HOME OF THE BRAVE

Ethanol Producer Membership Brochure
OUR MISSION: MAKE U.S. ETHANOL THE CONSUMER FUEL OF CHOICE. TO THAT END, ACE MOBILIZES REAL PEOPLE TO ILLUSTRATE THE STORY OF ETHANOL.

 Authenticity. It defines ACE members, who are the sharpest minds and heart and soul of the ethanol industry. Since 1987, we’ve stood shoulder to shoulder to innovate and grow the industry and provide opportunities for farmers and ethanol producers. Today, ethanol is the most successful renewable energy platform in the U.S. Period. That’s your story and we’re sticking to it.
As a member-driven, grassroots organization, we provide a home for ethanol producers to join forces with farmers, Main Street businesses, researchers, technology pioneers, investors, and businesses that supply and benefit from the ethanol industry. We fight for policies and markets that revive rural economies and maintain and grow an industry that has helped keep family farms viable for future generations to come.

Today, we’re asking you to join ACE and unite with our other members to help ensure a bright future for ethanol.

ACE has an unmatched record developing a more robust marketplace for ethanol, advocating for policies that support the industry, and communicating the benefits of ethanol to policymakers, the media, and the general public.

ACE proactively establishes partnerships to advance industry goals. Whether reaching out to automakers, fuel marketers and retailers, science-based and environmental organizations, commodity groups, or consumers, ACE works to forge common ground and establish working relationships to improve conditions for ethanol producers.
Because of their hands-on involvement in ethanol production, ACE members have the most credible and convincing message to deliver to Members of Congress. We provide members with regular opportunities to discuss priority issues, respond to action alerts, hold face-to-face meetings, and participate in fly-in events and webinars that connect them with the people and issues impacting the industry in Washington, DC.

ACE fly-ins have been particularly effective at reinforcing the support of key policymakers as well as enabling ACE members to meet with new Members of Congress and those who have voted against ethanol. That means lawmakers hear personal, authentic, and compelling first-hand accounts of ethanol’s importance to real people.

This critical time in the industry calls for teamwork and active participation. Through ACE, you have more than a voice in our policy, market development, and communication strategies, you become part of a team of ethanol producers with the common goal of preserving an investment in the nation’s energy security.

Together, the voices that founded ethanol have tremendous credibility and power.
ACE BOARD OF DIRECTORS

Ron Alverson
President
Dakota Ethanol, LLC

Merle Anderson
Minnkota Power Cooperative, Inc.

John Christianson
Christianson & Associates PLLP

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Chippewa Valley Ethanol Company

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Minnesota Corn Growers Association

Steve Vander Griend
ICM

Ron Wetherell
Little Sioux Corn Processors

Brian Wilcox
Nebraska Public Power District

Chris Wilson
Mid-Missouri Energy

ACE BOARD MEMBERS

ACE board members represent the breadth and depth of our overall membership, including ethanol producers and farmer-led commodity organizations, technology and manufacturing firms, rural electric cooperatives and ethanol marketers, and other parts and service providers. Each voice represents a grassroots interest in the industry and a collective commitment to its success.

ACE ANNUAL MEETING

- brings together industry supporters in open, honest dialogue
- provides useful information to benefit plant operations
- emphasizes board member development
- represents member-driven agenda

ACE PRODUCER PRIORITIES AND PLANNING SESSIONS

ACE unites its ethanol producer members at an exclusive fall event to discuss policy priorities, emerging markets, and opportunities in the year ahead to deliver ethanol’s positive message to consumers.

During our ethanol producer priorities and planning sessions, members share key insights, concerns, and advice for the year ahead. ACE values the experience and participation of members and encourages plant staff and board members to take an active role in helping our organization represent their values and priorities.

How can you take part?
Contact ldixon@ethanol.org
ACE PROVIDES ETHANOL PRODUCERS…

• an equal place at the table for discussions/decisions
• networking with producer advocates
• a voice in national/state/local governments
• access to the latest news in policy
• ownership in the development of markets for ethanol
• a voting role in the annual meeting
• priority access to “Ethanol Today” and editorial content development
• a direct connection to the member expertise you need to improve your business
• non-polarizing, team outreach with like-minded groups
• a role in conference and fly-in agenda development
• media plan assistance, a partner behind the scenes for outreach and promotion
• reduced registration rates at the ACE conference
• access to sharable online videos that promote the benefits of ethanol

JOIN ACE TODAY

Contact ACE Director of Member and Industry Relations Lacey Dixon today to unite with ACE’s grassroots team or expand your involvement in the upcoming year. Your perspective, ideas and feedback are essential to the growth of this industry. Let’s keep working together on policy, market development, and communications initiatives that get results for all those who depend on us.

