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GRANT & LYONS LLP

C O U N S E L O R S A T L A W

149 WURTEMBERG ROAD
RHINEBECK, NEW YORK 12572-2342

TELEPHONE: 845 • 876 • 2800
TELECOPIER: 845 • 876 • 2816

ONE ROCKEFELLER PLAZA, SUITE 2330
NEW YORK, NEW YORK 10020

TELEPHONE: 212 • 396 • 0991

PLEASE REPLY TO RHINEBECK
INTERNET WEB SITE: WWW.GRANTLYONS.COM
E-MAIL: GRANTLYONS@AOL.COM

October 6, 2007

Jaelyn A. Brillling
Secretary to the Commission
New York State Department of Public Service
Agency Building 3, 20th Floor
Empire State Plaza
Albany, New York 12223

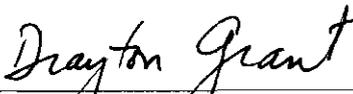
Re: Jordanville Wind Project
Public Service Commission Case # 06-E-1424

Dear Ms. Brillling:

This firm represents Otsego 2000, Advocates for Stark and Advocates for Springfield in the above-referenced case. Enclosed please find the Reply to Petition For Rehearing in this matter for those clients. Thank you for your consideration in this matter.

Sincerely yours,

GRANT & LYONS, LLP


By: Drayton Grant

encl.

c.: James A. Muscato II, Esq.
Bernard C. Melewski, Esq.
Kay Sheldon Moyer
Steven Blow, Esq.

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STATE OF NEW YORK
PUBLIC SERVICE COMMISSION

In the Matter of the Application of
Jordanville Wind, LLC, Seeking a
Certificate of Public Convenience
And Necessity

Case 06-E-1424

REPLY TO PETITIONS FOR REHEARING
BY TOWNS OF WARREN & STARK AND APPLICANT, AS WELL AS
CORRESPONDENCE FROM FORE IN RESPONSE TO CONDITIONS OF THE ISSUANCE
OF A CERTIFICATE OF PUBLIC CONVENIENCE AND NECESSITY ("CPCN") UNDER
PSL SECTION 68
AND CONDITIONS OF APPROVAL

Drayton Grant
Grant & Lyons, LLP
Attorneys for Otsego 2000,
Advocates for Stark and
Advocates for Springfield
149 Wurtemberg Road
Rhinebeck, NY 12572
(845)876-2800

October 6, 2007

STATE OF NEW YORK
PUBLIC SERVICE COMMISSION

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AND CONDITIONS OF APPROVAL

This firm represents Otsego 2000, Inc., Advocates for Stark and Advocates for Springfield, three environmental groups received party status in these proceedings in the Commission Decision dated August 22, 2007. The Petitioner, Jordanville Wind, LLC, and the Towns of Warren and Stark submitted Petitions for Rehearing, dated September 24, 2007. The Petitioner also submitted a request for a Stay of its August 22, 2007 Order. FORE also submitted a letter requesting a rehearing. This submission is in reply to those September 24, 2007 submissions.

The August 22, 2007, Order and Decision were based on an impressive analysis of the Jordanville project, as complete as the parties then before the PSC could provide, the SEQRA review of the project, and the §14.09 consultation for the Jordanville project. The Public Service Commission is to be congratulated on the careful and thorough work it has done in review of this project. The response from the proponent and its supporters is full of misunderstandings and errors. This Reply is designed to clear up the record.

First, the Commission staff did not act in any *sub rosa* way. A definition of the term from Wikipedia is attached. The staff met with me and my clients and spoke to us from time to time. They met with the representatives of the petitioner and the towns and spoke to them from time to time. They are public servants. They epitomize the best in public service. We have a constitutional right to petition government. It is certainly not *sub rosa* to sign in at the PSC offices.

Perhaps the petitioner is suspicious of the PSC because its own acts were not above board in this matter. The group Friends of Renewable Energy ("FORE"), which is presented to the world as a grass roots citizens' group, instead appears to be an *astroturf* group. The Wikipedia definition of *astroturf* is attached hereto. Companies that want to create the impression that the public is energized to support them have been funding entities that they create. The purpose is to mislead the public with artificial grass roots.

As a visit to its website reveals, FORE has held a few informational meetings that touched on other alternative energy, but its prime focus is supporting the Jordanville wind application. A page from its website is attached. The website was apparently created for it by an employee of Community Energy. A Network Solutions WHOIS search for who registered the domain name says that it was registered by Kristin Sullivan. <http://www.networksolutions.com/whois/results.jsp?domain=fore-ny.org>. Relevant pages from their website are attached.

A woman with that name and email address, ksullivanbiketrip2004@hotmail.com, works for Community Energy. Her bike trip around Upstate New York is on the Community Energy website. <http://www.newwindenergy.com/education/renewable-energy-marketplace0/renewable-energy-marketplace00/renewable-energy-marketplace0100/>. A week ago, the full staff of Community Energy could be seen on their website, but today they have dropped the attached "Meet the Team" from their site. We found Kristin Sullivan's resume and attach it here also.

It appears that FORE is flying false colors. Ms. Sullivan's title at Community Energy is "Special Projects." She certainly appears to have one in Jordanville.

Petitioners complain about the fact that my clients submitted information after the towns had completed the FEIS and approved the project. However, it was only after the FEIS and the lead agency Findings that Jordanville submitted new simulations to the PSC that showed each turbine with its number and a chart that showed the overall visibility--whether the tower, nacelle, and blades were all visible or just the blades-- which help determine the gradation of visibility so one can figure out the worst offenders. It was only at this juncture that Jordanville submitted an economic rationale for the size of the project. Our submission was in response to theirs. We were not served with this submission directly, but only after making a FOIL request to the PSC. We demonstrated an alacrity in submissions that should be praised, rather than a dilatory attitude that should be condemned. Otsego 2000's report simply substantiated the viewshed information already provided by the applicant and helped back up the PSC Findings with maps showing the visibility of each turbine. It also provided an economic opinion that both ratified the Jordanville analysis in part and disagreed in part.

Moreover, it was the applicant who decided to supplement the record it had offered the lead agency AFTER the lead agency made its findings. As an involved agency, the PSC has the duty to ensure it has all the information it needs before it makes its own SEQRA findings or issues its decisions.

The tone of irate indignation from the town and FORE is not appropriate or justified by the facts. The PSC brings a depth of knowledge to energy siting that should be celebrated. Those seeking a rehearing sound like sore losers. They need to step back and reassess the flawed SEQRA process that took place in the Town of Warren and the participation of a town board

member in the deliberations who has a conflict of interest in the Town of Stark. It is for those reasons that my clients have a pending Article 78 against the applicant and the Towns regarding this project.

The PSC here showed a thoroughness of consideration and a willingness to apply the SEQRA regulations as they apply to involved agencies. The lead agency's failure to acknowledge significant environmental impacts left the PSC no choice here. It had to meet its own obligations under SEQRA and the New York State Parks, Recreation and Historic Preservation Law, Section 14.09. A state agency generally cannot be equitably estopped from exercising its governmental functions due to its participation in the lead agency's SEQRA process. *State v. White Oak Co., LLC*, 13 AD3d 435 (2 Dept.2004).

Our Petition raised concerns about the complete lack of inquiry by the lead agency into several issues in the SEQRA review, including the fiscal need for the project to be developed at the size proposed and the failure to acknowledge or resolve the adverse impacts on historic and cultural resources. While we are gratified that the PSC mitigated the visual impact for the Glimmerglass Historic District, there were significantly more turbines that should have been eliminated because of their impact on other historic districts and resources. The PSC came up with a balanced decision; they mitigated project impacts while approving the project. The PSC took the hard look--it just didn't make people happy.

It's important to note that this decision indeed does approve the project. Yes, it downsizes it, but what project this size doesn't have substantive changes? Projects get redesigned, downsized and denied during the SEQRA process every day. No one has a vested right in an approval from any agency until it has completed its own review of the project. If no wind projects have been downsized by the PSC, it may be that some of the projects have already been eliminated by the towns that enact difficult local zoning.

We do not believe that the PSC reached this conclusion only due to our advocacy. This is a partial concurrence of advocate and agency, not a *sub rosa* conspiracy.

The gist of the Petition for Rehearing tracks the objections in the Petitioners' Memorandum in Opposition that the concerns my clients raised were all handled during the SEQRA review, and that we were acting improperly by providing new information subsequent to the lead agency closing the record.

The issues we raised were not satisfactorily addressed in the lead agency's SEQRA review. My clients have commenced an Article 78 in Supreme Court Onondaga County against the lead agency, the Petitioner and others on the grounds of the inadequacy of the "hard look" here.

