

## ENERGY POLICY

We have strived to provide our energy and industrial clients superior service through targeted community/micro-targeting campaigns, direct advocacy, and educational campaigns focused on the areas of renewable energy, climate change, sustainability, and energy efficiency.

Some of our most recent initiatives include:

- Raising awareness of the impact of unilateral solutions to climate change, such as cap and trade, on domestic manufacturing in the United States. A solution that does not take into account the carbon emissions of other nations and the already high levels of reductions achieved by American manufacturing—particularly the steel industry—is a failed solution. We advocate for a renewed look at the science of climate change and for a practical approach to protecting the environment without putting the cleanest businesses in the world out of business. We sought to raise awareness and support for this position in the climate change debate in 10 targeted congressional districts across the country. Our efforts included hosting educational forums for hundreds of interested attendees and private meetings with state offices, city and county government officials, environmental agencies and key community leaders and stakeholders.
- Plan and implement targeted Climate Change Forums in Minnesota, Kansas, Colorado, New Mexico, Florida, Utah and Oregon that reached over 1,000 local officials and business leaders. Working with the National Association of Manufacturers, state and local chambers of commerce and an assortment of trade associations, these forums offered an intimate setting to educate dozens of legislators, local government officials, business owners, and other key decision makers in these communities. Our efforts in this regard include legislative and community outreach, event coordination, communications and media strategy, policy research and development, and ethics and lobbying compliance.
- Resolution campaign urging the government at all levels to address global climate change through the adoption of a fair and effective approach that safeguards American jobs, ensures affordable energy for citizens, and maintains America's global competitiveness.

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- Targeted educational effort in the Carolinas to build broad support for outer continental shelf drilling. In addition, we worked with clients to secure appointments to legislative study committees to help advance their position while developing comprehensive policy.
- Advocated for parity between electric and natural gas in energy efficiency legislation.
- Successfully advocated for a broad renewable energy definition, which promotes sustainability, affordability and reliability.

In addition, one of our pro bono projects this past year was to develop a Campus Sustainability Assessment for the University of the Ozarks in Arkansas. After on-site meetings and tours of the campus and University systems, we completed a comprehensive written assessment and recommendation for the University.