

## MARKETING

The [Fuel Marketers Insurance Trust](#) was created as an alternative source of Workers' Compensation coverage. The primary objective of the Trust is to work with safety-conscious members to increase safety in the workplace and to thereby reduce the costs associated with Workers' Compensation coverage. The aim is to provide the program only to those potential members that meet the stringent requirements of the group. It is intended to provide a method of controlling costs throughout the system and therefore returning control of the system to the members without sacrificing any of the benefits that an injured employee is entitled to receive.

The goal of the Trust is steady and well managed growth and has no intention of including in its membership those that could potentially harm the group or deter its purpose.

Costs will be controlled in the areas of Workers' Compensation premiums, accidents, injuries, litigation and lost productivity. Cost containment will be achieved through ongoing member education, conscientious loss prevention and control, careful claims management, and a premium audit system.

The Trust is sponsored by the [Missouri Petroleum Marketers Convenient Store Association](#), an established, well respected Association with a proven record of providing beneficial programs to its members and working towards improving the business environment within the State of Missouri. [Fuel Marketers Insurance Trust](#) seeks to protect and further the interest of safety-conscious employers throughout Missouri, and sees the Trust as a means to help accomplish this goal.

In conclusion, the overriding benefits of this program are **Control** of cost, **Prevention** of injuries before they occur, and **Management** of the claims after they occur.