



PUBLIC AFFAIRS & MLPA REBRAND PRESENTATION

2015 MLPA Annual Meeting
Washington, D.C.

Story Partners, LLC

Public Affairs Update

“ I am not going to abide by your Washington D.C. rules just so you can play political games with me! ”

- Unnamed Reporter

Public Affairs: State of Play

- **Objective:** continue to positively frame (and sometimes defend) the existing MLP tax structure in the media, as well as with policy & regulatory stakeholders here in Washington, D.C.
- **Strategy:** position MLPA as the “go to” resource for legislative and regulatory information regarding the MLP marketplace and maintain a flexible communications platform that effectively engages key audiences when necessary.
- **Tactical Approach:** includes media monitoring/research, media relations, editorial thought leadership, government relations coordination, message development and third-party outreach.

(+) Web and collateral development

Public Affairs: Issue Environment

- **External Factors:** the dialogue around tax reform and how it would potentially impact MLPs has died down considerably; with regulatory matters (i.e. IRS activity) now being the more dominant issue set.
- **Vulnerabilities Remain:** MLPs are often scrutinized when connected with “fossil fuel subsidies” in the energy-realm and/or “tax loophole partnerships” in the tax-realm.
- **Market Forces:** moving forward, the dynamics of the MLP marketplace (and the larger oil & natural gas industry) will most likely define our media coverage and create new challenges and opportunities for MLPA and its member companies.

Media Relations and Positioning

- Monitor the daily media environment around MLPA and the MLP industry with a concentration on beltway, trade, and national media outlets.
- Much of our communication with reporters is educational, serving as the first line of information.
- Coordinate on-the-record and background interviews with key journalists on behalf of Mary Lyman.
- Script and distribute various public (and often embargoed) association statements and press releases.

Media Landscape Analysis

- Several key events have caused a spike in MLP related media coverage:
 - **August 2014** – Kinder Morgan reorganization, abandoning MLP structure
 - **February 2015** – The President’s Budget Proposal
 - **April 2015** – Delaware Court of Chancery issued a post-trial opinion in the case *In Re: El Paso Pipeline Partners*
 - **April 2015** – IRS lifts pause in issuing PLRs
 - **May 2015** – IRS issues proposed regulations under Section 7704

Media Placements

- Story Partners has helped MLPA actively drive the conversation and respond to daily legislative developments, such as tax reform, IRS regulations, energy policy, and infrastructure investment.
- Placements and briefings include:

Bloomberg
BNA

WALL STREET JOURNAL

Forbes

Bloomberg
Politics

Roll Call

taxanalysts[®]
The experts' experts.[™]

RIGZONE

E
&
E PUBLISHING, LLC

platts

LAW360

Opinion Leadership

- Story Partners has been successful in drafting and placing op-eds on behalf of Mary Lyman.

Placements include:



Moving forward, it is imperative that as our political
borders continue to compete for demand that 2017's
MIDPs2, the largest MIDP year to date, will continue to
tap approximately \$28 billion in investment to
businesses and communities.

to meet construction demand

—National Journal, 4/28/2015

—The Hill, 2/25/2015



Moving Forward: Messaging & Positioning

Issues:

- This year a larger emphasis on regulations.
- PASA; partnerships targeted for revenue raisers.

Strategy:

- Position MLPA as the go-to source.
- Align public affairs/lobbying/stakeholder messages.
- Participate in regulatory/tax/energy conversations.
- Stay non-hostile toward the IRS.
- Avoid becoming a political target.

Tactics:

- Beltway/trade media focus.
- Off-the-record reporter briefings and interviews.
- Proactive editorial opportunities.

Key Messages:

- Congressional intent and proven success.
- Energy infrastructure investment; energy independence; national security; jobs.

Moving Forward: Collateral & Coordination

Goals: educate and advance our message using print and digital materials for (internal and external) stakeholders.

Opportunities:

- MLP Primer & other 101 resources:
 - Update for latest statistics and rebrand.
- Video:
 - Create short explanatory series on MLPs' value to energy/economy in short series hosted on MLPA's new digital properties and shared with policymakers, media, allies.
- Infographics:
 - Leverage third-party research or relevant white paper studies.
- Third parties
 - Seek opportunities to coordinate with other groups (e.g. INGAA's "America's Energy Link").

Re-brand: Name Change

Goals:

- Update terminology.
- Unify stakeholders.

Approach:

- Industry research.
- Board vote.

Outcome:

- Evolving market reflected in terminology commonly used among membership, companies, investors, and policymakers.
- Tagline – *The Voice of America's MLPs* – establishes unity, solidifies our role, serves as positioning tool.



Re-brand: Logo

Goal:

- Update in a way that better reflects the dynamic industry and association.
- Key toward key audiences (i.e. beltway, policymakers).

Approach:

- Industry research.
- Design.
- Board vote.

Outcome:

- Forward-looking.
- Incorporate an element of “Americana.”
- Depict dynamic movement and optimism.
- Include elements to be used as a supporting branding carrier.



