### COMMITTEE ON NATURAL RESOURCES

### **Disclosure Form**

# As required by and provided for in House Rule XI, clause 2(g) and the Rules of the Committee on Natural Resources

Oversight hearing on "Harnessing American Resources to Create Jobs and Address Rising Gasoline Prices: Families and Cost-of-Life Impacts."

For Individuals:									
1. Name:									
2. Address:									
3. Email Address:									
4. Phone Number:									
* * * *									
For Witnesses Representing Organizations:									
1. Name: Dennis M. Kelleher									
2. Name of Organization(s) You are Representing at the Hearing: Better Markets, Inc.									
3. Business Address: 1825 K Street, NW, Suite 1080, Washington, D.C. 20006									
4. Business Email Address: [Information redacted for privacy]									
5. Business Phone Number: [Information redacted for privacy]									

Name/Organization Dennis M. Kelleher, Better Markets, Inc.

Title/Date of Hearing Oversight hearing on "Harnessing American Resources to Create Jobs and Address Rising Gasoline Prices: Families and Cost-of-Life Impacts." March 21, 2012

a. Any training or educational certificates, diplomas or degrees or other educational experiences that are relevant to your qualifications to testify on or knowledge of the subject matter of the hearing.

Dennis Kelleher is the President and Chief Executive Officer of Better Markets, Inc., a Washington, D.C. based nonprofit organization that promotes the public interest in the US and global financial markets. He joined Better Markets after three decades of experience in the public, private, political, charitable and non-profit sectors.

He has held several senior staff positions in the United States Senate, most recently as the Chief Counsel and Senior Leadership Advisor to the Chairman of the Senate Democratic Policy Committee, Sen. Byron L. Dorgan. Throughout that time, Senator Dorgan was, among other things, a member of the Senate Committee on Appropriations and Chairman of the Appropriations Subcommittee on Energy and Water Development. Senator Dorgan was also a member Energy and Natural Resources Committee. Among other duties, Mr. Kelleher assisted Senator Dorgan on matters within the jurisdiction of those committees, including in particular energy policy, at both the committee and leadership levels. During this time, Mr. Kelleher's work related travel included Iraq, Saudi Arabia, Egypt, Jordan and Dubai. Mr. Kelleher held a top secret security clearance during his Senate service.

Previously, Mr. Kelleher was a Deputy Staff Director and General Counsel to a Senate Committee as well as leadership advisor, intelligence counsel and Legislative Director for a senior member of the Senate who was also the Democratic Conference Secretary.

Prior to his Senate service, Mr. Kelleher was a litigation partner with the international law firm of Skadden, Arps, Slate, Meagher & Flom, where he had a national and European practice specializing in the securities and financial markets as well as corporate conduct/misconduct.

These activities followed four years of active duty enlisted service in the Air Force as a crash/rescue firefighter/medic, which preceded his graduation with highest honors from Brandeis University and with honors Harvard Law School.

b. Any professional licenses, certifications, or affiliations held that are relevant to your qualifications to testify on or knowledge of the subject matter of the hearing.

See answer to a above.

c. Any employment, occupation, ownership in a firm or business, or work-related experiences that relate to your qualifications to testify on or knowledge of the subject matter of the hearing.

See answer to a above.

d. Any federal grants or contracts (including subgrants or subcontracts) from the <u>Department of the Interior</u> (<u>and /or other agencies invited</u>) that you have received in the current year and previous four years, including the source and the amount of each grant or contract.

None.

e. A list of all lawsuits or petitions filed by you against the federal government in the current year and the previous four years, giving the name of the lawsuit or petition, the subject matter of the lawsuit or petition, and the federal statutes under which the lawsuits or petitions were filed.
None.
f. Any other information you wish to convey that might aid the Members of the Committee to better understand the context of your testimony.
See answer to a above.
Name/Organization Dennis M. Kelleher, Better Markets, Inc.  Title/Date of Hearing "Harnessing American Resources to Create Jobs and Address Rising Gasoline Prices: Families and Cost-of-Life Impacts." March 21, 2012
In addition, for witnesses representing organizations:
g. Any offices, elected positions, or representational capacity held in the organization(s) on whose behalf you are testifying.
Not other than as CEO and President as stated above.
h. Any federal grants or contracts (including subgrants or subcontracts) from the <u>Department of the Interior (and /or other agencies invited)</u> that were received in the current year and previous four years by the organization(s) you represent at this hearing, including the source and amount of each grant or contract for each of the organization(s).
None.
i. A list of all lawsuits or petitions filed by the organization(s) you represent at the hearing against the federal government in the current year and the previous four years, giving the name of the lawsuit or petition, the subject matter of the lawsuit or petition, and the federal statutes under which the lawsuits or petitions were filed for each of the organization(s).
None.

j. A list of any countries from which the organization(s) you represent at the hearing have received foreign
donations and the total amount of donations received from each country, for the current year and the previous
four years, by each organization.

None.

k. For tax-exempt organizations and non-profit organizations, copies of the three most recent public IRS Form 990s (including Form 990-PF, Form 990-N, and Form 990-EZ) for each of the organization(s) you represent at the hearing (not including any contributor names and addresses or any information withheld from public inspection by the Secretary of the Treasury under 26 U.S.C. 6104)).

