

COMMCORE POWERPACK® FOR CLEAN ENERGY COMMUNICATIONS

Renewable Energy, Energy Efficiency, and Green Transportation companies need to be visible now more than ever to gear up for growth:

- The Obama Administration has made Clean Energy a policy priority.
- Competition for funds under the American Recovery and Reinvestment Act will be fierce.
- The ailing economy has hampered raising private capital.

To win in this environment at this time clean energy companies must have compelling communications and memorable campaigns built on a good story. We're ready to help.

With decades of experience advising energy companies, CommCore Consulting Group launched PowerPack, its public affairs and communications services package to partner with energy clients and/or their agencies for Public Relations, Public Affairs, Government Affairs and Investor Communications counsel and support. CommCore, a member of ACORE, has a proven record of helping clients achieve their goals through effective and creative communications.

ENERGY SECTOR CLIENTS

RENEWABLE ENERGY COALITIONS

25 x '25

FEDERAL GOVERNMENT

Department of Energy

POWER PRODUCERS

AES
Con Edison
Los Angeles Water Authority

DIVERSIFIED ENERGY

Exxon/Mobil
Texaco
Ethanol Manufacturers

CONSUMER PRODUCTS

Samsung Clean Technology

ENERGY FINANCIAL SERVICES

Cantor CO2E
Lazard Power, Utilities & Infrastructure

AUTOMOTIVE/CLEAN TECH

Mercedes
▪ BlueTec Diesel Technology

General Motors

- E85/Ethanol flex fuels
- Chevrolet and Volt
- Fuel Cell

NGOs

World Wildlife Fund
Nature Conservancy
Wilderness Society

COMMCORE CLEAN ENERGY PARTNERSHIPS AND AFFILIATIONS

- MEMBER - ACORE - American Council on Renewable Energy
- AFFILIATE - BlueWater Strategies (Lobbying, Government Affairs)

COMMCORE SERVICES

- Message strategies, development and implementation
- Public Relations, Public Affairs, and Lobbying/Government Affairs
- Media and presentation training
- Road Show preparation
- Media Relations
- Social media and digital internet communications
- Polling and survey research
- Crisis - audits, planning, preparedness and response

CASE HISTORIES:**CantorCO2E – Environmental Marketing**

CommCore conducted message development and training for the leadership team including the co-CEOs of CantorCO2E, a global provider of transaction services and financial consulting to the world's environmental and energy markets. We developed messages defining the firm's role in the emerging Energy Trading Market for emissions credits and media trained leaders through mock interviews to enhance their knowledge of one of the most difficult issues of the day.

25 X '25 - Renewable Energy Advocacy

25 X '25, is a non-profit dedicated to achieving 25% of domestic energy production from renewable sources by the year 2025. CommCore consultants are working with leadership on messaging to increase corporate donor funding centered on the organization's core principles including specific and consistent "big tent" sub-messages for different renewable sectors.

General Motors - Clean Tech Initiatives

GM has initiatives in 3 critical sustainable energy technologies: FlexFuel/E85; Volt battery powered cars; and hydrogen powered fuel cells. CommCore has conducted media and messaging programs for all 3, helping communicate messages in Federal and State government forums, and national, business, and consumer media.

U.S. Department of Energy - "60 Minutes"

The U.S. DOE came to CommCore for high profile media training to prepare for a "60 Minutes" investigation into the disposal of nuclear waste at the Hanford Nuclear Plant.

Lazard Power, Utilities & Infrastructure - Environmental Marketing

Lazard is a leading financial advisory and asset management firm. CommCore provided media training for a CNBC interview by the firm's Power, Utilities and Infrastructure sector Chairman George Bilicic.

THE COMMCORE CLEAN ENERGY TEAM:

Andrew Gilman – CEO – An attorney, he's advised GM on most clean energy projects, including Hydrogen Fuel Cell and Chevy Volt; Mercedes on its diesel technology; clean tech battery and fuel cell companies; Washington-based energy sector coalitions including 25 X '25, and with environmental organizations such as the World Wildlife Fund.

Ken Koprowski – Senior Consultant – For more than 25 years, has advised the leadership teams of energy and financial services companies including GE, Chevron, Texaco, Statoil North America, and Lehman Brothers on strategic, crisis, and marketing communications, and public policy.

Karen Strauss, PhD – Senior Consultant – 30 years analyzing and communicating energy/environmental topics across all technology sectors. She holds a PhD. in Public Health and a Master's Degree in Environmental Health Engineering from Johns Hopkins University's School of Public Health.

Jerry Doyle – EVP – Jerry has advised the Cantor CO2E leadership teams in New York and London on messaging and interviews related to the emissions credit market; trained executives at Con Edison, Lazard Power, Utilities & Infrastructure Chairman George Bilicic.

Thom Goertel – Producer - For more than 25 years he has created award winning and compelling message driven video productions for a wide cross-section of clients including National Geographic, The Discovery Channel, The Woods Hole Research Center and INCEF. His current project, shot in Amazonas, Brazil, focuses on R.E.D.D. initiatives.

Nick Peters – SVP – Advises 25 X '25 and CTSI. He's covered the GPU Three Mile Island nuclear plant disaster as a reporter and helped produce and distribute the climate-changing video of the Exxon Valdez clean-up effort for Exxon. He was spokesman for the "Yes on A&B" Southern California environmental ballot measure.