

**Title:**

**Re-Establishment of the Oil Shale Association**

**Abstract:** (Your abstract must use 10pt Arial font and must not be longer than this box)

Recent events have shown the need for a source of accurate, timely and objective information about oil shale technology; projects; environmental and social considerations; and policy issues. Government officials and the media have had limited sources of accurate information. In many cases they have relied upon sources that unfairly portray and/or sensationalize facts about oil shale development. There are no professional or industrial organizations that exclusively represent oil shale. And since the industry base for oil shale is limited to a few firms, the information from these sources is limited and generally focused on individual technologies and projects. There are few Web sites and limited printed information that focus on oil shale. Much information in the public sector is based upon the boom and bust of the 1970's and 80's and not improved technologies and research and development approaches of this era.

To fill the information void described above, the Oil Shale Association has been re-activated. The purpose of the Association is to educate the public, media, elected officials and other organizations about oil shale and its potential for supplementing supplies of petroleum and transportation fuels here in the United States and worldwide. The Association is a non-profit corporation that welcomes all dues paying members that agree to support its goals and objectives. The strategy of the Oil Shale Association is to be the organization that media, public and elected officials will rely upon for objective, accurate and balanced oil shale information. The Executive Director, support staff, and volunteers from the membership of the Association will carry out its strategy through tapping credible and non-proprietary sources of documentation and information, and then communicating it by oral presentations, testimony, interviews, a Web site, brochures, position papers, responses to requests, trade shows and letters to editors. The Association was formed in the 1970's when it actively carried out the goals and objectives discussed above. Its charter members have kept the Association in an inactive status since the 1980's. The renewed interest in oil shale makes it timely to resurrect the Association and seek new members to continue this important and needed activity to bring credible oil shale information to the public.

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