Call on us to connect with your staff, leadership, and board about ACE’s current and future campaigns.

Lacey Dixon  
Director of Member and Industry Relations  
ldixon@ethanol.org  
616.438.5013
Executive Vice President Brian Jennings points out that “the most effective lobbyists aren’t lobbyists at all, but rather the farmers, ethanol producers, Main Street businesses, and others whose daily lives grow and benefit from the industry.”

To build upon the work of our professional lobbying team, ACE organizes the Biofuels Beltway March, the largest grassroots ethanol blitz to take place on Capitol Hill.

Over the course of seven years, nearly 275 grassroots ethanol supporters from 23 states have told real stories about the benefits of American ethanol to nearly 750 Congressional offices representing all 50 states. ACE’s fly-in events have helped elevate and improve the image of ethanol on Capitol Hill by capitalizing on the authenticity of our members and mobilizing them to show and tell the stories of ethanol. In recognition that the messenger is as important as the message, ACE has mobilized key constituencies to participate in our fly-ins. For example, fuel retailers have told EPA and Congress their own personal success stories with E15, E85, midlevel blends, and blender pumps. Likewise, livestock producers have taken part in our fly-in to validate that ethanol results in food and fuel.
“Traveling to Washington, DC and having the opportunity to meet and talk with members of Congress was quite an experience. Unfortunately, there are many leaders in our country who are unaware of the many benefits of renewable fuels and the positive effect ethanol has on not only the American Farmer but also the country as a whole.”

Kenton Johnson
(Board Member, Bushmills Ethanol, Granite Falls Energy, Heron Lake BioEnergy)

“It is important that members of Congress hear about the benefits of ethanol to the nation. As stakeholders in the industry, it is essential we provide them with that education and fly-ins provide a great opportunity to do just that.”

Deana Wiese
(Executive Director, ND Ethanol Council, ND Ethanol Producers Association)

“Those of us who believe in our communities and our country can make a big difference in Washington, DC, just being ourselves and telling our personal stories. We have the credibility to help chart a course for improving our energy security and agricultural economy. I know the ACE fly-in can make a positive difference because it already has!”

Bill Couser
(Board Member, Lincolnway Energy)
During each year’s two-day event, ethanol producers and other supporters meet with Members of Congress, their staffs, and top Administration and agency officials to advocate for ethanol with a strong, unified, and personal message. Whether you have lobbying experience or have always wanted to tell your ethanol story to lawmakers, ACE’s Biofuels Beltway March provides you the best opportunity to stand up and fight for the industry in DC.

ACE provides grassroots lobbying teams with tips for successful Hill visits and takes care of scheduling all meetings with Members of Congress. Corn and cellulosic ethanol producers, investors, farmers, lenders, vendors and industry service providers, and other ethanol advocates participate in the fly-in, demonstrating — in a very credible way — the breadth, depth, and diversity of the ethanol industry.

Ask anyone who’s taken part in the ACE fly-in, and they’ll tell you it is not an exercise in preaching to the choir. Rather, the ACE fly-in is known for providing ethanol producers the venue to meet with new Members of Congress and lawmakers who’ve voted against our industry as well as thank and encourage supportive Congressional leaders. We also meet with key decision makers at EPA and other federal agencies. It’s a rewarding experience, and besides building your business, it’s the most direct action you can take to advance the industry.

Recent ACE fly-ins have emphasized issues such as the RFS, consumer fuel choice, expanding biofuel use with FFVs and infrastructure for E15, E30, and E85, the clean octane benefits of ethanol, and that the American ethanol industry supports American jobs.

There is no registration fee to attend but participants are asked to cover their own travel expenses.

Please contact Shannon Gustafson, ACE Director of Strategic Projects, at sgustafson@ethanol.org or 605-334-3381 ext. 16, to participate or ask questions about the fly-in.
MARCH WITH US.
BIOFUEL BELTWAY MARCH

“Our most effective weapons in Washington, DC are the personal and authentic stories from our members.”
— Brian Jennings, Executive Vice President,
The American Coalition for Ethanol

POWER BY PEOPLE
Developed. At ACE’s first board meeting, directors approved initiatives promoting ethanol’s high-octane performance benefits to mechanics and gas station owners. In 2000 the ACE board created the industry’s first full-time position dedicated to expanding ethanol use, naming Ron Lamberty Market Development Director.

Lamberty immediately gave the ethanol industry a presence among fuel marketers at the state, regional, and national level, engaging station owners on why and how to sell ethanol-blended fuel. Today, ACE’s proven approach is applied to E15, E85, mid-level blends, and blender pumps—a continuation of nearly 15 years of market development momentum.

