

Significant Projects Past and Present

- Designed/placed 2009-2010 New York state public safety newspaper and recreational media advertisement series for **Brookfield Renewable Power** to reinforce importance of year-round water safety.
- Served as judging committee chair for the **National Hydropower Association's** 2010 *Outstanding Stewards of Americas Waters* award program.
- Prepared text for **Brookfield's** new public safety signage for recreation areas along the Deerfield River in Charlemont, Massachusetts.
- Researched/wrote article "The Smart Grid: Coming of Age" for the Fall 2009 issue of *The EPRI Journal*.
- Prepared comprehensive press kit and coordinated 2009 media introduction of **Direct Grid Technologies'** two new solar micro-inverter products for residential and commercial thin-film photovoltaic applications.
- Represented **Brookfield** at 2008 and 2006 **Canal Society of New York State** conferences.
- 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'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'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. Attendees of two-day event included hydropower professionals, individuals from environmental and conservation organizations and members of federal/state/local agencies. Sponsors included **Brascan Power, Electric Power Research Institute, National Hydropower Association** and **Hydro Research Foundation**.

Full Spectrum Communications

- 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**, New York to restore public access to a unique site closed to the community for nearly 100 years.
- Developed/distributed press materials and provided support for October 27, 2003 ribbon cutting at **Reliant Energy's** Oswegatchie Hydropower Plant in upstate New York. Major \$3.3 million upgrade added more 'green' energy to 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, New York. 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