Better Markets is a tax-exempt, non-profit organization since inception in 2010 and, therefore, has only filed one Form 990 for the year 2010, a copy of which is attached.

 $\mathsf{Form}\,990$ 

Return of Organization Exempt From Income Tax Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No. 1545-0047

Department of the Treasury Internal Revenue Service

► The organization may have to use a copy of this return to satisfy state reporting requirements.

Open to Public Inspection

ΑI	For the	2010 calendar year, or tax year beginning and	ending						
В	Check If applicable	C Name of organization		D Employer identif	ication number				
	Addres	BETTER MARKETS, INC.		]					
	Name change	Doing Business As		27-2	227363				
X	Initial return Termin ated	Number and street (or P.O. box if mail is not delivered to street address) 1825 K STREET, NW	Room/suite 1080	E Telephone number 202-618-6464					
F	Amend			G Gross receipts \$	3,000,000.				
	Application			H(a) Is this a group return					
	pendin	F Name and address of principal officer:DENNIS M. KELLEHER		for affiliates?	Yes X No				
		SAME AS C ABOVE		H(b) Are all affiliates in	cluded? Yes No				
		empt status: X 501(c)(3) 501(c) ( ) (insert no.) 4947(a)(1)	or 527	If "No," attach a	a list. (see instructions)				
		e: ► WWW.BETTERMARKETS.COM		H(c) Group exemption					
K	orm of	organization: X Corporation	L Year	of formation: 2010	M State of legal domicile: GA				
P	art I	Summary							
a)	1	Briefly describe the organization's mission or most significant activities: ${ m TO}\ { m P}$	ROMOTE	THE PUBLIC	INTEREST				
Activities & Governance		IN THE DOMESTIC AND GLOBAL CAPITAL AND C							
ern	2	Check this box $lacktriangle$ if the organization discontinued its operations or dispo	sed of more						
ò	3	Number of voting members of the governing body (Part VI, line 1a)			3				
ಳ		Number of independent voting members of the governing body (Part VI, line 1b)			2				
ies		Total number of individuals employed in calendar year 2010 (Part V, line 2a)			3 0				
ξ		Total number of volunteers (estimate if necessary)		A MARKON CONTRACTOR OF STREET					
Aci		Total unrelated business revenue from Part VIII, column (C), line 12							
U ====	b	Net unrelated business taxable income from Form 990-T, line 34			<del> </del>				
	١.			Prior Year	3,000,000.				
e		Contributions and grants (Part VIII, line 1h)			3,000,000.				
Revenue		Program service revenue (Part VIII, line 2g)	- 181	0.					
Re		Investment income (Part VIII, column (A), lines 3, 4, and 7d)			0.				
		Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)			3,000,000.				
-		Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)			3,000,000.				
		Grants and similar amounts paid (Part IX, column (A), lines 1-3)			0.				
		Benefits paid to or for members (Part IX, column (A), line 4)		123,045.					
Expenses	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)			0.				
ben	loa .	Professional fundraising fees (Part IX, column (A), line 11e)  Total fundraising expenses (Part IX, column (D), line 25)	199999						
X	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)			393,247.				
		Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)			516,292.				
	19	Revenue less expenses. Subtract line 18 from line 12			2,483,708.				
Net Assets or Fund Balances	10	Teverine lead experience educate into 10 from into 12		ginning of Current Year	End of Year				
ets	20	Total assets (Part X, line 16)			2,491,400.				
ASS d Ba	21	Total liabilities (Part X, line 26)			7,692.				
File	22	Net assets or fund balances. Subtract line 21 from line 20	*******		2,483,708.				
P	art II	Signature Block							
Und	ег репа	ties of perjury, I declare that I have examined this return, including accompanying schedule	s and statem	ents, and to the best of n	ny knowledge and belief, it is				
true	, correc	t, and complete. Declaration of preparer (other than officer) is based on all information of w	hich preparei	has any knowledge.					
Sig	n	Signature of officer		Date					
Hei	re	DENNIS M. KELLEHER, PRESIDENT AND CEO							
		Type or print name and title		Data Charle I	DTIN				
		Print/Type preparer's name  Preparer's signature	an l'	Date Check	PTIN PUBLICATION				
Pai		RICHARD E. MORRIS	PA	il / /5-/ // self-emplo	yed (100 99079)				
	parer	Firm's name COUNCILOR, BUCHANAN & MITCHELL,	P.C.	/ / Firm's EIN					
Use	Only	Firm's address 7910 WOODMONT AVENUE, SUITE 500			2011 006 0600				
		BETHESDA, MD 20814		Phone no.	301) 986-0600				
Ma	y the IF	RS discuss this return with the preparer shown above? (see instructions)		**********	X Yes No				

