliance – State and Federal Compliance and Interpretation

The Best Industry Specific Education and Training

Successful Public Relations and Advertising

Top Quality Member Insurance Benefits and Service

MEMA professional staff working exclusively for you and your business

Government Relations - Professional Representation/Advocacy in Augusta

- MEMA has 2 government relations professionals that represent you full-time in Augusta. We also have hired a contract lobbying team to assist this year as we have the most aggressive legislative agenda ever promoted by this association.
- Our success rate has been extraordinary given the anti-business environment in this State.
- In 2010 we faced one of the most challenging Legislative sessions in years. We worked on over 300 bills and testified on over 50. We were very successful preventing damaging legislation.
- MEMA continues to be the voice of the industry and is the first contact by major media outlets when there is an industry related story.
- Through aggressive and targeted Government and media meetings, MEMA consistently ensures that your voice is the one being heard and understood.
- MEMA also consistently worked with the State's Attorney General to accurately portray the industry.
- Many bills were directed at the Convenience Store business which MEMA was successful in fending off.
- MEMA participates in every monthly Maine Fuel Board meeting. Through our work we help shape the agenda.

- We defeated many anti-petroleum industry initiatives that would have totaled into the millions of dollars in additional costs for members including mandating 35,000 home per year be converted from oil to electricity for heat. MEMA also fights for fair (reduction of) taxation, workers comp reforms; unemployment tax reform; as well as such issues as sick leave and family leave reasonableness with the MEMA members specifically in mind.

The Best Industry Specific Education and Training

- **MEMA Technical Education Center (MTEC).** By committing over \$700,000 to the facility, personnel and curriculum, we are committed to providing excellence to the consumers of heating fuels in Maine. While members may get quality graduates, the ultimate winner is the consumer and the technician who is now in a great career.
- **Dedicated advocacy and marketing of our industry through high schools and technical schools.** No one else puts more effort and resources into attracting a new generation to embrace the petroleum and propane industry.
- **MEMA's Education Foundation ran over 70 programs** serving over 1,000 people. Courses we offer range from our own 200 Hour Energy Conservation Technician Basic training to the hands-on Propane CETP training to energy audit training and about everything in between. Members receive discounts in the cost of attending these programs. The full range of MEMA's education and training programs may be seen online, at www.maineenergymarketers.com, by clicking the Course Schedule link on our homepage.
- **MEMA awarded the *Technicians of Tomorrow Scholarship* to two graduating seniors in 2010** looking to excel in the industry.

Successful Public Relations and Advertising

- **MEMA created the 28 minute "Spotlight on Maine Energy" infomercial educating the public about our industry.** The program has been shown hundreds of times throughout the state.
- **MEMA despite the cessation of NORA funding still spent over \$200,000** in the statewide effort to continue the promotion of oilheat, MEMA members, and to further educate Maine's consumers, media and government entities about the petroleum industry in Maine.
- **MEMA Website www.maineenergymarketers.com** is continually updated and enhanced to make access to important information, education opportunities, and special events easier!
- **MEMA met with community leaders** in several Maine towns and cities. We spoke at many different Rotary, Kiwanis and Chamber functions around Maine. We continue to promote and educate throughout the state. These meetings and speaking engagements allow us to tell our side of the energy story directly to opinion leaders in Maine's cities and towns. These sessions also allow us to do interviews with local press after the speeches.
- **MEMA goes to members through our regional dealer meetings.** These meetings are critical to enable dealers to work these issues in their own communities and among their own customers.

Top Quality Member Insurance Benefits and Service

- **MEMA has an insurance administrator on staff** who is also a licensed insurance agent. She is on the road meeting with our members to discuss and assist them with their health and Workers Comp insurance needs. She will meet with you at your convenience. Our programs are available to meet the needs of ALL of our members, regardless of your company size.
- **The MEMA health insurance group plan** has been very competitive this year. Our increase of 6% for next year (2011) is well below the state average 12-20%. Take a look and save with us.

- The MEMA Workers Compensation Trust gave back over \$500,000 to participating members this year.

Compliance – State and Federal Compliance Assistance and Interpretation – MEMA has 29 technical bulletins to help you comply and avoid penalties. We also have PMAA & NEFI membership and are supplied with their Technical assistance.

- MEMA's affiliation with the Petroleum Marketer's Association of America (PMAA) and the New England Fuel Institute (NEFI) enables us to be directly involved in federal regulatory and legislative issues with other groups from around the nation. While our primary responsibility is with and for the Maine Congressional delegation, we do so in concert with PMAA, NEFI, and our sister organizations around the country. Here are the issues we are currently involved with at the national level:
 - Commodities oversight and regulation
 - Tax credits for heating oil and propane equipment
 - Reauthorization of NORA
 - Credit card interchange fees
 - Heating Oil Issues – Hours of Service, LIHEAP, LSD
 - Diesel Issues Ultra low sulfur, low sulfur heating oil
 - Gasoline Supply Issues, Ethanol E-15

Think about these and all the other issues MEMA is involved with on behalf of Maine's petroleum marketers and their associated businesses. No other organization does what MEMA does for you. However, without your support, none of this would be possible.

YOUR SUCCESS IS OUR SUCCESS

Thank you for your support in 2011.