

Welcome to the New WeberJohnson *Public Affairs Pilot*

Welcome to the first edition of the *Public Affairs Pilot*, the first in a series of occasional newsletters to help you navigate political and policy initiatives in St. Paul and Washington, D.C. We're WeberJohnson Public Affairs Group. And for more information about us, check out our new and improved website at www.weberjohnsonpa.com.

What's New At WeberJohnson

WeberJohnson is pleased to announce that we have partnered with two new Consultants, Christopher J. Tiedeman and Edward A. Garvey. Both Chris and Edward bring unique experience and expertise to WeberJohnson clients.

Chris is a licensed attorney with extensive experience in grassroots/tops, political communication and public affairs campaign management. Chris has worked successfully on behalf of corporate and political clients developing and executing public affairs campaigns in Minnesota, New Jersey, Texas and Oregon. He is highly regarded for his national network of relationships that enable him to lead successful public relations and grassroots campaigns on behalf of clients seeking assistance at the federal, state and local level. If your public affairs challenges require the creation, education and mobilization of a coalition of non-vested interests to support your cause, Chris is your man. He's our campaign guy and he's among the best in the business.

Through our association with Edward Garvey, Weber Johnson is now offering high-level strategic and government relations consulting to select clients in the areas of energy, the environment and climate change, as well as electric, natural gas and regulated industries. With the growing importance of this rapidly changing public policy space to a broad cross-section of the economy, Weber Johnson Public Affairs Group is now positioned to offer clients expertise beyond that of most of our competitors.

As Minnesota Governor Tim Pawlenty's Director of Energy Security, Edward helped draft the Midwest Governors 2007 climate accord and energy platform while at the same time assisting Governor Pawlenty on his Securing a Clean Energy Future Initiative as Chairman of the National Governor's Association. Edward works well with both sides of the political aisle on a national level and stands ready to serve Weber Johnson clients on complex issues ranging from power grid/transmission to climate change; from rate case advice to environmental compliance; and from carbon footprint analysis to renewable project management.

To see Edward's or Chris's full biography, go to:

<http://www.weberjohnsonpa.com/principals.html>

New – And Interesting – WeberJohnson Clients

In each newsletter, we intend to highlight a couple of our new clients. We do this not to boast of our new and growing business, but rather to promote our clients' products and services in hopes of triggering your interest in our clients. Maybe a partnership will result. If you have an idea how we might find mutual benefit, please do not hesitate to contact us.



Duratel is focused on providing smarter, stronger, and greener solutions for the utility, lighting, telecommunication, and railroad industries. They produce non-metallic products that offer many advantages over traditional materials such as wood, concrete, aluminum, and steel.

Duratel's primary product is a pultruded, fiber reinforced composite utility pole. Fiber reinforced technology has made tremendous progress in recent years and we feel that Duratel poles pose a sustainable and cost-effective solution to utilities looking to address both environmental concerns and rising distribution costs.

Through rigorous in-system testing Duratel has been able to show the product is significantly lighter, stronger, more durable, and ultimately more cost-effective than traditional utility distribution pole solutions. This product requires no maintenance, does not leach toxic chemicals into the soil and surrounding area, and can be safely recycled at the end of its lifespan.

Duratel has tapped Weber Johnson Public Affairs to assist with a marketing effort to sell these cost-effective and environmentally friendly alternative to tradition dirty utility poles.



Verisae software provides web-enabled energy and asset management solutions created to meet the unique needs of multi-site owners. Verisae builds solutions with these goals at the forefront: to lower costs of operations, to reduce energy consumption, and to mitigate and manage carbon emissions across thousands of sites worldwide.

Verisae Enterprise Emissions Tracking (EET) provides your company real time carbon footprint reporting. We provide your company the ability to take inventory of Greenhouse Gas (GHG) emissions and your company's impact on the environment. Our software model incorporates indirect and direct emissions and focuses on the large, distributed enterprise with many locations.

Verisae's Carbon Footprint software helps you manage your position in critical areas such as energy consumption and fugitive gas emissions, areas in which you can directly reduce your Carbon Footprint.

Verisae has tapped Weber Johnson's considerable network on a national basis to help advance Verisae's business and marketing objectives in both the public and private sector. In a cap and trade world, the Verisae product is vital to any large multi-site consumer of energy.

Other Clients recently retaining Weber Johnson Public Affairs include:

- AT&T
- Minnesota Insurance Federation