

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

- 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.(UTEK)
- West Virginia Business & Industry Council
- West Virginia Chamber of Commerce
- West Virginia Department of Education & the Arts
- West Virginia Manufacturers Association

- 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