

Ammonia Fuel Network

Report from the Chairman
October 12 ,2009

Agenda

- Report on Board actions since Oct 2008
- Outline issues going forward
- Q&A

Establishment of a BOD

- Established a more formal organization
- Board members: John Holbrook, Norm Olson, Ted Hollinger, Casey Stack, Gordon Nyquist, Joe McClintock
- Officers: Larry Bruce, Chairman, Casey Stack Vice Chair, Ted Hollinger Treasurer, John Holbrook Exec Dir, Norm Olson, Deputy Dir, Peter Moye (atty) Secretary

Mission

Mission: To promote the implementation of anhydrous ammonia as an affordable, sustainable, carbon free fuel for transportation and stationary power applications, thereby enhancing economic security, reducing fossil fuel dependence, and helping save the environment.

AFN to NFA

- Marketing Discussion regarding effective communication of advantages of NH₃ fuel
- Decision to shift from “ammonia” to NH₃
- Rename organization
- NH₃ Fuel Association

Positioning Statement

- ◆ Focus on emphasizing NH₃'s advantages over all other alternative fuels
- ◆ NH₃ Carbon Free Liquid Fuel

Association Logo



Membership

- Establish a strong and vibrant membership to further our mission
- Provide access to “members only” information and services, discounts on conferences
- Newsletter and information sharing
- Networking

Website and Membership Portal

- ◆
- ◆ Researching and identifying the right system
- ◆ Website with new membership portal will be in operation very shortly
- ◆ Regular contact with NFA members

Association Business

- ◆ Encourage everyone here to become a member
- ◆ Critical issues regarding our legal obligations to comply with regulations covering non profit organizations (annual meeting, election of officers)

NFA Actions on Behalf of NH₃ Fuel

- ◆ State and Federal outreach to Legislators, Congress and Regulators
- ◆ Proposals to US Airforce, ARPA to support NH₃ fuel
- ◆ Outreach to investors
- ◆ Outreach to potential allies

2010 conference

Detroit!

Q & A

- ◆ Open for questions to the Board

The next steps

- ◆ Define the next steps
 - ◆ Join NFA
 - ◆ Volunteer your services
 - ◆ Meet with a Board member and discuss what we can do to assist you in your efforts for NH₃ fuel

Thank You