Moreover, the Petitioner itself submitted significant related materials to the Department of Public Service and OPRHP by letter dated July 2, 2007. The Petitioner continued to develop and provide information to these State agencies even after the Findings from the lead agency

were issued June 19, 2007.

It is nonsense for the Petitioner to continue to argue that while it worked to bolster its record on the visual impact and the economic impact as necessary elements of its presentation to this Commission, it was nonetheless inappropriate for my clients to participate in the public process just days after the Petitioner made its submissions. I repeat: It is patently inconsistent to argue that my clients cannot be permitted to appear before the Public Service Commission on the grounds that they are "out of time" when but days before, the Petitioner was presenting information on similar topics.

We cannot say that the record could not have been better here. But it is the petitioner and its allies who made the bulk of record and they have had as much time as they originally wanted to develop that record. There are no grounds raised in the September 24 submissions that make a rehearing appropriate.

WHEREFORE, we request that you deny the Petitions for Rehearing and grant such other and further relief as may be necessary to Otsego 2000, Advocates for Stark and Advocates for Springfield.

Dated: October 6, 2007
Rhinebeck, New York

GRANT & LYONS, LLP

By: Drayton Grant
Attorneys for Otsego 2000,
Advocates for Stark and
Advocates for Springfield
149 Wurtemberg Road
Rhinebeck, New York 12572
Tel: 845.876.2800

TO: James A. Muscato II, Esq.
Young, Sommer, Ward, Ritzenberg, Baker & Moore, LLC
Executive Woods
Five Palisades Drive
Albany , NY 12205

Bernard C. Melewski, Esq.
Ulasewicz, Melewski & Greenwood, LLP
112 Spring St.
Saratoga Springs, NY 12866

Kay Sheldon Moyer
FORE
368 Prim Rose Lane
Van Hornesville, NY 13475

Steven Blow, Esq.
NYS Department of Public Service
Agency Building 3
Empire State Plaza
Albany, New York 12223

Sub rosa

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From Wikipedia, the free encyclopedia

For other uses, see Sub Rosa (disambiguation)

The Latin phrase **sub rosa** means "under the rose" and is used in English to connote secrecy or confidentiality.

The rose was the emblem of the god Horus in ancient Egypt. Later the Greeks and Romans regarded this as god of silence. This originates from a Greek/Roman misinterpretation of an Egyptian hieroglyphic adopting Horus along with Isis and Osiris as a god. The Greeks translated his Egyptian name Har-pa-khered to Harpocrates.

The rose's connotation for secrecy also dates back to Greek mythology. Aphrodite gave a rose to her son Eros, the god of love; he, in turn, gave it to Harpocrates, the god of silence, to ensure that his mother's indiscretions (or those of the gods in general, in other accounts) were kept under wraps. Paintings of roses on the ceilings of Roman banquet rooms were also a reminder that things said under the influence of wine (*sub vino*) should also remain *sub rosa*. [1] (<http://dictionary.reference.com/wordoftheday/archive/2003/02/17.html>) In the Middle Ages a rose suspended from the ceiling of a council chamber similarly pledged al! present (those under the rose) to secrecy.[1]

In current times, the term is actually used by the Scottish Executive's office for a specific type of "off the record" meetings.[1]

In a number of European countries a "sub rosa remark" is deemed to infer sexual innuendo or at the very least a blow below the belt. More recently sub rosa activities have become a byword for covert operations, usually by security services. Originating primarily in the USA, this meaning has been gradually spreading to other countries and in particular the United Kingdom.

Notes

- ^{a b} Scottish Executive Official Website (<http://www.scotland.gov.uk/Topics/Government/International-Relations/15181/18474>)

Retrieved from "http://en.wikipedia.org/wiki/Sub_rosa"

Categories: Latin words and phrases | Secrecy

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Astroturfing

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Astroturfing is a term for formal public relations campaigns in politics and advertising that seek to create the impression of being spontaneous, grassroots behaviour. Hence the reference to AstroTurf (artificial grass) is a metaphor to indicate fake grassroots support.

The goal of such a campaign is to disguise the agenda of a client as an independent public reaction to some political entity—a politician, political group, product, service or event. Astroturfers attempt to orchestrate the actions of apparently diverse and geographically distributed individuals, by both overt ("outreach," "awareness," etc.) and covert (disinformation) means. Astroturfing may be undertaken by anything from an individual pushing their own personal agenda through to highly organized professional groups with financial backing from large corporations, non-profits, or activist organizations.



A BP Service Station in Melbourne, Australia running an astroturfing campaign to prevent closure by the government of Victoria. This campaign even involved a public protest.^[1]

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Word origin

The term, said to have been used first in this context by former U.S. Senator Lloyd Bentsen, is wordplay based on "grassroots democracy" efforts, which are truly spontaneous undertakings largely sustained by private persons (not politicians, governments, corporations, or public relations firms). "AstroTurf" refers to the bright green artificial grass used in some sports stadiums, so "*astroturfing*" refers to artificial grassroots efforts.

Techniques

A form of propaganda, astroturfing attempts to affect selectively the emotions of the public, whether trying to win a campaign, be the top music record seller, be the top book seller, or gain political support.

Astroturfing techniques usually consist of a few people discreetly posing as mass numbers of activists advocating a specific cause.

It has become easier to structure an astroturfing campaign in the electronic era because the cost and effort to send an e-mail (especially a pre-written, sign-your-name-at-the-bottom e-mail) is so low. Companies may use a boiler room full of telephones and computers where hired activists locate people and groups that create enthusiasm for the specified cause. Also, the use of psychographics allows hired supporters to persuade their targeted audience.

The online volunteer-edited encyclopedia Wikipedia has also become a tool for astroturfing.^[2] The creation of Wikiscanner, for example, has revealed attempts at manipulating Wikipedia's content by a large number of business, government, and special interest groups.^[3]

Examples

Early examples

At the turn of the 20th century, it was common to have newspapers in major American cities sponsored by local political parties. Some were open about this practice, but many of these relationships were hidden. Other examples include political "clubs" which front for voter fraud and intimidation, letter-writing campaigns organized by local ward bosses, and some union-organized political activities.

In one case, documented in the book *All the President's Men*, the Committee to Re-Elect the President orchestrated several campaigns of "public support" for decisions made by President Nixon in the period preceding the 1972 election, including telegrams to the White House and an apparently independent advertisement placed in *The New York Times*.

King Léopold II of Belgium used extensive astroturf lobbying in the US and Europe to facilitate his economic exploitation of the Congo. (Adam Hochschild, 1999)

Another case is that of Bolivian dictator General Luis Garcia Meza Tejada, who at the end of his promised one-year rule staged a televised rally and declared "Bueno, me quedo," or in English: "All right, I'll stay."

Manipulation of public opinion was also used in the Soviet Union. Political decisions were often preceded by massive campaigns of orchestrated 'letters from workers' (*письма трудящихся*, (*pisma trudyashchikhsya*)) which were quoted and published in newspapers and radio. In Stalin's era, massive "public demonstrations" were organized against "the enemies of the people"; those attending were often forced or intimidated into doing so.

Examples from the 1990s

In 1991 a memo from PR firm van Kloberg & Associates to Zairian ambassador Tatanene Tanata referring to the "Zaire Program 1991" was leaked. The memo outlines steps the firm was taking to improve the image of Mobutu Sese Seko's regime, including placing dozens of letters to the editor, op-ed pieces, and articles in the American press praising the Zairian government. [1]
(http://www.talkingpointsmemo.com/archives/week_2003_10_12.php#002077)

1998, Paul Reitsma, former member of the Legislative Assembly of British Columbia, was accused of writing letters to newspapers under assumed names praising himself and attacking his political opponents. A Parksville newspaper had asked a former RCMP handwriting expert to compare a sample of Reitsma's handwriting to that of letters to the editor submitted by a "Warren Betanko", and then ran a story entitled

"MLA Reitsma is a liar and we can prove it". For this, Reitsma was expelled from the caucus of the British Columbia Liberal Party and then compelled to resign his seat after it became obvious that an effort to recall him would succeed. [2] (http://www.elections.ca/eca/eim/article_search/article.asp?id=107&lang=e&frmPageSize=&textonly=false)