The Brand System



The Brand System



The Brand System



Welcome

I am pleased and excited to present to you the re-named and re-branded Master Limited Partnership Association (MLPA). In this email you'll find information about our new brand identity as well as some tools relevant to you as a member.

As we mark this occasion, I want to say that I could not be happier with the way our organization has grown and evolved since our inception in 1983. This year's re-branding initiative is yet another step forward in that journey. Thanks are due to our Board of Directors, our Public Relations/Investor Relations Committee, and

New name

The name change announced public members - to get identity (i.e. narrow it out to ext

Why we



What you can do

It is with that identity in mind that we undertook the comprehensive re-branding project this year. And it's my hope that as you familiarize yourself with the items here and across our digital platforms, you'll agree that we are now better positioned to capitalize on the dynamic nature of the MLP marketplace.



New site

Please take a moment to visit our new website. The official URL, MLPAAssociation.org, will go live on Sept. 8, but by following the link below to the beta site, you will find a sneak peak of our new website and its features.



Co-brand

Our new name and logo are also a great opportunity for co-branding with our member companies, which is why in the Member Section portal you'll also find the code for adding an MLPA web badge to any of your digital properties.



MARY S LYMAN
Executive Director

(c) 703.828.5945
(o) 703.822.4995

mylman@MLPAAssociation.org

4350 N. Fairfax Drive | Suite 815
Arlington, VA 22203

MLPAAssociation.org

4350 N. Fairfax Drive
Suite 815
Arlington, VA 22203

MLPAAssociation.org

The Brand System



**Investor
Conference**

Re-brand: Website

Goal:

- Modernize interface, look & feel.
- Smoother, more secure Member Section access.
- Easier access to resources for investors, policymakers, trade media.

Approach

- Clean, simple, intuitive; reflect the new brand.
- Responsive (to smartphones, tablets).
- Improved organization of info and updates.

Outcome

- Easy navigation.
- Rotators and media center.
- Expanded digital capabilities (e.g. video).
- Individualized member passwords.

____ NATIONAL ASSOCIATION OF ____
PUBLICLY TRADED PARTNERSHIPS

MLPA

NAPTP Becomes the
Master Limited Partnership Association

[Learn More](#)