Form 8868 (Rev. 1-2011)					Page 2						
• If you are filing for an Additional (Not Automatic) 3-Month E	Extension,	complete only Part II and check this bo	ЭX	<b>&gt;</b>	X						
Note. Only complete Part II if you have already been granted an	automatic	3-month extension on a previously filed	Form	8868.							
<ul> <li>If you are filing for an Automatic 3-Month Extension, compl</li> </ul>	lete only Pa	art I (on page 1).									
Part II Additional (Not Automatic) 3-Month	Extensio	n of Time. Only file the original (no c	opies	needed).							
Name of exempt organization Employer identification n											
Type or				7-2227363							
BETTER MARKETS, INC.	BETTER MARKETS, INC.										
File by the extended Number, street, and room or suite no. If a P.O. box,											
due date for 1825 K STREET, NW, NO. 1080											
return. See   City, town or post office, state, and ZIP code. For a	foreign add	lress, see instructions.									
WASHINGTON, DC 20006		Variable Control of the Control of t									
					(a)a						
Enter the Return code for the return that this application is for (f	ile a separa	te application for each return)			01						
	7	r			Detum						
Application	Return	Application			Return						
is For	Code	is For			Code						
Form 990	01	Form 1041-A			08						
Form 990-BL	02	Form 4720	_	****	09						
Form 990-PF	03	Form 5227			10						
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069			11						
Form 990-T (trust other than above)	06	Form 8870			12						
STOP! Do not complete Part II if you were not already grante			alv file	d Form 8868.							
THE ORGANIZATI		TOTAL STATE OF THE	J. J. 1115								
<ul> <li>The books are in the care of ► 1825 K STREET,</li> </ul>		NO. 1080 - WASHINGTO	N.	DC 20006							
Telephone No. ► (202) 618-6464		FAX No. ► (202) 618-64									
If the organization does not have an office or place of business	ss in the Ur										
If this is for a Group Return, enter the organization's four digit					heck this						
		ch a list with the names and EINs of all									
4 I request an additional 3-month extension of time until	NOVEM	BER 15, 2011.									
5 For calendar year 2010, or other tax year beginning		, and ending			· · · · · · · ·						
6 If the tax year entered in line 5 is for less than 12 months,	check reas	on: Initial return	Final r	eturn							
Change in accounting period											
7 State in detail why you need the extension					-						
	HER PI	ERTINENT INFORMATION	TO	COMPLETE	THE						
RETURN ACCURATELY.											
8a If this application is for Form 990-BL, 990-PF, 990-T, 4720	, or 6069, a	nter the tentative tax, less any		4	•						
nonrefundable credits. See instructions.			8a		0.						
b If this application is for Form 990 PF, 990 T, 4720, or 6069											
	tax payments made. Include any prior year overpayment allowed as a credit and any amount paid										
<del></del>	previously with Form 8868.  Balance due. Subtract line 8b from line 8a. Include your payment with this form, if required, by using										
		it this form, if required, by using	8c	•	0.						
EFTPS (Electronic Federal Tax Payment System). See inst		d Verification	OC	Ψ							
Under penalties of perjury, I declare that I have examined this form, incluit is true, correct, and complete, and that I am authorized to prepare this	ding accomp		best o	my knowledge and be	iljef,						
The last			Dete	8/12/	()						
Signature ► Title ►	CPA		Date	Form 8888 (Re	v 1.20111						

Ка	Check if Schoolule O contains a represent to any question in this Part III	$\neg$										
_	Check if Schedule O contains a response to any question in this Part III											
1	Briefly describe the organization's mission: TO PROMOTE THE PUBLIC INTEREST IN THE DOMESTIC AND GLOBAL CAPITAL AND											
	COMMODITY MARKETS, WITH AN INITIAL PRIMARY FOCUS ON THE RULEMAKING											
	ARISING FROM THE DODD-FRANK WALL STREET REFORM AND CONSUMER PROTECTION											
	ACT AS WELL AS RELATED GLOBAL FINANCIAL REGULATION.	_										
2	Did the organization undertake any significant program services during the year which were not listed on	_										
4	the prior Form 990 or 990-EZ?	No										
	If "Yes," describe these new services on Schedule O.											
3	Did the organization cease conducting, or make significant changes in how it conducts, any program services?	No										
3	If "Yes," describe these changes on Schedule O.	••										
4	Describe the exempt purpose achievements for each of the organization's three largest program services by expenses.											
	Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and											
	allocations to others, the total expenses, and revenue, if any, for each program service reported.	_										
4a	(Code:) (Expenses \$435,722 • including grants of \$) (Revenue \$3,000,000	• )										
	STUDY, RESEARCH, ANALYSIS AND DISCUSS (AT CONFERENCES AND OTHERWISE) O	F										
	HOW FINANCIAL MARKETS WORK, THE ROLE OF MARKETS, AND THE ROLE OF											
	REGULATIONS IN THE FINANCIAL SYSTEM WITHIN THE US AND GLOBALLY.											
	WRITING AND FILING COMMENT LETTERS ON PROPOSED RULES AND MEETING WITH											
	REGULATORS AND OTHERS IN CONNECTION WITH PROPOSED RULES AND/OR FUTURE											
	PROPOSED AND/OR FINAL RULES REGARDING FINANCIAL REFORM AND FINANCIAL											
	REGULATION.											
4b	(Code:) (Expenses \$ including grants of \$) (Revenue \$	)										
40	//Experience 4											
		_										
		_										
		_										
4c	(Code:) (Expenses \$ including grants of \$) (Revenue \$	_)										
		_										
		_										
		_										
4d	Other program services. (Describe in Schedule O.)											
-u	(Expenses \$ including grants of \$ ) (Revenue \$ )											
40	Total program service expenses ► 435,722.											
-+6	Form 990 (20	10)										