Recent examples

- In 2001, the *Los Angeles Times* accused Microsoft of astroturfing when hundreds of similar letters were sent to newspapers voicing disagreement with the United States Department of Justice and its antitrust suit against Microsoft. The letters, prepared by Americans for Technology Leadership, had in some cases been mailed from deceased citizens or nonexistent addresses.^{[4][5][6]} Similar allegations were leveled against the "Freedom to Innovate Network", originally portrayed as an independent grassroots organization but web-hosted by Microsoft.
- In July 2004, RealNetworks tried to press Apple Inc. to open up their FairPlay DRM for the iPod with the *Harmony* plug-in. The work-around allows users to purchase songs from RealNetworks' Rhapsody and then convert it for use for the iPod. They also setup an internet petition "Hey Apple! Don't break my iPod" (www.freedomofmusicchoice.org) and slashed the prices of its songs to below that of iTunes. It backfired, as many posters reacted negatively and accused RealNetworks of astroturfing.
- In March 2006, a supposed environmental group called the Save Our Species Alliance was exposed as a front group that was created by a timber lobbyist to weaken the Endangered Species Act. The campaign director for this group is Tim Wigley, the Executive Director of Pac/West Communications. Wigley was also the campaign director for Project Protect, another front group that spent \$2.9 million to help pass President Bush's Healthy Forests legislation which has been criticized for its pro-industry bias. [3] (http://pubs.acs.org/subscribe/journals/esthag-w/2006/mar/policy/pt_bigindustry.html) The Save Our Species Alliance web site portrays itself as a grassroots organization against the Endangered Species Act (the word "grassroots" is mentioned no less than five times on their "Take Action Now" page), but is criticized by environmentalists for being a front group for wealthy cattle and timber interests which consider Federal environmental legislation an impediment to profit.
- In March 2006 video game manufacturers faced over seventy anti-games bills across the country. Embattled, they established the Video Game Voters Network, "a new grassroots political network for gamers" which publicly portrayed itself as a populist effort to lobby State and Federal legislators against supporting violent video game-related legislation. In April 2007 in an interview on video game news website, GameDaily, consumer advocate and founder of the Entertainment Consumers Association (ECA), Hal Halpin, stated that "The Videogame Voters Network is very needed and wanted by the industry, but it's supported by the industry, so it's called "astroturfing" where our organization is grassroots and the difference in the two pieces of terminology is significant when it comes to legislators because they'll look at an astroturf organization as one that's backed by the industry; funded by them, run by them, organized by them." The following day ESA (Entertainment Software Association) spokesperson Carolyn Rauch responded in a written statement, "...calling the VGVN 'astroturf' is not only counterproductive and just not correct, but it also demeans the passion and energy of its members."
- Since 2006, an organisation calling itself the Palm Oil Truth Foundation [4] (<http://www.palmoiltruthfoundation.com/>) and claiming to be 'an international network of social conscience and cooperation among peoples in industry, government, academia and the ordinary global consuming public' has been campaigning to promote the use of palm oil in food, rubbishing negative health claims against the oil and pouring scorn on environmental concerns about the impact of the industry's expansion. Oil Palm is an extremely lucrative tropical crop which has been accused by many NGOs as being responsible for the rapid destruction of rainforests and orangutan habitat in Malaysia and Indonesia [5] (http://www.foe.co.uk/resource/reports/palm_oil_summary.pdf). The Foundation claims no industry links but is connected to the Malaysian Oil Palm Council (MPOC) [6]

(http://www.mpoc.org.my/main_links.asp) through their website. The Foundation's operations are curiously coincidental with a large PR contract tendered by the Malaysian Palm Oil Council to counter the negative image of the industry in Europe [7] (http://www.sourcewatch.org/index.php?title=Malaysian_Palm_Oil_Council).

- In May 2006, SanDisk launched a site called iDon't (<http://www.idont.com/>), appearing to be a blog started by individuals opposed to Apple's domination of the portable music player market. It was actually an advertisement mechanism for their own device, the Sansa e200. The website now redirects to the company's own lilmonsta.com domain.
- In August 2006, a science journalist for the *Wall Street Journal*^[7] revealed that a YouTube video - "Al Gore's Penguin Army" - which was claimed to be an amateur work in fact came from the computers of DCI Group, a Washington, D.C.-based PR firm whose acknowledged leaders all have ties to the Republican Party and whose client list includes ExxonMobil and General Motors. (*See Al Gore's Penguin Army video controversy.*) This hoax was discovered when journalist Antonio Ragalado noticed that the YouTube video was the first sponsored listing when he performed a Google search for Al Gore. The fact that someone was actually paying to have the alleged amateur film promoted was in itself suspicious.^[8]
- During the second half of 2006, American Airlines received frequent accusations of astroturfing due to its acknowledged support (including some financial backing) of Stop and Think (<http://stop-and-think.org/>), which was a Dallas-based organization that advocated the retention of the federal Wright Amendment ban on most long haul commercial passenger airline service at Dallas Love Field. Many opponents of the Wright Amendment believed that American, the dominant passenger airline at nearby Dallas/Fort Worth International Airport, had an overly cozy relationship with the management of DFW Airport and/or used highly aggressive competitive tactics against other airlines that serve DFW, and that for airline competition in North Texas to increase substantively, the federal government must repeal the Wright Amendment and let Love Field be an alternative to DFW for airlines flying long haul routes to and from North Texas. Therefore, these critics said that the Wright Amendment unduly limits the competition that American faces in the North Texas commercial aviation market and that American used Stop and Think to try to manipulate the public into backing the law -- and, by extension, the airline's commercial interests -- under a pretense of broad-based community support. Stop and Think has since been disbanded after the Wright Amendment Reform Act of 2006 was signed into law by President Bush, which is based on a compromise between American, Southwest Airlines, the Cities of Dallas and Fort Worth, and DFW Airport. Since then, a group co-sponsored by Southwest and American advocating Love Field improvements called the Love Field Initiative (<http://www.lovefieldinitiative.org/>) has replaced Stop and Think.
- In July 2006, an article by Vladimir Socor, a veteran analyst of east European affairs for the Jamestown Foundation, claimed that a report on Transnistria issued by the International Council for Democratic Institutions and State Sovereignty, "*State Sovereignty of Pridnestrovie (PMR) under international law*" (<http://www.icdiss.org/b219.html>), was a Russian-sponsored attempt at disinformation. A spokesperson for the organization, Megan Stephenson, has denied these charges.^[9] Shortly afterwards *The Economist* published two articles highlighting the ICDISS's lack of a physical presence and its disinclination to provide independent verification of its activities and previous existence.^[10] *The Economist* also reported that prominent academics cited as sources in the ICDISS report on Transdnistria disclaimed any connection with the organization. The Economist noted the Wikipedia entry for ICDISS created as part of the apparent disinformation exercise.
- In December 2006, the "All I want for Xmas is a PSP" marketing campaign by Zipatoni and Sony sparked outrage from the gaming community when it was discovered that the fake blog was in fact assembled by a marketing team.^[11] (*See PlayStation Portable#Controversial advertising campaigns*)
- In January 2007, it was revealed that an anonymous website that attacked critics of Overstock.com,

including media figures and private citizens on message boards, was operated by an official of Overstock.com.^[12]

- In January 2007, an Australian writer revealed that a Microsoft employee had offered to pay him to edit Wikipedia articles regarding Microsoft products ^[13] While not specifically asking him to promote those products, the intent was to improve their image while concealing Microsoft's involvement.
- In May 2007, comments appeared on Forbes.com's Digital Download (<http://blogs.forbes.com/digitaldownload/>) blog defending Iolo System Mechanic 7, a piece of software which had received a poor review. Those comments were later revealed as written by an Iolo employee.^[14]
- Wake Up Wal-Mart is an organization run by the United Food and Commercial Workers International Union, which seeks to pressure Wal-Mart to yield to the Union's demands.^[15] The group's website pages are clearly marked as copyrighted by the UFCW Union, but public statements emphasize instead its "grassroots" nature and don't disclose that the UFCW runs the group.^[16]
- Wal-Mart Watch is an organization that is mainly funded by Five Stones, a 501(c)(3) organization that received \$2,775,000 in 2005 from the SEIU.^[17] On their web site, Wal-Mart Watch discloses their association with Five Stones and notes that Andy Stern, the President of the United Food and Commercial Workers International Union, is a member of its board of directors.^[18] The SEIU reportedly gave Five Stones \$1 million in 2004 to start Wal-Mart Watch.^[19]
- In August of 2007 Comcast Corporation's public relations representatives were accused of astroturfing by posing as fans on internet college team messageboards in an effort to spread their negative views about the newly created Big Ten Network. At that time Comcast and the Big Ten Network were involved in very public and acrimonious negotiations.

Campaign 2008 examples

- Truckers with Fred (<http://truckerswithfred.com/>) purports to be a group of truck drivers supporting former Senator Fred Thompson's run for President in 2008.

