

## Significant Projects Past and Present

- Represented **Brookfield Renewable Power** at 2008 **Canal Society of New York State** conference in Grand Island, New York.
- Supported **GE Marine & Stationary Power's** unveiling of two new diesel engines -- L250 and V250 -- to marine and business press in September 2008 and November 2006, respectively.
- Coordinated August 21, 2008 grand opening of **Brookfield Renewable Power's** Falls View Park near scenic Cohoes Falls, New York. Marked unique public/private collaboration between Brookfield, the **City of Cohoes** and the **National Park Services' Erie Canalway National Heritage Corridor**.
- Prepared/distributed press materials and arranged interviews with business and industry press on **GE Marine & Stationary Power's** May 2008 teaming with the **C-Mar Group** for a new hybrid tugboat technology.
- Event coordinator, media relations and onsite support for **Brookfield Power's** re-opening of Overlook Park in Cohoes on October 10, 2007. Touted company's \$1.4 million enhancement project at School Street Hydropower Plant.

- Provided media relations and onsite support for the July 1, 2006 grand opening of the **Natural History Museum of the Adirondacks/ Wild Center**, Tupper Lake. Attendees included then New York State Governor George Pataki and then U.S. Senator Hillary Clinton.
- Event coordinator, media relations and onsite support for **Advanced Turbine Research and Deployment Workshop** held in Albany on November 15, 2005. Two-day workshop brought together hydropower professionals, individuals from environmental and conservation organizations and members of federal/state/local agencies to discuss better fish passage and more efficient power generation. Sponsors included **Brascan Power**, the **Electric Power Research Institute**, the **National Hydropower Association** and the **Hydro Research Foundation**.
- Developed/distributed press materials and provided onsite support for **Reliant Energy's** Trenton Falls Scenic Trail grand opening on September 24, 2004. Unveiled new interpretive displays, scenic trails and waterfall overlooks, and marked collaboration with **Town of Trenton** to restore public access to a unique site closed to the community for nearly 100 years.

# Full Spectrum Communications

- Developed/distributed press materials and provided support for October 27, 2003 ribbon cutting at **Reliant Energy's** Oswegatchie Hydropower Plant in upstate New York. This major \$3.3 million upgrade boosted output to 2 megawatts, and added more 'green' energy to the state's power grid.
- Crafted/distributed press announcements and provided support for April 29, 2003 ribbon cutting at **Reliant Energy's** new 6.1-megawatt Higley Hydropower Plant in Colton. Attendees included then **Federal Energy Regulatory Commission** Chairman, Pat Wood III.

## Awards

Created winning award entries for Brookfield Power for the 2008 *Heritage Award* from the **Erie Canalway National Heritage Corridor** and the *Outstanding Stewards of Americas Waters* from the **National Hydropower Association**. Awards received for historical and recreational enhancements at Brookfield's School Street hydropower plant in Cohoes.

Creative marketing communications solutions