# Form 990 (2010) BETTER MARKE Part IV Checklist of Required Schedules

-			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	Х	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
	public office? If "Yes," complete Schedule C, Part I	3		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4		Х
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			
•	similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		Х
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to			
	provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		Х
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,	_		
•	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II.	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete			
Ü	Schedule D, Part III	8		Х
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide			
9	Ni di	9		x
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments?			
10		10		x
44	If "Yes," complete Schedule D, Part V			
11				
	as applicable.	(0)00000000	000000000	**********
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,	11a		X
	Part VI	IIa		
D	Did the organization report an amount for investments · other securities in Part X, line 12 that is 5% or more of its total	11b		X
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	110		-
С	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total	11c		X
	assets reported in Part X, line 167 If "Yes," complete Schedule D, Part VIII	116		-
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in	444		х
	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		X
_	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			X
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f		_
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete			v
	Schedule D, Parts XI, XII, and XIII	12a		Х
þ	Was the organization included in consolidated, independent audited financial statements for the tax year?			v
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		-
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a	_	X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,			v
	and program service activities outside the United States? If "Yes," complete Schedule F, Parts I and IV	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization			v
	or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV	15		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals			
	located outside the United States? If "Yes," complete Schedule F, Parts III and IV	16		X
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,			.,
	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17	_	Х
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines			v
	1c and 8a? If "Yes," complete Schedule G, Part II	18		X
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			,,,
	complete Schedule G, Part III	19		X
	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a		X
b	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? <b>Note.</b> Some Form 990 filers that			
	operate one or more hospitals must attach audited financial statements (see instructions)	20b		

Form **990** (2010)

Form 990 (2010) BETTER MARKETS, IN Part IV Checklist of Required Schedules (continued)

2000	Officialist of frequired contouries (continues)		Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the		169	
41	United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		X
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX,			
22	column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
99	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
23	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
		23		Х
04-	Schedule J  Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
24a	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
		24a		X
	Schedule K. If "No", go to line 25  Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
Ь		240		
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease	24c		
	any tax-exempt bonds?	24d		
	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24u	-	_
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a	25a		x
_	disqualified person during the year? If "Yes," complete Schedule L, Part I	200		<u> </u>
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete	055		х
	Schedule L, Part I	25b		
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified			Х
	person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		Λ.
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial			
	contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete			X
	Schedule L, Part III	27		
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exceptions):	-00		Х
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a	_	X
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,			v
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			v
	contributions? If "Yes," complete Schedule M	30	-	X
31	Did the organization liquidate, terminate, or dissolve and cease operations?			v
	If "Yes," complete Schedule N, Part I	31	-	X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete	l		, v
	Schedule N, Part II	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			١,,
	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		X
34	Was the organization related to any tax-exempt or taxable entity?			١,,
	If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34	-	X
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35	-	X
a	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of			
	section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2			
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			,,
	If "Yes," complete Schedule R, Part V, line 2	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			,
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?			
	Note. All Form 990 filers are required to complete Schedule O	38	X	<u></u>
		Form	agn .	(2010)

032004 12-21-10

# Form 990 (2010) BETTER MARKETS, INC. Part V Statements Regarding Other IRS Filings and Tax Compliance

	Check if Schedule O contains a response to any question in this Part V		*****							
	W 4		Yes	No						
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable									
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable									
С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming									
	(gambling) winnings to prize winners?	1c								
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,									
	filed for the calendar year ending with or within the year covered by this return2a									
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X							
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file. (see instructions)									
За	Did the organization have unrelated business gross income of \$1,000 or more during the year?	За		X						
	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b		_						
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a									
	financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X						
b	If "Yes," enter the name of the foreign country:									
	See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.	_		v						
	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X						
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b								
_	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?	5с		_						
6a		6-		X						
	any contributions that were not tax deductible?	6a		<u> </u>						
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts	6b								
_	were not tax deductible? Organizations that may receive deductible contributions under section 170(c).	OD								
7	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		X						
a	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b								
	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required									
C	to file Form 8282?	7c		X						
d	If "Yes," indicate the number of Forms 8282 filed during the year									
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e								
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f								
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g								
h		7h								
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting									
	organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8								
9	Sponsoring organizations maintaining donor advised funds.									
а	Did the organization make any taxable distributions under section 4966?	9a		_						
b	Did the organization make a distribution to a donor, donor advisor, or related person?	9b		3 (000000000000000000000000000000000000						
10	Section 501(c)(7) organizations. Enter:									
a	Initiation fees and capital contributions included on Part VIII, line 12									
	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities									
11	Section 501(c)(12) organizations. Enter:									
	Gross income from members or shareholders									
þ	Gross income from other sources (Do not net amounts due or paid to other sources against									
40-	amounts due or received from them.)  Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a								
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year									
13	Section 501(c)(29) qualified nonprofit health insurance issuers.									
	Is the organization licensed to issue qualified health plans in more than one state?	13a		1						
u	Note. See the instructions for additional information the organization must report on Schedule O.									
b	Enter the amount of reserves the organization is required to maintain by the states in which the									
_	organization is licensed to issue qualified health plans									
С	Enter the amount of reserves on hand									
	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X						
	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b								
		Form	990	(2010)						