Fictional examples

- Government astroturfing, as well as other sneaky tricks including an eleven-day war waged to distract from a sex scandal, are depicted in the film *Wag the Dog*.
- The satirical newspaper *The Onion* had an opinion piece entitled "I'd Love This Product Even If I Weren't A Stealth Marketer," which is written by a young employee of Pepsi-Cola who is paid to astroturf.^[20]
- In the Christopher Buckley novel, *Thank You for Smoking*, Nick Naylor mentions several astroturf groups, including a "Smokers' Rights" group made up of Hispanic smokers which was called "Fumamos."

See also

- False flag
- Front organization
- Spin (public relations)

- Sock puppeteering – a form of personal astroturfing common in Internet communities
- Working Families for Wal-Mart
- Viral marketing

Footnotes

1. ^ "A death trap" (<http://www.starnewsgroup.com.au/story/47977>). "Star News Group".
2. ^ "What To Do When Your Company Wikipedia Page Goes Bad" (<http://searchengineland.com/070627-094651.php>).
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4. ^ USA Today Microsoft funded 'grass roots' campaign (<http://www.usatoday.com/tech/news/2001-08-23-microsoft-letters.htm>)
5. ^ Robyn Weisman Phony 'Grassroots' Campaign Orchestrated by Microsoft (<http://www.newsfactor.com/perl/story/13046.html>) August 23 2001
6. ^ Thor Olavsrud Microsoft Supported by Dead People (<http://www.internetnews.com/bus-news/article.php/871631>) August 23 2001
7. ^ "Where did that video spoofing Gore's film come from? (<http://www.post-gazette.com/pg/06215/710851-115.stm>)", Wall Street Journal, 03-09-2006.
8. ^ Episode Two (<http://cacophonix.arts.uwa.edu.au/node/147/play>) Fake Grass and the Cyber City. 23/09/2006. Retrieved 2006, September 29
9. ^ Cooper, Jason. Megan Stephenson: "Western NGOs can make headway when governments can't" (<http://www.tiraspoltimes.com/node/130>) Tiraspol Times. 7/20/2006. Retrieved on 2006, 08-04
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- Outside Lobbying (<http://www.amazon.com/dp/0691017417>), by Ken Kollman
- Who Will Tell the People? (<http://www.amazon.com/dp/0671867407>), by William Greider
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- StopRacismCa.com (<http://www.stopracismca.com/>) and FriendsOfST.com (<http://www.friendsofst.com/>) are two sites allegedly set up by The Home Depot corporation (even though they deny involvement) to promote their proposed store in the Sunland-Tujunga community of CA. Both of these websites are very similar, are hosted by the same company, yet take starkly different approaches to advancing the business goals of Home Depot.
- Berman and Company (<http://bermanco.com/>) a PR firm; owner and creator of many "Competitive Research" sites. Accused of astroturfing for hire.
- P.& G. Link in Amex Contest Raises Questions of Fairness (<http://www.nytimes.com/2007/07/28/business/28amex.html?ex=1343361600&en=92f5564c5151cb44&ei=5124&partner=digg&exprod=digg>), NY Times article on alleged astroturfing by Procter & Gamble in the American Express Members Project.

Retrieved from "<http://en.wikipedia.org/wiki/Astroturfing>"

Categories: All articles with unsourced statements | Articles with unsourced statements since February 2007
 Articles with unsourced statements since June 2007 | Articles with unsourced statements since October 2007
 | Astroturf groups | Political campaign techniques | Public relations techniques | Media manipulation techniques | Political corruption

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Ordinary people with extraordinary ideas, dedicated to leading the way.

Home

What is FORE?

FORE is committed to uniting public awareness on the issues of renewable energy options in our area.

Join FORE Now!

FORE is devoted to forging alliances in order to educate and inform fellow citizens.

**Contact Area
Officials in our
Region**

FORE is supportive of projects designed to benefit local communities both environmentally and economically.

**Wind Energy
Facts**

NEW! FORE hosted a Renewable Energy Barbecue at the Firehouse in Starkville. Photos of flying, raffles, and new t shirts are soon to come!

Also, have a look at our press releases for further information about the events!

**What do Other
Communities
Say?**

ED DALEY, A FORE member, recently passed away. We hope you will take a moment today to send positive thoughts or prayers to Ed's family in Jordanville.

FORE's Latest Campaign:

**Renewable
Energy News**

THE JORDANVILLE WIND FARM

Press Releases

**Upcoming
Events**

Members of FORE are long-time natives of the areas in and around the proposed Jordanville farm, and we support the environmental protection and economic development this project will foster in our area.

Links

Here we share with you what we have found so far, and invite you to add to our research.

**Wind Farm
Impact Study**

Listen to what others have to say about wind power in their backyard! One family in New York even named the turbines!

**Hey
Kids!
Check
This
Out!**

Don't leave this important question to just a handful of people. Subscribe today and join the conversation.

Everyone has concerns and not one concern should be taken lightly. However, the facts are important to embrace instead of beliefs or misinformation. Many people who oppose wind power in their region are sometimes not properly informed. This happened to a woman named Susan who, once she looked into the facts, embraced her wind farm.

CHECK it out!!! Fellow FORE member, Brian Hugick talks about Renewable Energy to WPTV channel 2! View the pictures from the event!



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Registrant Postal Code 19145
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Admin Name Kristin Sullivan
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Server Type: Apache 2
Web Site Status: Active
DMOZ: no listings
Y! Directory: see listings
Web Site Title: Friends of Renewable Energy FORE
Meta Description: Friends of Renewable Energy. New York. is committed to uniting public awareness on the issues of renewable energy options in our area.
Meta Keywords: FORE. Friends of Renewable Energy. FORE-NY, FORE NY, Renewable Energy, wind
Secure: No
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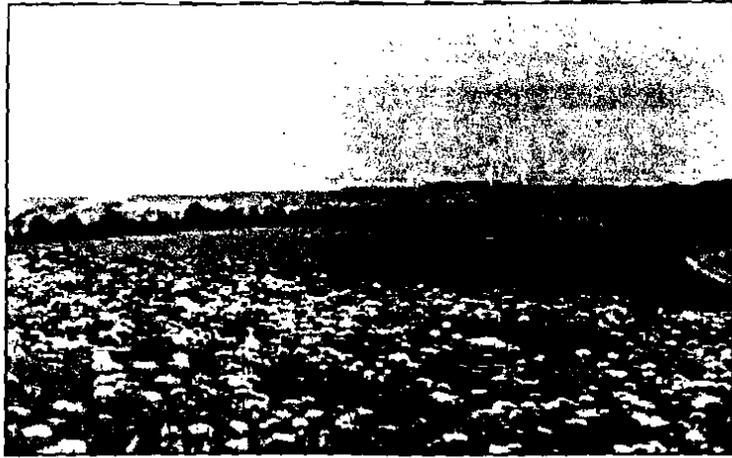
Upstate New York Wind Farm Bike Tour

On the weekend of May 19th, five Iberdrola and Community Energy employees set out on a 100 mile bike trip from Richfield Spring, NY to Fenner, NY. The trip was to promote awareness of wind energy's presence and importance in the upstate NY area. Richfield Springs is near the site of the future Jordanville Wind Project, being developed by Iberdrola. Over the course of the journey, the riders would pass the Madison wind project, visit the site of the future Munnesville wind project, and reach their destination at the Fenner wind farm. Despite predictions of a rainy and hot weekend, rain held off for nearly the entire trip, the temperature was perfect for biking, and the sun warmly welcome the riders with a beautiful sunset in Fenner.

Organizers planned the tour for a scenic route on the back roads and byways of central NY – which was certainly scenic – and brutally hilly. Upon arrival at Fenner, the cyclists' energy levels were low and falling, but the local supporters who greeted them at the end of the tour lifted everyone's spirits. The cyclists and supporters enjoyed food, drink, and good company that evening before everyone headed out for a long-awaited night's rest.



