

RENEWABLE ENERGY ACCELERATOR

TREI'S MONTHLY NEWSLETTER

ISSUE 1, VOL. 2

MARCH 4, 2010

What's Inside?

Update

- GEO Grant Application Submitted
- Incorporation
- Colorado resolution
- Education and Outreach Activities
- Board of Directors Meeting

What's Next?

- Organizational Expansion
- Educational Outreach

Key Team Members

- Ken J. Beitel, Advisory Board Chair
- Elizabeth Helvey, Communications Director
- Crystal Watson, Business Development Director
- Catherine Rein, Chief Operations Officer

Who We Are

Partner Companies

Contact Us

The Renewable Energy Initiative

Empowering Americans to Accelerate the Clean Energy Revolution!

Enjoy the second **Renewable Energy Accelerator**, TREI's monthly newsletter!

February has been a whirlwind month for our new, fast growing organization and March appears to be just as action-packed. Many thanks to Aaron White, web designer, for the new TREI website! Take a look at www.TREI.us

Read on to learn more about TREI's work and how you can join our efforts!

Update

- TREI submitted its first grant request to the Colorado Governor's Energy Office (GEO), applying for \$91,000 of the \$3 million available under the New Energy Economic Development grant program. The grants encourage job creation and business development in the renewable energy field. Successful applicants will be announced in March.
- In Feb. TREI incorporated as a 501(c)(3) corporation. **Can you help?** IRS approval of non-profit status can be expedited by seeking a foundation/donor letter indicating that TREI charitable status will allow acceptance of a grant application or provision of funding. With said letter, IRS charitable status can be issued within two months vs seven.
- TREI joined with the Colorado Senate and House to hold a press conference announcing introduction of the **Renewable Energy: Freedom to Choose** joint resolution in the Colorado General Assembly. The Senate heartily passed the resolution encouraging Colorado employers to add a renewable energy fund to their 401(k) plans. While the measure did not make it through the House because of the newness of the concept, our House and Senate sponsors are ready to help educate fellow representatives and reintroduce the resolution early next year. We look forward to a successful campaign.
- TREI conducted multiple outreach and education efforts in February, including the **Denver Clean Tech Meetup**. TREI attended the **Western Pension and Conference** ERISA seminar and we are in discussion to present at an upcoming Western Pension event. The organization exhibited at the **CORE Sustainability Opportunities Summit** in Denver where we received interest from several media outlets and began discussions about partnering with the **German-American Chamber of Commerce**. Much of their membership includes renewable energy companies already located in Colorado or considering locating here.
- The TREI Board of Directors held their first meeting on Friday, February 19 at the Denver office of Patton Boggs, LLP. The Board's energy and commitment to furthering investment in renewable energy is admirable and inspiring. For a list of our board members and their biographies, please visit our website at www.TREI.us.

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What's Next

- TREI continues to grow! As funding permits, over the next two months we'll bring on key volunteers as paid staff. This will provide for a significant increase in the scope of our outreach and educational programs. In the meantime, we'll expand our website, attract funding, and build our volunteer base.
- TREI will continue its education and outreach activities in March. We plan to contact 3-6 companies a week, attend one conference a month, and find as many speaking engagements as possible. We will be joining the Boulder Area Human Resource Association as well as other local chapters of HR associations and benefits manager associations.

Who We Are

- **The Renewable Energy Initiative** is an educational non-profit organization that works to strengthen the American economy, create jobs, and build a healthy environment by increasing renewable energy investment, production and use.

We empower organizations and individuals to create the Clean Energy Revolution through our education, public outreach and research activities.

- **Our goal, over the next four years is to provide the 50 million Americans with 401(k) plans the freedom to invest in the renewable energy sector.**

This will generate more than \$150 billion in new investment, increase clean energy production, create hundreds of thousands of new jobs and speed adoption of renewable technologies.

- As these cars hit the showrooms, we'll encourage the rapid adoption of new electric vehicles like the Chevy Volt and Toyota plug-in Prius powered by domestic renewable energy. We'll also encourage homeowners to purchase wind power and install solar panels.

- ***Renewable Energy: INVEST, DRIVE, PRODUCE!***

Partner Companies

Many visionary companies and organizations, recognizing the value of early entry into the renewal energy sector, have supported TREI's work. Supporters include:

- American Portfolios
- Great West Retirement Services
- Calvert Investments
- Ziegler Wealth Management
- Patton Boggs, LLP
- Colorado Council, Society for Human Resource Management
- TransAmerica Retirement Services
- Invesco Power Shares
- Trilogy Financial Services
- Center T Advisors
- South Metro Denver Chamber of Commerce
- Fairfield Properties at 6515 Union in the Denver Tech Center

We greatly appreciate the support of these companies and organizations and their contributions to the Initiative's success.

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Board of Directors

- Don Clark, Managing Partner and Chief Operating Officer with Center T Advisory Services
- Joshua C. Greene, Partner, Patton Boggs LLP, renewable energy and legislative expertise
- Cindy Jennings, Vice President, Client Marketing & Brand Strategy at Cohn Marketing
- Denise Kay, Legislative Director, Society for Human Resource Management (CO-SHRM)
- Todd Mata, CPA, Attorney, International Tax Planner
- James Muchmore, Associate with Patton Boggs LLP with expertise in corporate and SEC securities

How Can I Get Involved?

There are many ways to support increased investment in and use of renewable energy.

- **Volunteer with the Initiative!** Would you like to help write a grant application, attend a conference, or speak on the benefits of renewable energy investment? Contact us today!
- **Invest Renewable!** Be a corporate leader. Add a Renewable Energy Fund to your company's 401(k) plan and get excellent corporate sustainability publicity that will translate into new customers!
- **Become a TREI Member!** Want the satisfaction of creating hundreds of thousands of clean energy jobs, growing the economy and stopping climate change? We're proud to have you as one of our members!

Looking forward to hearing from you!

The Renewable Energy Initiative

Denver, Colorado

www.TREI.us

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