27-2227363 BETTER MARKETS, INC. Form 990 (2010) Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. X Check if Schedule O contains a response to any question in this Part VI Section A. Governing Body and Management Yes No 1a Enter the number of voting members of the governing body at the end of the tax year 2 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other X 2 officer, director, trustee, or key employee? Did the organization delegate control over management duties customarily performed by or under the direct supervision X 3 of officers, directors or trustees, or key employees to a management company or other person? Х Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? X Did the organization become aware during the year of a significant diversion of the organization's assets? 5 Х 6 Does the organization have members or stockholders? 7a Does the organization have members, stockholders, or other persons who may elect one or more members of the Х 7a governing body? X **b** Are any decisions of the governing body subject to approval by members, stockholders, or other persons? 7b Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: X 8a a The governing body? X **b** Each committee with authority to act on behalf of the governing body? 8b Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the X organization's mailing address? If "Yes," provide the names and addresses in Schedule O Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.) No X 10a Does the organization have local chapters, branches, or affiliates? 10a b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, 10b and branches to ensure their operations are consistent with those of the organization? X 11a Has the organization provided a copy of this Form 990 to all members of its governing body before filling the form? **b** Describe in Schedule O the process, if any, used by the organization to review this Form 990. X 12a 12a Does the organization have a written conflict of interest policy? If "No," go to line 13 **b** Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise Х 12b to conflicts? c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe X 12c in Schedule O how this is done X 13 Does the organization have a written whistleblower policy? 13 Does the organization have a written document retention and destruction policy? 14 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? X 15a a The organization's CEO, Executive Director, or top management official X **b** Other officers or key employees of the organization 15b If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.) 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a X taxable entity during the year? b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? Section C. Disclosure NONE List the states with which a copy of this Form 990 is required to be filed Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for 18 public inspection. Indicate how you make these available. Check all that apply. Another's website X Upon request Own website Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public. State the name, physical address, and telephone number of the person who possesses the books and records of the organization: THE ORGANIZATION - (202) 618-6464

032006 12-21-10 Form 990 (2010)

1825 K STREET, NW, NO. 1080, WASHINGTON, DC

20006

## Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

#### Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's former officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

<b>(A)</b> Name and Title	(B) Average	'I						<b>(D)</b> Reportable	<b>(E)</b> Reportable	<b>(F)</b> Estimated
	hours per week	(check all that apply)					ly)	compensation from	compensation from related	amount of other
	(describe hours for related organizations in Schedule O)	Individual trustee or director	Institutional trustee	Officer	Кеу етріоуее	Highest compensated employee	Former	the organization (W-2/1099-MISC)	organizations (W-2/1099-MISC)	compensation from the organization and related organizations
DENNIS KELLEHER	75.00	Х		х				75,610.	0.	0
PRESIDENT AND CEO	75.00	Λ		Δ	-		-	75,010.	0.	0
GOARD OF DIRECTORS	5.00	х		Х				0.	0.	0
ADAM WHITE	- 00							•	0	•
OOARD OF DIRECTORS	5.00	X		Х				0.	0.	0
		1	1	1		1	ı	l .	l '	l

Form **990** (2010)

Part	YII Section A. Officers, Directors, Tru	istees, Key Ei	nplo	yee			High	est	Compensated Employ	rees (continued)	
	(A)	(B)			(0	-			(D)	(E)	(F)
Name and title		Average	,		Pos			L A	Reportable	Reportable	Estimated
		hours per week (describe hours for related organizations in Schedule O)	ustee or director	necitutional frustee	Officer		Highest compensated bb		compensation from the organization (W-2/1099-MISC)	compensation from related organizations (W-2/1099-MISC)	amount of other compensation from the organization and related organizations
1b	Sub-total						<b></b>		75,610.	0.	
	Total from continuation sheets to Part V						_		75,610.	0.	
2	Total (add lines 1b and 1c)  Total number of individuals (including but recompensation from the organization							no re			0
	Did the organization list any former officer,	director or tru		, ke	v em	olar	yee,	or h	nighest compensated e	mployee on	Yes No
	line 1a? If "Yes," complete Schedule J for s For any individual listed on line 1a, is the su	uch individual									3 X
5	and related organizations greater than \$15 Did any person listed on line 1a receive or a rendered to the organization? If "Yes," com	accrue compe	nsat	ion f	rom	any	/ unr	elat	ed organization or indiv	idual for services	5 X
	ion B. Independent Contractors	ipiete Scriedui	<del>0</del> J I	or s	ucn	pers	son	*****	***************************************		
	Complete this table for your five highest co the organization. NONE	mpensated in	depe	ende	ent c	ont	racto	ors t	hat received more than	\$100,000 of compen	sation from
	<b>(A)</b> Name and business	address							(B) Description of s	services	(C) Compensation
	Total number of independent contractors ( \$100,000 in compensation from the organi		ot li	mite	d to		se li:	stec	d above) who received r	nore than	Form <b>990</b> (2010)