Participating in the trip were (pictured from left to right) Kristin Sullivan, community coordinator, Brian Cocca, wind development coordinator, Dale Cocca, Jordanville associate, Michael Fischer, sales manager, and Mardi Dirze, customer service manager. Pictures



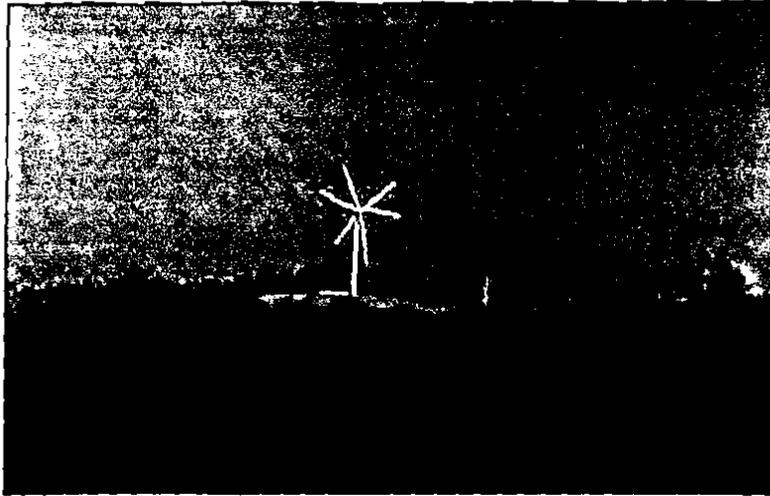
The Madison wind farm can be seen behind us, from dandelion hill, on one of our pit stops



Upon arrival at the Fenner wind farm, we were greeted by local wind farm employees who already had dinner cooking. It was great to be met with such a warm welcome, especially as a storm that threatened to hit



Like in scene from a fairytale, the clouds broke as the sun was setting. In the foreground, Fenner windmills and the landscape they sit on



Locally known as "Thelma and Louise," these two turbines seem like one six-bladed turbine from a popular vantage point



Isn't clean energy beautiful?



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COMPANY NEWS

**Gov. Rendell Opens
Newest Pennsylvania
Wind Power Project**
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**Nicholas Earth
Powers Printing
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May 22, 2007

**EarthColor Powers
Printing with
100% Wind**
April 19, 2007

**Paul Smith's College
Going Green**
June 12, 2007

**Philadelphia Eagles
to Reimburse Employees**

**for Purchasing Wind
Energy**
June 11, 2007

Meet the Team



The Community Energy Team

- **Deborah Affonsa , Vice President of Sales & Marketing**
- **Brent Alderfer, President and Chief Executive Officer**
- **Eric Blank, Executive Vice President**
- **Brent Beerley, Vice President of Supply & Business Development**
- **Molly Arbes, Senior Accountant**
- **Skip Brennan, NY Wind Development**
- **Linda Burtis, Community Outreach**
- **Keith Christensen, Director of Hudson Valley Operations**
- **Brian Cocca, Project Development Associate**
- **Paul Copleman, Sales and Marketing Operations Manager**
- **Meaghan Denney, PECO Wind Program Manager**
- **Michael Fischer, Director of New Jersey Sales**
- **Michael Forese, NY Sales Account Manager**
- **Greg Fuller, Development Associate**
- **Mark Garrett, Community Outreach Manager**
- **John Halley, Sales Director**
- **Matt Heck, Wind Reserves Manager**
- **Erica Irvine, Executive Assistant**
- **Katie Kays, Manager of Customer Service**
- **Jeff Keeler, Director, New England Wind Development**
- **Amy McGinty, Utility Programs Manager**
- **Micah Merrick, Supply Manager**

- **Kimberlee Robertella, Communications Manager**
- **David C. Shadle, Vice President of Development**
- **Jill Stoneberg, C&I Marketing Manager**
- **Kristin Sullivan, Special Projects**
- **Byron Woodman, Account Manager**

Deborah Affonsa, Vice President of Sales & Marketing

Deborah earned an M.S. in organizational dynamics from the University of Pennsylvania, a B.S. degree in business administration from Villanova University, and completed the Advanced Management Program at the Harvard Business School. Acknowledged for her business acumen and accessible style, Deborah's broad business experience gives her a unique understanding of the business needs of CEI's customers. Deborah spent over fifteen years with Dow Chemical, ARCO Chemical, and Exelon Corporation in sales, marketing and strategy positions. She has also worked as a business consultant, specializing in the development of corporate growth strategies. Deeply committed to the development of young minds, Affonsa actively volunteers with a number of community organizations and sits on the Foundation Board of Delaware County Community College.

Contact Deborah at: deb.affonsa@newwindenergy.com



Brent Alderfer, President & Chief Executive Officer

Brent brings vision and leadership to the venture from a national role in opening new energy markets. As a former utility commissioner, Brent led efforts to introduce wind and other new generation technologies at utility scale. Under his direction, Community Energy, Inc. was founded in 1999 to develop the market for wind energy and has become a leader in this rapidly expanding market. Brent gained experience in the development stage companies as a commercial lawyer and is currently representing and serving as a director of development for several companies from start up to public offering. Brent holds a B.S. in electrical engineering degree from Northeastern University and a J.D. from Georgetown University.

Contact Brent at: brent.alderfer@newwindenergy.com

Eric Blank, Executive Vice President

Eric is a co-founder and executive vice president of Community Energy, Inc. He has led CEI's wind development and project finance activity for the past five years. Eric has been involved with electric utility issues for over twenty years, publishing and presenting in a variety of forums. He began his career providing economic consulting support, primarily to independent power producers during the mid-1980s. After a law degree, Eric spent ten years at a non-profit organization that worked with electric utilities and regulators in the intermountain west to develop public policy support for alternative energy, largely in the context of electric industry restructuring. As part of this work, Eric

helped pioneer the field of wind energy marketing to end use customers in conjunction with several Colorado utilities. Eric holds a Master's degree in economics from the London School of Economics and a J.D. from Yale Law School.

Contact Eric at: eric.blank@newwindenergy.com



Brent Beerley, Vice President of Supply & Business Development

Brent has seven years of experience in the wind energy industry, joining the Community Energy team in 2001. He has lead CEI's Marketing Division since 2004 and now leads CEI's Supply and Business Development activities. Brent leads CEI's project off-take negotiations as well as policy/regulatory efforts. Brent serves as a member of the Nat Green Power Board. Prior to CEI, Brent worked with the Department of Energy's Wind Powering America and Dist Energy Resources programs. Brent has a B.S. in Integrat Science and Technology from James Madison University.

Contact Brent at: brent.beerley@newwindenergy.com

Molly Arbes, Senior Accountant

Molly joined Community Energy in November 2002. Prior to joining CEI, Molly was the director of Finance for the Greater Philadelphia Chamber of Commerce where she was responsible for all aspects of the accounting and finance. She also spent five years in the audit and taxation departments with Asher and Company, a public accounting firm specializing in mid-sized entrepreneurial businesses. Molly has a B.S. in Accounting from Mount Saint Mary's College, received a Masters of Taxation from Villanova and is a Certified Public Accountant.

Contact Molly at: molly.arbes@newwindenergy.com





Skip Brennan, NY Wind Development

Skip is responsible for managing New York wind projects CEI's Development Division and has spent the last year out of Albany, New York developing CEI's Jordanville project. Prior to joining CEI, Skip was the Director of Operations at Truewind, a nationally known meteorological and engineering consultancy to the wind industry, where he was responsible for wind resource assessments, siting studies, and economic feasibility analysis. Skip has also held positions with utility management and environmental consulting firms. Skip has a B.A. in Geology from New England College and an M.S. in Environmental Management and Policy from Rensselaer Polytechnic Institute.

Contact Skip at: skip.brennan@newwindenergy.com

Linda Burtis, Community Outreach

A life-long environmentalist, Linda brings over 20 years of community-based public awareness skills to her outreach work at CEI, where she signs home and business owners up for NewWind Energy®. Previously, she was a NY Program Manager for Green Mountain Energy, where she enrolled over 1,000 residential customers in Niagara Mohawk's GreenUp program. She created NY Shines and NY Shines on Business, the first solar electric public awareness programs in New York State, which reached thousands of people. Linda also created two citizen action groups, Clearwater for Bethlehem and Bethlehem Citizens for Clean Air that successfully fought for clean air and water in her community. She has received several press association awards for her work as an Environmental Investigative Reporter. She is a board member of the Northeast Sustainable Energy Association. She holds an MSW degree from Rutgers University.



Contact Linda at: linda.burtis@newwindenergy.com

Keith Christensen, Director of Hudson Valley Operations

Keith joined the CEI Team in 2003 to utilize his extensive sales and marketing background to promote wind energy in the Hudson Valley region of New York State. Keith sparked the Municipal Wind Buyers Group campaign, resulting in 36 New York municipality sign ups, and provided efforts in Westchester County resulting in municipalities banding together to challenge the local community to purchase enough NewWind Energy® to build a new wind farm! Keith is also responsible for jump-starting the Long Island market for wind power by signing customers across the island. Outside of his work at Community Energy, Keith is actively involved in his community as a resource for his town and county to protect the air and water for all residents. He serves on the board of the Hudson Valley Energy Options Council to promote clean



energy alternatives in the Hudson Valley. Keith holds a Bachelors of Science in Business Management with an emphasis in Marketing from SUNY Binghamton.

