



Firm Footings: What We Believe

For more than 20 years ACE has promoted increased ethanol production and use by supporting favorable federal and state policies, developing new markets, and creating public awareness by empowering its vast grassroots membership to circulate accurate information. ACE continues to stand firm on its foundations and is committed to the following:

Public Policy

- **Preserving the secondary tariff** – ACE is dedicated to protecting the market for U.S. ethanol and fighting efforts by Brazil and others to kill the tariff. Ending the tariff would chill investment in corn ethanol, delay or prevent the commercialization of domestic cellulosic ethanol, and ship jobs overseas.
- **Protecting the Renewable Fuels Standard & the Volumetric Ethanol Excise Tax Credit** – ACE will continue to actively support legislation that calls for increased ethanol production and use in the U.S. to ensure a growing and reliable market for ethanol in the future. The safety net of the RFS is more important now than ever.
- **Advancing beneficial legislation at the state level** – ACE is proactively working with Governors and state legislatures to enact legislation that creates a level playing field for petroleum marketers, freedom to fuel for consumers, and incentives for improved infrastructure and equipment.

Market Development

- **Overcoming the “E10 blend wall”** – ACE’s top priority is to pursue and exhaust all options to ensure a market for ethanol beyond E10. We work with policymakers, auto companies, and petroleum marketers to create opportunities for mid-range blends of ethanol.
- **Protecting “splash blending”** – ACE will continue to work with petroleum marketers to protect the availability of “splash blending” across the country. Splash blending keeps prices competitive for ethanol and allows the free market to benefit ethanol producers, petroleum marketers, and consumers.
- **Focus on blender pumps** – ACE will continue to blaze the path for blender pumps by assisting petroleum marketers in locating the funding, equipment, and regulatory understanding to install blender pumps at their stations. ACE speaks to petroleum marketers in all 50 states to promote mid-range blends and blender pumps

Advocacy

- **Empowering the grassroots** – ACE continues to empower its unique, diverse grassroots membership with the tools needed to combat misinformation in the public arena. This includes continuing to advance *Ethanol Today Magazine* and the new website www.ethanoltoday.com, improving www.ethanol.org by adding innovative and interactive online applications that powerfully engage today’s web-savvy users, providing regular email updates with important industry news stories and talking points, supplying important research materials like the state-by-state ethanol STATUS guide, offering an affordable, high-quality conference & trade show with updates from industry leaders and much, much more.
- **Supplying positive, accurate information to the media and society** – ACE serves as a trusted, respected resource to media outlets across the country and frequently participates in editorial board meetings to further develop relationships.

Check out ACE’s enhanced web presence:

- Ethanol Factor Calculator www.ethanolfactor.org
- Barrel Blaster Game www.barrelblaster.net
- Ethanol Collective Online Social Networking Site www.ethanolcollective.com
- Ethanol.Right.Now Blog <http://ethanol.typepad.com>