	rt VII	Statement of Rever			<b>(A)</b> Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	Revenue excluded from tax under sections 512, 513, or 514
ts	1 a	Federated campaigns	1a					
Contributions, gifts, grants and other similar amounts	b	Membership dues	1b			1000 000000000000000000000000000000000		
	С	Fundraising events	1c					
	d	Related organizations	1d					
	е	Government grants (contribut	tions) 1e					
ers	f	All other contributions, gifts, gran						
당		similar amounts not included abo	ve 1f 3,	000,000.			100	
20	_	Noncash contributions included in lines			2 000 000	\$60,000 and 600,000 \$10,000 and 600,000 \$10,000 and 600,000		
0 10	h	Total. Add lines 1a-1f		Carried Control of the Control of th	3,000,000.			
.	_			Business Code				
Program Service Revenue	2 a	*			-			
in Se	b	-						
E S	c d	<del></del>						
ğ	e							
<u>م</u> ا		All other program service reve	enue					
		Total. Add lines 2a-2f		<b>&gt;</b>				80000
	3	Investment income (including		and the same of th		- Week as see see and in the second	Total   1   1   1   1   1   1   1   1   1	<i>30///</i>
		other similar amounts)						
	4	Income from investment of ta	x-exempt bond p	roceeds				
- 1	5	Royalties						
			(i) Real	(ii) Personal				
	6 a	Gross Rents						
	b							
	С	1,000,000						
		Net rental income or (loss)						
	7 a	Gross amount from sales of	(i) Securities	(ii) Other	-		2000 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
		assets other than inventory	-		-			
	b	Less: cost or other basis						
	-	and sales expenses						
		Gain or (loss)  Net gain or (loss)						000000000000000000000000000000000000000
		Gross income from fundraisin				20000		100000
Other Revenue	U a	including \$				2000 000 000 000 000 000 000 000 000 00		
e e		contributions reported on line				20000000000000000000000000000000000000		
Ę.		Part IV, line 18	•					
율	b	Less: direct expenses				00 00000000000000000000000000000000000		
0		Net income or (loss) from fund						
	9 a	Gross income from gaming ac	ctivities. See			0.000 0.000		
		Part IV, line 19						
		Less: direct expenses						
		Net income or (loss) from gan		<b>&gt;</b>				
	10 a	Gross sales of inventory, less						200
		and allowances			-			
		Less: cost of goods sold						
4		Net income or (loss) from sale						
	44	Miscellaneous Revenu		Business Code				
	11 a							
	b							
	d	All other revenue						
		Total. Add lines 11a-11d		<b>•</b>				
	12	Total revenue. See instructions.		*************	3,000,000.	0.	0.	0.
03200	9				N			Form <b>990</b> (2010)

### Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must com Do not include amounts reported on lines 6b,		(A) Total expenses	(B) Program service	(C) Management and	( <b>D)</b> Fundraising	
/b,	8b, 9b, and 10b of Part VIII.		expenses	general expenses	expenses	
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21					
2	Grants and other assistance to individuals in the U.S. See Part IV, line 22				1.00 1.00 1.00 1.00	
3	Grants and other assistance to governments, organizations, and individuals outside the U.S.				complex	
	See Part IV, lines 15 and 16					
4	Benefits paid to or for members					
5	Compensation of current officers, directors, trustees, and key employees	75,610.	56,707.	18,903.		
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and					
_	persons described in section 4958(c)(3)(B)	32,733.	27,277.	5,456.		
7 8	Other salaries and wages  Pension plan contributions (include section 401(k)	32,733.	21,2110	3/1301		
_	and section 403(b) employer contributions)	5,644.	4,703.	941.		
9	Other employee benefits	9,058.	7,548.	1,510.		
10	Payroll taxes	9,030.	7,540.	1,310.		
11	Fees for services (non-employees):					
a	Management	23,620.	19,683.	3,937.		
b	Legal	11,500.	9,583.	1,917.		
C.	Accounting	11,500.	3/303.	1/31/0		
d	Lobbying					
e	Professional fundraising services. See Part IV, line 17					
f	Investment management fees	187,205.	156,001.	31,204.		
. g	Other	107/2031	130/0011	01/1011		
12	Advertising and promotion	3,073.	2,561.	512.		
13	Office expenses	4,275.	3,562.	713.		
14	Information technology	1/2/31	0,000			
15	Royalties	7,575.	6,312.	1,263.		
16	Occupancy	143,835.	131,321.	12,514.		
17	Payments of travel or entertainment expenses	110,0001	101,0010	/		
18						
40	for any federal, state, or local public officials  Conferences, conventions, and meetings	4,105.	3,748.	357.		
19		1/1001	07,100			
20 21	Interest Payments to affiliates					
22	Depreciation, depletion, and amortization					
23	Insurance					
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)					
а	PAYROLL PROCESSING	3,457.	2,881.	576.		
b	BOOK, SUBSCRIPTIONS & RE	2,471.	2,059.	412.		
c	TAXES & FILING FEES	1,145.	954.	191.		
d	MEMBERSHIPS & DUES	750.	625.	125.		
e	WORKERS COMPENSATION	236.	197.	39.		
f	All other expenses					
25	Total functional expenses. Add lines 1 through 24f	516,292.	435,722.	80,570.	0	
26	Jaint costs. Check here ▶ ☐ if following SOP					
	98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation					