Contact Keith at: keith.christensen@newwindenergy.com



**Brian Cocca,
Project Development Associate**

Brian joined CEI in May of 2005 for a summer internship now assumed a full-time role as an associate to the wind reserves and project development teams within the Development Division. Brian assists in landowner management, land reserve procurement and early stage project development.

Contact Brian at: brian.cocca@newwindenergy.com

**Paul Copleman,
Sales and Marketing Operations Manager**

Paul joined CEI in September of 2001, in order to organize the company's first wind farm dedication event. Paul is currently responsible for overseeing the company's public events, and is involved with the management of residential marketing programs and communications. Prior to joining CEI, he worked for various non-profit environmental organizations, including the State PIRGs, on legislative and grassroots organizing campaigns to promote renewable energy development and expand clean air safeguards. A 1997 graduate of Vassar College, Paul holds a B.A. in political science.



Contact Paul at: paul.copleman@newwindenergy.com

Photo: [unclear]

**Meaghan Denney,
PECO Wind Program Manager**

Meg Denney joined Community Energy in June 2005 to work with the PECO Green Utility Program as the PECO Community Outreach Coordinator. Since that time, Meg's role has developed and she is now responsible for managing the PECO Wind program. Prior to her work at Community Energy, she worked as a program associate at the American Council on Renewable Energy, a non-profit in Washington D.C. which focuses on bringing all Renewables into the mainstream American Society. She takes great pride in working for a



company, and with people, that share an innovative vision and a passion for clean energy creation. Meg holds a Bachelor of Science in Business Administration in Marketing and a Bachelor of Arts in Anthropology from the University of Notre Dame.

Contact Meaghan at: meg.denney@newwindenergy.com

Michael Fischer, Director of New Jersey Sales

Mike joined the CEI team during the summer of 2004. Prior to that he worked as a renewable energy advocate in the Pacific Northwest with Climate Solutions, where he helped write an energy efficiency pilot program for the capital city of Olympia, WA. Mike interned at Solar Energy International in Colorado and was published in Home Power magazine regarding residential wind turbine installations. He is extremely proud to be a part of the CEI team and is "blown away" by turning people on to wind energy! Mike is a graduate of The Evergreen State College in Olympia, WA.



Contact Mike at: michael.fischer@newwindenergy.com



Michael Forese, NY Sales Account Manager

Michael joined the CEI team in 2005 as a Sales Account Manager for the downstate New York area and manages the partnership with our ESCO partner, Con Edison Solutions. His focus is to drive new sales of wind energy to large commercial accounts. Before joining Community Energy, Michael had extensive sales experience with Nortel Networks, a major telecommunications networking company. Michael also spent three years as a power engineer at the Long Island Power Authority working with large generation projects, conservation programs and demand management. He holds a Bachelor's degree in Electrical Engineering from Manhattan College.

Contact Mike at: mike.forese@newwindenergy.com

Greg Fuller, Development Associate

Greg is a full-time Development Associate for CEI working on avian issues, the wind

program, meteorological tower management, and early site selection. Greg earned a B.S. Environmental Science from Dickinson College where he focused on renewable energy issues.

Contact Greg at: greg.fuller@newwindenergy.com

Mark Garrett, Community Outreach Manager

Mark came to CEI in May 2004 and currently manages the company's residential sales and marketing programs in New York, Pennsylvania and Rhode Island. In the 1990's, as a Marketing Manager, he helped introduce and establish two successful Massachusetts-based companies in the Boston market, The Improper Bostonian and Nantucket Nectars Fruit Juices. Since 2000, he has helped launch and manage successful green power marketing and utility partnership programs in Connecticut, Florida, New York, Pennsylvania and Rhode Island. Mark's team takes a "community-based" approach to promoting and marketing clean energy. Mark holds a B.S. from Boston University.



Contact Mark at: mark.garrett@newwindenergy.com



John Halley, Sales Director

As Sales Director since the inception of the company, John has spearheaded and overseen mid-Atlantic sales efforts including the campaign which subscribed over 35 college universities. Before helping found CEI, John was Market Coordinator for the Grassroots Campaign for Wind Power and Water Fund of the Rockies (LAW Fund) in Colorado project which signed up over 20,000 residences and 500 businesses for wind power. Responsible for most CEI's institutional sales, John's sales efforts are approaching approximately 1.5% of all US wind power. John holds a Psychology from the University of Cincinnati, and has experience in sales, public presentation, and renewable energy expertise.

Contact John at: john.halley@newwindenergy.com

Matt Heck, Wind Reserves Manager

Matt joined the development team at Community Energy, Inc. in 2005 as Wind Reserves Manager following an internship he had at Community Energy several years prior. Matt focuses on securing new projects and expanding Community Energy's development pipeline, and he has over 4 years of experience in the wind industry including project development, marketing, and personnel management, most recently at EnXco. Matt holds a Bachelor of Science degree in Energy and Environment Concentrations from James Madison University.

Contact Matt at: matt.heck@newwindenergy.com



Erica Irvine, Executive Assistant

Erica started at Community Energy in October of 2004 as an administrative and marketing associate, and eventually moved into a project management role on the Development Division. Her responsibilities include providing support to executive management, managing landowner relations and payments, and project data management.

Contact Erica at: erica.irvine@newwindenergy.com



Katie Kays, Manager of Customer Service

In September of 2005, Katie joined the Community Energy team to assist in administrative tasks as well as, happily answer customer inquiries about CEI's residential programs. Since joining CEI, Katie's role has developed as Manager of Customer Service. Prior to CEI, she spent one year working in the medical field as an administrative assistant and billing department representative. The majority of her time is spent assisting others with the residential programs, whether that be answering phones or sending new customers welcome letters. Katie holds a bachelor's degree in Youth Ministry from Eastern University, located in Wayne, PA.

Contact Katie at: katie.kays@newwindenergy.com

**Jeff Keeler,
Director, New England Wind Development**

Jeff joined CEI in 2003 with CEI's acquisition of his New England-based renewable energy marketing business. As Director of New England, Jeff is responsible for CEI's wind project development activities in New England, primarily the Lenape NH project. Prior to CEI, Jeff was a national leader in developing innovative policy and commercial solutions to issues such



clean air, climate change, and environmental sustainability. Jeff is the former head of the environmental strategies department at Enron Corporation. Jeff helped develop innovative approaches to renewable energy, emissions, distributed generation and efficiency. Jeff holds a B.A. from Drew University in Madison, New Jersey and a J.D. from Catholic University in Washington, D.C.

Contact Jeff at: jeff.keeler@newwindenergy.com

Amy McGinty, Utility Programs Manager

Amy joined CEI in October 2001, and is responsible for managing the development, implementation, and marketing activities of CEI's new and existing residential utility programs. Amy is also involved with CEI's information technology management, and serves as a member of advisory councils for state sponsored clean energy programs in New Jersey, Maryland, Massachusetts, New York and Rhode Island. Amy graduated with a B.S. from James Madison University's Integrated Science and Technology Program, where she studied wind and solar energy under an Energy concentration.

Contact Amy at: amy.mcginty@newwindenergy.com



Micah Merrick, Supply Manager

Micah has been with CEI since 2004 and is responsible for managing and tracking CEI's renewable energy supply. Prior to working for CEI, Micah worked for two years as a Financial Analyst for a transportation consulting firm in Philadelphia. Micah is a graduate of Penn State University with an honors degree in Economics.

Contact Micah at: micah.merrick@newwindenergy.com



Kimberlee Robertella,



Communications Manager

Kimberlee joined Community Energy in October 2004 as Sales and Marketing Associate and has since moved on to CEI's Communications Manager. She currently manages residential, sales and corporate marketing materials, oversees the development of new marketing creatives, provides customer service support, and manages the company websites. Kim is a graduate of The Pennsylvania State University where she earned a B.S. in Business Management along with a minor in Earth Mineral Science. Prior to working with CEI, Kim worked as the Creative Director for a natural home furnishings store in Princeton, NJ.

Contact Kim at: kim.robertella@newwindenergy.com

David C. Shadle, Vice President of Development

Dave has twenty-eight years of experience in the regulated utility and independent power sectors, primarily managing power generation project development. Dave joined CEI in 2005 as an independent consultant, helping to manage through financing and construction the completion of CEI's two 2005 projects. Prior to CEI, Dave spent seven years with FPL Energy developing wind energy and natural gas-fired projects, including managing FPL's wind project development and acquisition in the Mid-Atlantic. Dave holds a Master's degree in Environmental Engineering from the NJ Institute of Technology, and a MBA from Purdue University.