As a speaker, trade show participant, and valuable ethanol resource for fuel marketers, Lamberty emphasizes the fact that providing retailers with the business case for selling ethanol blends is more important now than ever. He points out that these retailers need to be convinced that new ethanol blends can be profitable and meet their customers’ needs, which range from higher octane to energy security to cleaner air to “whatever’s cheapest.”
“WHEN IT COMES RIGHT DOWN TO IT, IT DOESN’T MATTER WHY WE THINK ETHANOL IS A GOOD IDEA—THE FUEL MARKETERS THAT SELL OUR PRODUCT NEED TO BE COMFORTABLE INVESTING IN ETHANOL AND PROVIDING IT TO CONSUMERS,” LAMBERTY SAID. “WE NEED TO HELP RETAILERS AND WHOLESALERS UNDERSTAND ‘WHAT’S IN IT FOR THEM.’”

While “ethanol’s opponents have done a masterful job at striking fear into retailers—telling them E15 will destroy engines and result in a parade of lawsuits - ACE can show station owners that they can have better profit margins, even while offering lower-priced, higher-quality ethanol-enriched fuels. We are making sure marketers know that nearly every new car is warrantied for use of E15, and automakers are building eight million more E15 compatible cars and light-duty trucks every year. Mid-level blends represent an opportunity for forward-looking marketers, and they’re here to stay.”

Although ethanol blends have changed over the years, ACE’s commitment to market development continues to be rock-solid. “Legislation and technical studies are obviously important,” says Lamberty, “but if fuel marketers won’t sell the stuff, we can’t get our product to consumers.” ACE talks to hundreds of fuel retailers every year and Lamberty says “We need to make sure we listen to them and address their concerns about things like E15 liability and compatible fueling infrastructure. We can roll our eyes or be disgusted every time a station owner repeats one of these E15 ghost stories, or we can find out why they believe the stories and give them what they need to understand that those ghosts aren’t real.”

Interactions with fuel marketers help ACE convince more station owners to sell more ethanol blends, and your membership in ACE makes it possible to get that message to more retailers each year.

“ACE’s market development outreach looks at every potential access point to bring the product you produce to consumers at the pump and to help them find and choose ethanol. We identify concerns fuel marketers have about ethanol blends and address those challenges. Your support and partnership is critical in developing new ethanol markets wherever they may be.”

Ron Lamberty (ACE, Senior Vice President)
“ACE is a close-knit organization, it's like family.”

Keith Kor
(General Manager, Pinal Energy)

“ACE is a grassroots organization that represents the interests of agriculture and the ethanol industry in a positive professional manner. It is always the defender of renewable fuels and its investors large or small. ACE is continually looking for new ways to enhance ethanol usage through public awareness campaigns or contacts they have within the various legislative groups whether its on the state or federal level. ACE is an unapologetic proponent of the virtues of renewable fuels for our country.”

Steve Roe
(General Manager, Little Sioux Corn Processors)

“As the ethanol industry organization started 27 years ago, ACE helped grassroots ethanol plants effectively communicate our story to state and federal officials, and the public, at a time when most plants were focused on building their plants and getting them into production. Patriot’s first visit to Capitol Hill was organized by ACE. Their actions inspire and challenge us all to take our message directly to stakeholders in our industry including, our DC congressional representatives, our communities, ethanol wholesalers and retailers, and all the agricultural groups benefiting from our industry. ACE is a cost-effective resource that we’re pleased to have on our team.”

Gene Griffith
(CEO, Patriot Renewable Fuels)

“American Coalition for Ethanol is an informed and perceptive trade association that represents Ace Ethanol in all matters concerning ethanol. The trade association well represents us concerning products, co-products, legislative issues, marketing products, promotional activities, and consumer acceptance. ACE is committed to defend our industry, our oxygen and our life, in preserving the Renewable Fuels Standards with the statutory RVO.”

Bob Sather
(Chairman, Ace Ethanol)
The communications department for the American Coalition for Ethanol works hard to help promote what its members are doing. Whether it’s an educational forum or plant event, the communications team, led by Public Affairs Director Chuck Beck, is willing to go that extra step in contacting local reporters and ethanol industry media members about your event.

In addition to paid and earned media, we are aggressive in capitalizing on social media tools to promote and mobilize grassroots support for ethanol. Please join ACE in these efforts.

MEMBER PROMOTION

You’ve earned a seat at the table.

The American Coalition for Ethanol (ACE) is a national advocacy organization that unites supporters of ethanol’s production and use. The farmers, ethanol producers, commodity organizations, and ethanol goods and services providers of ACE’s membership demonstrate a passionate commitment to the continued success of domestic fuels and communities. Join the heart of the industry at ethanol.org and follow us on Twitter at @ACEethanol.

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