		(A) Beginning of year		<b>(B)</b> End of year
	O-all interest broads		1	2,403,464.
1 2	Cash - non-interest-bearing Savings and temporary cash investments		2	50.
3	The state of the s		3	
4	Pledges and grants receivable, net		4	4,393
5	Accounts receivable, net  Receivables from current and former officers, directors, trustees, key			-,
3	employees, and highest compensated employees. Complete Part II			
			5	
6	of Schedule L  Receivables from other disqualified persons (as defined under section			
"	4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing			
	employers and sponsoring organizations of section 501(c)(9) voluntary		6	
١_	employees' beneficiary organizations (see instructions)		7	
7	Notes and loans receivable, net		8	
8	Inventories for sale or use		9	
9	Prepaid expenses and deferred charges		9	
lua	Land, buildings, and equipment: cost or other			
١.	basis. Complete Part VI of Schedule D 10a		10c	
	Less: accumulated depreciation 10b		11	
11	Investments · publicly traded securities		12	
12	Investments - other securities. See Part IV, line 11		13	
13	Investments - program-related. See Part IV, line 11		14	
14	Intangible assets	^	15	83,493
15	Other assets. See Part IV, line 11		16	2.491.400
16	Total assets. Add lines 1 through 15 (must equal line 34)		17	2,491,400 7,692
17	Accounts payable and accrued expenses		18	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
18	Grants payable		19	
1	Deferred revenue		20	
20	Tax-exempt bond liabilities  Escrow or custodial account liability. Complete Part IV of Schedule D		21	
21	Payables to current and former officers, directors, trustees, key employees,			
22	highest compensated employees, and disqualified persons. Complete Part II			
			22	
00	of Schedule L Secured mortgages and notes payable to unrelated third parties		23	
23	Unsecured notes and loans payable to unrelated third parties		24	
25	Other liabilities. Complete Part X of Schedule D		25	
26	Total liabilities. Add lines 17 through 25	0.	26	7,692
20	Organizations that follow SFAS 117, check here   X and complete	0.000 0.000 0.000		
	lines 27 through 29, and lines 33 and 34.			
27	Unrestricted net assets	100000000000000000000000000000000000000	27	2,483,708
28	Temporarily restricted net assets		28	
29	Permanently restricted net assets	Walling the Control of the Control o	29	
	Organizations that do not follow SFAS 117, check here			
	complete lines 30 through 34.			
30	Capital stock or trust principal, or current funds	***************************************	30	
31	Paid-in or capital surplus, or land, building, or equipment fund		31	
32	Retained earnings, endowment, accumulated income, or other funds		32	
33	Total net assets or fund balances	Λ.	33	2,483,708
111-0	Total liabilities and net assets/fund balances		34	2,491,400

_
0.
2.
8.
0.
0.
8.
No
X
X
X
010)

### **SCHEDULE A**

Department of the Treasury

Internal Revenue Service

(Form 990 or 990-EZ)

**Public Charity Status and Public Support** 

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ.
► See separate instructions.

OMB No. 1545-0047

Inspection

Name of the organization

BETTER MARKETS, INC.

**Employer identification number** 

27-2227363 Reason for Public Charity Status (All organizations must complete this part.) See instructions. The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.) A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i). 1 2 A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.) A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii). 3 A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, 4 city, and state: An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.) A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v). An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.) A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.) An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.) An organization organized and operated exclusively to test for public safety. See section 509(a)(4). 10 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h. c Type III - Functionally integrated **b** Type II By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons? g Yes No (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, 11g(i) the governing body of the supported organization? 11g(ii) (ii) A family member of a person described in (i) above? (iii) A 35% controlled entity of a person described in (i) or (ii) above? Provide the following information about the supported organization(s). h (iii) Type of (vi) Is the (iv) Is the organization (v) Did you notify the (vii) Amount of (i) Name of supported (ii) EIN organization in col. organization in col. (i) listed in your organization in col. support (i) organized in the organization (described on lines 1-9 governing document? (i) of your support? U.S.? above or IRC section (see instructions)) Yes No Yes Total

032021 12-21-10

Form 990 or 990-EZ.