Contact David at: david.shadle@newwindenergy.com

Jill Stoneberg, C&I Marketing Manager

Jill was first introduced to CEI when a student-led wind power campaign at Eastern University placed Eastern as a wind energy leader among colleges and universities. With a degree in Environmental Studies and Sociology, Jill started as an intern with CEI and later joined the team supporting wind energy sales and marketing. Currently Jill manages company-wide marketing materials and marketing projects with the PECO WIND program.

Contact Jill at: jill.stoneberg@newwindenergy.com



Kristin Sullivan, Special Projects

Before joining Community Energy in 2005, Kristin worked as an energy and emissions analyst over three years with an energy management firm in Philadelphia. Her work as a Natural Resources volunteer in Peace Corps, Honduras, and experience in North and South American environmental impact issues, adds color and character to the company. Kristin's initiative, commitment and background in energy, environment, markets and policy mark her as a team member with varied responsibilities from administrative matters to project management. Kristin graduated from Gettysburg College with a degree in Environmental Studies and Biology.

Contact Kristin at: kristin.sullivan@newwindenergy.com

Byron Woodman, Account Manager

Byron joined Community Energy in January 2002. After graduating from Cornell University and working in the management consulting industry for five years, Byron changed his professional focus to wind power and renewable energy. Byron markets NewWind Energy® to universities and corporations in the New England and Mid-Atlantic regions.



Contact Byron at:
byron.woodman@newwindenergy.com



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Meet the ELP Fellows

ELP is delighted to announce the Delaware Valley Regional Network Fellows Class of 2006!

Molly Anderson, Director of Volunteer and Outreach Programs, The Nature Conservancy

Scott Anderson, Director of Philanthropic Marketing, The Nature Conservancy

Emily Baltz, Project Manager, Division of Land Use Regulation, New Jersey Department of Environmental Protection

JJ Biel-Goebel, Co-founder, Urban Green Partnership

Robin Eisman, Volunteer, Natural Lands Trust and the North American Pollinator Pro Campaign

Laila Goldberg, Project Coordinator, The Food Trust

Tiffany Hays, Science Teacher, The Baldwin School

Megan Heckert, Program Coordinator, Delaware Valley Earth Force

Jennifer Karsten, Education Manager, Awbury Arboretum

Suzanne Leta, Advocate, New Jersey Public Interest Research Group

Takkeem Morgan, Parks Project Coordinator, Pennsylvania Horticultural Society

Brad Nyholm, Natural Area Preserve Steward, Pennypack Ecological Restoration Trust

Laura Raymond, Senior Designer, Re:Vision Architecture

Sophie Robitaille, Senior Landscape Architect, Olin Partnership

Heather Rose, Environmental Consultant

Leigh Rosen, Project Coordinator, Center for Obesity Research and Education, Temp

Kristin Sullivan, Special Projects, Community Energy, Inc.



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Molly Anderson is the Director of Volunteer and Outreach Programs for Conservancy in Pennsylvania. She has been a staff member of The Nature Conservancy's Pennsylvania program, working to further the Conservancy for the past five years. Prior to that, she worked in the Education Department at the New Jersey State Aquarium (now known as Adventure Aquarium) educating and entertaining visitors and special groups in the importance of marine and freshwater resources. She currently serves on the board of the Environmental Conservancy of Pennsylvania. Molly is a New Jersey native and resides in Collingswood, NJ and is currently making a move to rural Pennsylvania.



Scott Anderson is now Vice-President for Global Development for Ashoka, an international nonprofit that works on social entrepreneurship around the world. Previously, Scott was director of philanthropic marketing for The Nature Conservancy. Scott managed a high-level creative team that develops concepts, materials, and publications promoting the organization's global conservation work. Previously, he served as director of resources for global priorities, where he managed budgeting and marketing strategies for organization-wide initiatives and provided strategic direct support to executive management for the long-term health and sustainability of global programs. Scott has served the Conservancy in fundraising management capacities since 1992, working in Pennsylvania, Alaska, and New York's Hudson Valley. Scott was a John C. Sawhill Core Leadership Fellow in 2000-2001. He also is an award-winning poet and the author of *Nature's Empire*, and writes a column for *GreenBiz.com* as well as "The Green Skeptic" for *GreenBiz.com*.



Emily Baltz is a project manager for the Division of Land Use Regulation at the New Jersey Department of Environmental Protection (NJDEP). She reviews permit applications for compliance with laws pertaining to threatened and endangered species in the state of New Jersey. Previously, Emily reviewed permit applications for the Freshwater Wetland Protection Act and verified wetland delineations. She also assessed fish production and movement as a marine field technician at Rutgers Marine Field Station and taught environmental education programs at the Garden State Nature Center. Emily also is pursuing a Masters in Environmental Policy at Drexel University.



JJ Biel-Goebel is the co-founder of the Urban Green Partnership, an organization that is positioning itself to be the online portal of all things green and sustainable. As an engineer, he has helped design a test structure for collecting lifecycle analysis data. Combining this innovation with his aerospace design experience and global communication skills learned at the Boeing Co., JJ has created a platform to help the Urban Green Partnership become the backbone of future global collaboration. JJ is involved with the Muscular Dystrophy Association's summer camp and is very active with local sports and social clubs.



Robin Eisman is a volunteer with the Natural Lands Trust (NLT) and the American Pollinator Protection Campaign (NAPPC). At NLT, Robin works on the conservation of the bog turtle, a threatened species, through habitat assessment, review of relevant scientific literature, and preparation of grant requests. As a member of an umbrella organization that promotes awareness of the importance of pollinators to ecosystem and food production, she participates in the Food Consumer Taskforce. She also has served as coordinator of a neighborhood recycling program and a stratospheric ozone preservation program. A former biology researcher, her current work includes freelance medical writing, and she takes courses in the Temple University program in Environmental and Regional Planning.



Laila Goldberg is a project coordinator at The Food Trust, an organization whose mission is to ensure that everyone has access to affordable, nutritious food. She joined The Food Trust in 2004 as a project associate for their School Nutrition Program. She currently works on a new initiative to develop a stronger infrastructure for Pennsylvania produce and to ensure that farmers can gain access and visibility in the region's markets. Previously, she worked with Cornell Cooperative Extension on a community gardening program in Poughkeepsie, NY and studied abroad in Chile, where she had the opportunity to learn about global food trade through her research of the table grape market.

Tiffany Hays is a science teacher at The Baldwin School in the suburbs of Philadelphia instructs eighth grade chemistry and twelfth grade environmental science courses. She teaches an environmental science curriculum, which aims to provide an understanding of global environmental issues by examining the biological, chemical, and physical processes that both impact and are impacted by anthropogenic actions. In addition, the class addresses major environmental policies, their ramifications on affected parties, and the methods by which future change can be enacted. Previously, Tiffany was a Health Education Peace Corps Volunteer in Togo, West Africa where she helped lead an initiative to encourage the continued education of adolescent girls. As a graduate student in environmental policy, Tiffany interned at the Environmental Services Department of MeadWestvaco, an international paper company.



Megan Heckert is a program coordinator with Delaware Valley Earth Force where she trains and supports teachers in the development of community-based environmental service learning projects, as well as plans and implements the Earth Force Summit. Previously, she worked with the Pennsylvania Horticultural Society on community-based programming for youth. As a US Peace Corps volunteer in Ocho Rios, Jamaica, Megan worked on marine protected areas management and outreach. She is interested in exploring the links between the environment and community concerns, and has a strong interest in urban green spaces.



Jennifer Karsten is the education manager at Awbury Arboretum in Philadelphia where she oversees the Field Studies and Out-of-School programs, and facilitates professional development workshops for regional teachers. She is a co-organizer of the Pennsylvania Association of Environmental Educators annual conference and an advisory committee member to the University of Pennsylvania's Center for Urban Youth and Social Policy, on the Board of Trustees for a local environmental school, and a member of the Delaware Valley Green Building Council's Green Schools Program. In 2005 she earned her Ph.D. with work on new approaches to teaching about ecosystems. Previously she became a Pennsylvania Department of Education Master Teacher for Environment and Science. In the future, she would like to do consulting work to ensure that all children in the city of Philadelphia receive an education that is safe, rigorous, supportive, interesting, and leading to good health for the individual and for the environment.



Suzanne Leta has relocated to Oregon where she is now Senior Project Manager at Portland Energy Conservation, Inc. Previously, Suzanne was the Global Clean Energy Advocate for the Environment New Jersey, a statewide, non-partisan, citizen-based environmental advocacy organization. Suzanne coordinated Environment New Jersey's energy program and headed up the Global Warming Solutions and New Energy Future campaigns. Suzanne co-authored "Coal Power: How Exelon's Takeover of PSEG Could Raise Rates, Reduce Reliability and Risk" and "A Blueprint for Action: Policy Options to Reduce New Jersey's Contribution to Global Warming." In the past, Suzanne organized campaigns to stop Exelon's proposed takeover of PSEG's electricity buy-out in the country and to close the Oyster Creek nuclear power plant. She also directed citizen outreach offices in Princeton and New Brunswick. Suzanne graduated from the University of Pennsylvania in 2003. She is a member of the New Jersey Board of Public Utilities, the Clean Energy Council, a steering committee member for the New Jersey Sustainable Energy Council, and a Senior Fellow from the Delaware Valley Regional Network.



