Support the Industry that Supports W.Va. – Natural Gas
Just Beneath the Surface Alliance Energy Speaks Campaign

Governor Tomblin’s 2012 Energy Summit
December 10, 2012
Overall Strategy

Public Issues / Educational Campaign

Organized Opposition

Misinformation Coupled with Emotion / Incident

Comprehensive Approach
Creating an Alliance

Strength in Numbers

Provide Balance for Elected Officials

Voice on a Local / State Level

Balance with Media
2500 Members
35 Supporting Partners
SUPPORTING PARTNERS

- American Petroleum Institute
- Charleston Regional Chamber of Commerce
- Chemical Alliance Zone
- Community and Technical College System of W.Va.
- Contractors Association of W.Va.
- Energy In Depth
- HOPE Community Development Corporation
- Independent Oil & Gas Association of W.Va.
- Independent Petroleum Association of America
- Institute for 21st Century Energy
- Mountaineer Energy Forum
- Polymer Alliance Zone
- Utilities, Telecommunications & Energy Coalition of W.Va.(UTEC)
- West Virginia Business & Industry Council
- West Virginia Chamber of Commerce
- West Virginia Department of Education & the Arts
- West Virginia Manufacturers Association
ENERGY SPEAKS

SUPPORTING PARTNERS

• West Virginia Petroleum Council
• West Virginia Roundtable
• West Virginia Small Public Utilities Association
• WorkForce W.Va.
• WV Economic Development Council & 13 regional Economic Development Authorities:
  • Gilmer County Economic Development Association
  • Hardy County Development Authority
  • Lewis County Economic Development Authority
  • Little Kanawha Area Development Corporation
• Logan County Development Authority
• Preston County Economic Development Authority
• Putnam County Development Authority
• Ritchie County Economic Development Authority
• Roane County Economic Development Authority
• Tucker County Development Authority
• Tyler County Development Authority
• Upper Kanawha Valley Economic Development Council
• Upshur County Development Authority
Campaign Initiatives

Speakers Bureau / Outreach
Website
Social Media
Media Outreach
E-newsletter
Business Leaders Lunch & Learns
Chamber Events (BAA)
Community Day Events
Community Energy Forums
Educational Outreach / Training
Meeting of the Minds – May 2012
- Education Steering Committee
  - Developed Four Initiatives
1-Partnership with WVU Engineering Department

2-Teach the Teachers Event
- September Seminar
- December Webinar
Eagle Manufacturing / Brooke County High School
3-Opportunities For Life – Career Days

4-Tom Dunn Energy Leadership Academy
Other Initiatives
1-Coach the Counselors
2-Career Day for Non-Traditional Students
3-Initiatives with Girl Scouts / Boy Scouts
Questions