ABOUT US

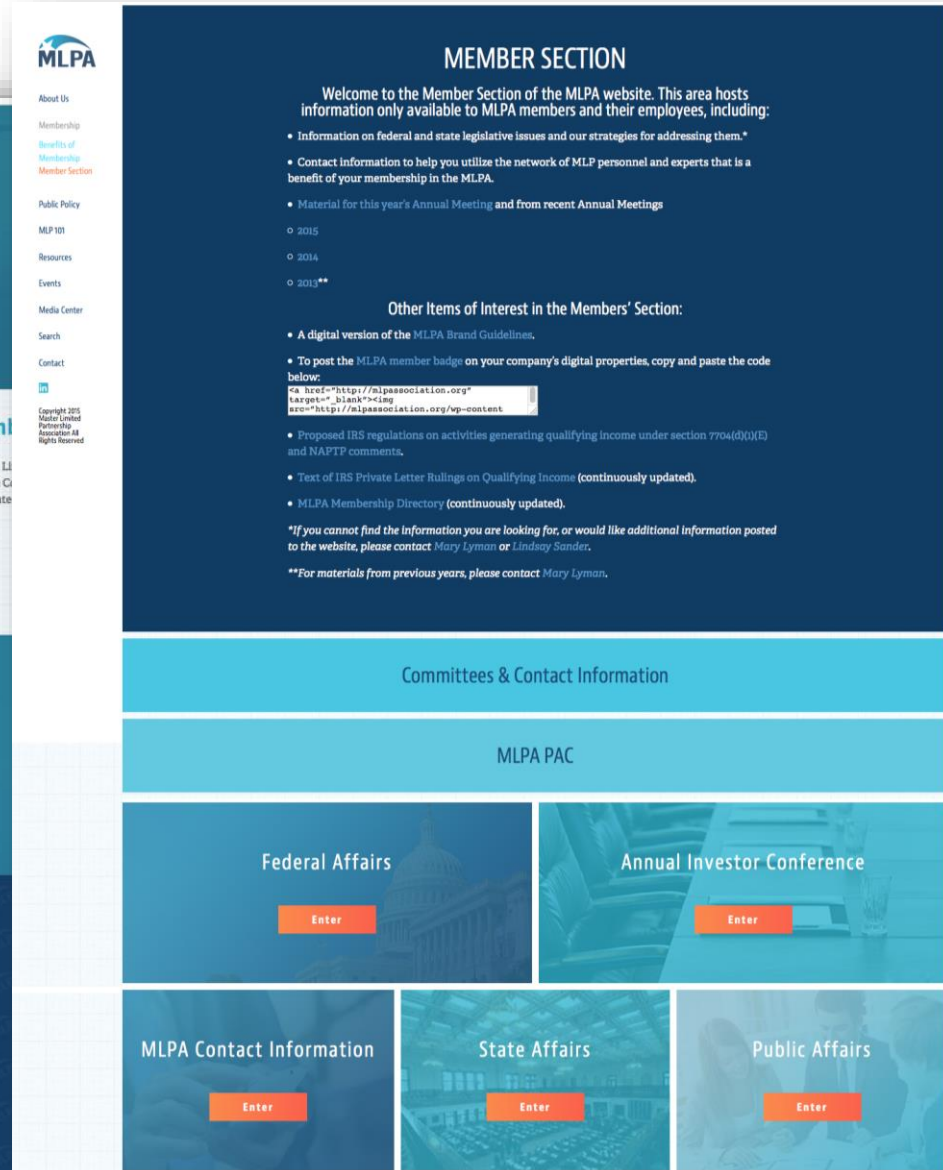
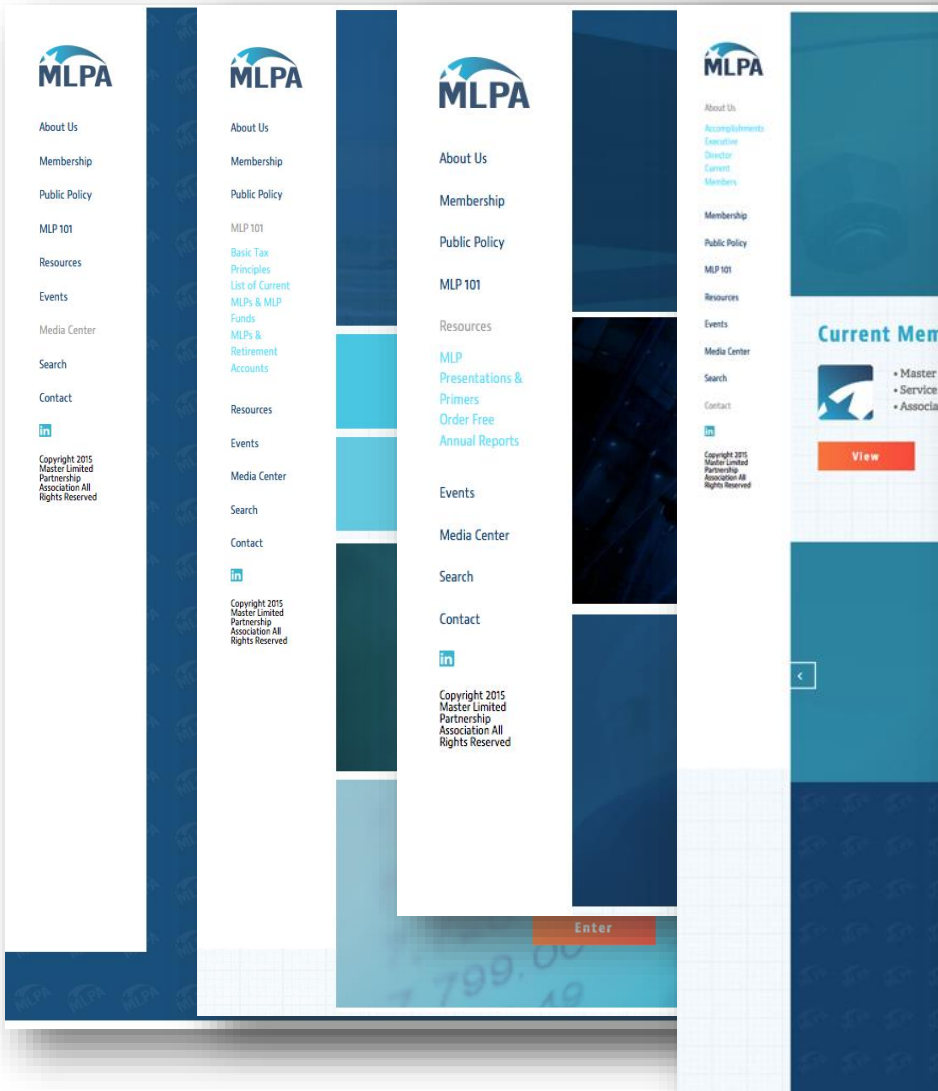
The Master Limited Partnership Association (MLPA) is the nation's only trade association representing the publicly traded partnerships commonly known as master limited partnerships (MLPs). For more than three decades, the association has been highly successful in promoting the interests of MLPs in Washington, D.C. and the states.

[Learn More](#)

HOME | PTP 101 | Association Activities | Investor Relations | News | Events | Links | Association Membership | Contacts | MLP Jobs | Members' Section

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Re-brand: Website





Andrew Fimka

Phone: (202) 706-7762

Email: Andrew.Fimka@StoryPartnersDC.com

thank you

www.MLPAssociation.org
4350 N. Fairfax Drive Suite 815 Arlington, VA 22203