28950-01

Schedule A (Form 990 or 990-EZ) 2010

LHA For Paperwork Reduction Act Notice, see the Instructions for

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Sec	ction A. Public Support						
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")					3000000.	3000000.
2	Tax revenues levied for the organ-						
	ization's benefit and either paid to						
	or expended on its behalf						
3	The value of services or facilities						
	furnished by a governmental unit to						
	the organization without charge						
4	Total. Add lines 1 through 3					3000000.	3000000.
	The portion of total contributions						
	by each person (other than a						
	governmental unit or publicly						
	supported organization) included						
	on line 1 that exceeds 2% of the						
	amount shown on line 11,						
	column (f)						
6	Public support. Subtract line 5 from line 4.						3000000.
_	ction B. Total Support						
	ndar year (or fiscal year beginning in)	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
	Amounts from line 4	.,	100			3000000.	3000000.
	Gross income from interest.						
•	dividends, payments received on						
	securities loans, rents, royalties						
	and income from similar sources						
9	Net income from unrelated business	-					
·	activities, whether or not the						
	business is regularly carried on						
10	Other income. Do not include gain						
	or loss from the sale of capital						
	assets (Explain in Part IV.)			1			
11	Total support. Add lines 7 through 10						3000000.
	Gross receipts from related activities	etc. (see instruction	ons)			12	
	First five years. If the Form 990 is for					n 501(c)(3)	
	organization, check this box and stop						►X
Sec	ction C. Computation of Publ						
14	Public support percentage for 2010 (	line 6, column (f) di	vided by line 11,	column (f))		14	%
15	Public support percentage from 2009	Schedule A, Part	II, line 14			15	%
16a	33 1/3% support test - 2010. If the o	rganization did not	check the box or	n line 13, and line 1	14 is 33 1/3% or m	ore, check this box	k and
	stop here. The organization qualifies						
b	33 1/3% support test - 2009. If the o	rganization did not	t check a box on I	ine 13 or 16a, and	line 15 is 33 1/3%	or more, check th	s box
	and stop here. The organization qual						
17a	10% -facts-and-circumstances tes						
	and if the organization meets the "fac						
	meets the "facts-and-circumstances"						
b	10% -facts-and-circumstances tes						
	more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the						
	organization meets the "facts-and-cire						
18	Private foundation. If the organization	on did not check a	box on line 13, 16	ia, 16b, 17a, or 17			
					Sche	dule A (Form 990	or 990-F71 2010

### Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Sec	ction A. Public Support	olony process serving					
Cale	ndar year (or fiscal year beginning in)	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
	Gifts, grants, contributions, and membership fees received. (Do not						
2	include any "unusual grants.")						
3	Gross receipts from activities that are not an unrelated trade or business under section 513						
4	Tax revenues levied for the organ- ization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities furnished by a governmental unit to the organization without charge						
6	Total. Add lines 1 through 5						
7a	Amounts included on lines 1, 2, and 3 received from disqualified persons						
b	Amounts Included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c	Add lines 7a and 7b						
8	Public support (Subtract line 7c from line 6.)						
Sec	ction B. Total Support					·	
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2006	<b>(b)</b> 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
	Amounts from line 6 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b	Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
	Add lines 10a and 10b  Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
	Total support (Add lines 9, 10c, 11, and 12.)					1	<u> </u>
14	First five years. If the Form 990 is fo						ization,
	check this box and stop here						
Se	ction C. Computation of Publ	ic Support Pe	rcentage			1 1	
15	Public support percentage for 2010 (						
16						16	
Se	ction D. Computation of Inve					12-1	
17	•						
18	Investment income percentage from	2009 Schedule A,	Part III, line 17		******	18	471
19a	33 1/3% support tests - 2010. If the	organization did r	not check the box	on line 14, and lin	e 15 is more than	33 1/3%, and line	1/ is not
	more than 33 1/3%, check this box a	and <b>stop here.</b> The	e organization qua	lifies as a publicly	supported organi	zation	
ŀ	33 1/3% support tests - 2009. If the	organization did r	not check a box or	line 14 or line 19	a, and line 16 is n	nore than 33 1/3%	, and □
	line 18 is not more than 33 1/3%, che						
20	Private foundation If the organization	on did not check a	pox on line 14, 19	a. or 19b. check t	mis dox and see II	1817UCIONS	***********

#### SCHEDULE O (Form 990 or 990-EZ)

Department of the Treasury

### Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

Attach to Form 990 or 990-EZ.

2010 Open to Public Inspection

Name of the organization

BETTER MARKETS, INC.

Employer identification number 27–2227363

BETTER TRACKETO TITO
FORM 990, PART VI, SECTION A, LINE 2: MICHAEL MASTERS IS THE CHAIRMAN OF
THE BOARD AND ADAM WHITE IS THE TREASURER AND BOARD MEMBER. MR. MASTERS'
BUSINESS IS MASTERS CAPITAL MANAGEMENT (MCM) AND MR. WHITE IS THE DIRECTOR
OF RESEARCH FOR MCM.
FORM 990, PART VI, SECTION B, LINE 11: OFFICE MANAGER CONDUCTS A
PRELIMINARY REVIEW AND THE PRESIDENT & CEO WILL CONDUCT THE FINAL REVIEW
BEFORE FILING. THE 990 WILL BE PROVIDED TO THE BOARD OF DIRECTORS FOR
REVIEW AND APPROVAL BY THE INDEPENDENT MEMBERS OF THE BOARD OF DIRECTORS.
FORM 990, PART VI, SECTION B, LINE 15A: COMPENSATION IS REVIEWED AND
APPROVED BY THE BOARD OF DIRECTORS.
FORM 990, PART VI, SECTION C, LINE 19: AVAILABILITY FOR PUBLIC INSPECTION
UPON REQUEST.