Takkeem Morgan is the parks project coordinator at the Pennsylvania Horticultural Society where he works with community groups to improve Philadelphia parks. His work requires communication and collaborative work with local community leaders, government officials, artists, contractors, and various experts to carry out improvements to neighborhood park sites around the city of Philadelphia. Through performing short and long term planning, partnership building, and advising, Takkeem helps groups to successfully accomplish their goals. He has also been involved with organizing gardening projects with youth in a North Philadelphia neighborhood as part of the Leadership, Education, Advocacy and Development program (LEAD).



Brad Nyholm is the natural area preserve steward for the Pennypack Environmental Restoration Trust in Huntingdon Valley, Pennsylvania. Brad coordinates and leads activities on the Trust's 720 acre natural area preserve. His work includes meadow, and riparian restoration, environmental education, leading volunteer

workdays, facilitating college research, and supervising community serv
Previously, Brad worked for the Kentucky State Nature Preserves Commission in Fran
Kentucky, the U.S. Forest Service in Roanoke, Virginia, and the National Committee fr
River in Blacksburg, Virginia. He currently holds membership positions in the Borough
Stormwater Management Committee, the Township of Upper Moreland Open Space Pl
Committee, and the Association of Conservation Executives, Land Managers Group.



Laura Raymond is a senior designer at Re:Vision Architecture, where sh
her career towards sustainable design and has taken a position with Re:
Architecture in Manyunk, Pennsylvania. Her focus is working with clients
highest level of sustainability for their architectural projects. She serves
of the Community Design Collaborative, a non-profit organization that p
design services to local non-profits and of the Children's Crisis Treatmer
provides mental health services to children exposed to abuse, or traumatic events. St
design as a holistic and collaborative effort and strives for best practices in the built e



Sophie Robitaille is a senior landscape architect at the Olin Partnersh
works on international urban design and large scale public open space p
also volunteers on greening efforts in her center city Philadelphia neight
involving herself with the Community Design Collaborative. Prior to land
architecture, she was educated in biology and environmental sciences w
conservation, fresh water ecology and environmental toxicology. In her
practice, she strives to design places that are experientially rich, socially responsive a
environmentally progressive. Throughout her career, Sophie has practiced landscape
the east and west coasts of the United States, in Canada and in France. She also writ
European landscape design journal, *Topos*.

Heather Rose is an environmental consultant, assisting local governments, business
individuals to improve their environmental performance. She is particularly intereste
of progressive and sustainable land use ordinances that allow for greater community
Heather serves as a planning commissioner for her Chester County township as well a
the open space and watershed management committee. For the past 10 years, she h
as a volunteer organizer, initially focused on environmental health issues; she later st
use policy after moving to the rural landscape and community in which she currently
Previously, Heather held positions as a research assistant, writer and interviewer for
center, non-profit organization, and local newspaper.



Leigh Rosen is a project coordinator and founding member of Temple U
Center for Obesity Research and Education (CORE), where she connects
planning, and the built environment. Through Studies to Treat or Prevent
Type 2 Diabetes (STOPP-T2D), she facilitates school-based environment
physical education interventions targeted toward reducing T2D risk facto
youth populations. Previously, she managed several research projects a
of Virginia, assessing the links between neighborhood location and community health
also collaborated on the regional planning commission's hazard mitigation plan. Prior
worked in the Transportation practice at ICF Consulting, where she contracted to EPA
other federal and local government offices.



Kristin Sullivan is in charge of special projects at Community Energy
supports and coordinates small renewable energy projects involving sola
She also researches and reviews regional, state, and federal policies in c
in the design and implementation of an effective emissions programs. P
Kristin was an energy and emissions analyst for over three years with P
Philadelphia. Her work as a natural resources volunteer in Peace Corps.
Kristin a firm foundation to help stimulate a sustainable future. She furthered her exp
a self-supported environmental campaign that took her biking from Alaska to Souther
the future, Kristin looks forward to furthering her knowledge in energy, environment,
markets, and policy.

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Kristin Sullivan Résumé 2006

Work Experience

Community Energy, Inc./Iberdrola Renewable Energies, USA

December 2005 - October 2006

REC Market Supply and Policy Analyst

- Worked with stakeholder, legislative, and special interest groups to help shape policy that supports wind development and REC marketing.
- Communicated with supply development team on market trends dictated by REC supply/ demand/pricing research.
- Tracked and reported on various Renewable Energy Initiatives within the United States, focusing on the New England and Mid Atlantic Regions:
 - State Renewable Portfolio Standards- including NY, PA, NJ, NH, IL, CA
 - Regional Greenhouse Gas Initiative
 - Clean Air Interstate Rule
 - Carbon Markets Research
- Managed acquisition of NOx and SOx allowances to retire for Renewable Energy Credits that are sold to commercial and industrial customers who support wind energy.

The EarthCycle Campaign, Alaska to Argentina

June 2004-June 2005

Extended Tour Cyclist

- Informally founded The EarthCycle Campaign as a bike tour for the environment.
- Planned 14,000 mile bike ride which included various stops along the way to exchange information about simple ways we, as individuals, can lower our impact on our environment.
- Created a range of presentations and pamphlets to distribute:
 - Power points for children and adults in communities
 - Speeches with minimal materials
 - Lessons in Science and Geography for children of grades 4th-8th
 - Presentations to mixed age-group audiences
 - All events and presentations were created to address local issues such as logging and how it affects watershed deterioration, bay and ocean pollution, over fishing, adverse effects of mining, and natural gas and petroleum flaring to name a few.
- Maintain a website, with support, to share the experience of the tour as well as provide information gathered along the way about more ways to lower our impact
- Sponsored in part by Clif Bar, Patagonia, and Rudy Project -Technically Cool Eyewear
- www.earthcycle.org

PWI Energy, Philadelphia PA

March 2001-June 2004

Energy Analyst, Certified Energy Procurement Professional

- Created emissions reductions goals for clients and monitored conservation projects that contributed to overall CO₂ emissions reductions. With our guidance, Pfizer has announced a CO₂ Emissions Reduction Goal for 2007.
- Collaborated with Voluntary Climate Change Programs such as WWF Climate Savers and EPA's Climate Leaders to assure our clients' emissions reductions goals are challenging and our data management is certifiable.
- Investigated Climate Change Policies in various countries where clients will be affected by the Kyoto Protocol and other mandatory emission reductions programs.
- Managed various clients' natural gas, electricity, and fuel oil use patterns to save money via tax exemptions, tariff switches and third party supply options.
- Managed and coordinated energy conservation projects involving HVAC, Lighting, Boilers, Compressed Air Systems, and control systems as well as surveys at all of our clients' Spanish speaking sites.

Peace Corps, Honduras

September 1998-December 2000

Natural Resources Extension Agent

- Designed and implemented management plans for the promotion and protection of a newly designated 17,300- acre wildlife refuge: Corralitos. Field investigations of fauna and flora were planned and trails were designated.
- Performed an 11-day study in the Río Plátano Biosphere Reserve to assess the environmental and economic feasibility of creating an ecotourism adventure to be handled by Native Pesch Indians.
- Organized, designed, and constructed a water and sanitation project in a town located within the buffer zone of the wildlife refuge.
- Facilitated monthly environmental activities with 69 students at the local school to encourage and promote the preservation of the Wildlife Refuge.

- Conducted a workshop for 40 formal and non-formal educators on the proper integrated use of Environmental Education materials donated by the North American Association for Environmental Education.

All activities conducted in Spanish

Gettysburg Recreational Adventure Board (GRAB), Gettysburg, PA

October 1996-May 1998

Facilitator

- Planned and carried out rock climbing, backpacking, horizontal and vertical caving trips for the campus community and youth groups with a focus on team building, leadership development, and conflict resolution.

Education

Gettysburg College, Gettysburg, PA BA Environmental Science; Biology Minor

May 1998

Semester at Duke University Marine Laboratory, Beaufort, NC

Fall 1996

Other Interests

Triathlete

Philadelphia Area Disc Alliance-Ultimate Frisbee

PADI Certified

Wilderness First Responder

College Lacrosse All American 2 years

Environmental Leadership Program Senior Associate

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