

Clean Fuels Development Coalition's Strategic Partner Team

Ethanol, E85, flexible fuel vehicles, and cellulose conversion are all exciting technologies – that are not yet main stream. For those technologies to make an even more significant contribution to lowering crude oil imports and greenhouse gases it will take a collaborative, imaginative, and continuous education and outreach program aimed at consumers and the media.

Millions of consumers, journalists, and researchers will need to learn much more about these emerging technologies before fully accepting them and making clean fuel purchases part of their everyday lives. To reach this goal, CFDC created a Strategic Partner team to leverage the core expertise of the CFDC operational team and its membership. Our Strategic Partner model creates a cost-effective process to tap into diverse and complementary core expertise without taking on the overhead and other costs associated with creating an in-house team of this caliber. CFDC stands ready to launch its next generation national education and outreach campaign using the latest in web technologies, other communication strategies, and renowned experts in their respective fields. If you are interested in supporting one of our projects, or in proposing a new project idea to our team, please contact Burl Haigwood, Director of New Program Development at burl.haigwood@cleanfuelsdc.org



RedPeg Marketing

Brad Nierenberg, President

RedPeg Marketing is an experiential marketing agency creating experiences that enable brands to make meaningful, emotional connections with consumers. Established in 1995, RedPeg has built their business by merging the strategic disciplines of brand planning and experiential design. With a permanent staff of 45+ and offices in Alexandria, VA and Westport, CT, the company

interacts directly with over 11 million people on a yearly basis through their award winning consumer experiences.

At their essence, the individuals at RedPeg are brand matchmakers, creating experiences where consumers and brands can fall in love. To accomplish this, they work to get an intimate understanding of a brand and the consumers who are most likely to choose that brand. Through extensive ethnographic research, they create custom mindset models of a brand's most likely adopter. These models describe the best predictive measures for brand and product adoption - consumer's aspirations, values and views of the world. The results of this work are own-able experiences at the intersection of what is true about a brand and meaningful to the brand's best prospects.

RedPeg boasts a list of top clients including GEICO, Anheuser-Busch, 9Lives, Pup-peroni, SoBe, Bacardi, Pepsi, Ford, Jockey, Fidelity and JPMorgan Chase.

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Franklin Management Company, Inc.
Michele Grassley Clarke, President

Franklin Management Company, Inc. (FMCI) is a full service conference and trade show management firm. FMCI's management team consists of professionals with more than 50 years of combined experience in the field. Members of our team have managed as many as 24 meetings/workshops/conference events per year ranging in size from 14 attendees to as many as 2,500 attendees.

FMCI's services include:

- Site Selection & Contract Negotiation
- Budget Development and Financial Management
- Registration Services (e.g., On-line, phone, fax, mail, and email)
- Event Marketing and Promotion from Copywriting to Distribution
- Speaker Coordination
- Exhibit, Sponsorship and Advertising Marketing, and Support
- Pre-Event Logistics (e.g., food and beverage, audio visual, security, etc.)
- Onsite Logistics (e.g., event staffing, vendor coordination, attendee materials, badges, proceedings, tent cards, CD-Rom)
- Post-Event Evaluation, Reporting, and Publication Development

FMCI places a high value on customer satisfaction. We believe that everything from the timeliness of registration confirmations and the user-friendliness of the online registration system to the positioning of directional signage at the event impacts participant satisfaction and educational experience.

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Catapult Communications and Technology KeeYoung Hartley, President

Catapult Communications and Technology has a core expertise in Internet technologies. Catapult is steadfast in their approach in increasing productivity, saving money, and raising money for their clients using the next generation of Web technologies. With specific disciplines in eliminating the cost and time hurdles of any Internet project, Catapult provides the deployment and integration of open source technologies that easily adapt to the organization's environment. This approach offers clients a more flexible, cost-effective alternative than proprietary applications.

Catapult establishes a sustainable partnership with their clients by helping them evolve and grow as their Internet marketing, communication, and technology needs change. With thorough research, dynamic collaboration and honest communication, Catapult creates Internet technology successes within boundless industries that include Beauty, Education, Travel & Tourism, Medical, Nutritional, and Publishing.

Catapult is a result-oriented ***Single Source Task Force*** that serves large and small organizations by implementing projects that are centered on the client's individual needs and tailored for their intended results. Our client commitment is to nurture relationships by delivering tangible solutions. Our philosophy is best expressed in a quote by Zig Ziglar: *"You can have everything in life you want, if you will just help other people get what they want."*

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GenTech Associates

Scott Chaplin, PhD, MBA, CPA

Sherry Gevedon, PhD, MBA

Donald Norris, PhD, MBA

GenTech is a Service Disabled Veteran Owned Small Business (SDVOSB) focused on helping public sector clients align themselves for improved program and administrative effectiveness and efficiency. GenTech's business process improvement, benchmarking and best practice techniques helps their public sector clients become more efficient and responsive to citizens' needs. GenTech consultants understand the performance and accountability issues critical to these clients.

GenTech's highly experienced team of business professionals, learning strategists, instructional designers, PhDs, technology specialists and experienced trainers will leverage their expertise to get results. This team has designed and implemented global learning solutions for agencies such as the NASA. This foundational understanding of how organizations adopt change when implementing a new technology standard will increase the chances of project success. The GenTech leadership team:

- **Sherry Gevedon, PhD, MBA** holds her doctoral degree in educational leadership. Her record of achievement has been achieved in government, health care, higher education, and commercial sectors. She is a proven leader and expert practitioner in leading and navigating change.
- **Scott Chaplin, PhD, MBA, CPA** holds his doctoral degree in business administration. He is an experienced government leader and served many years in the Army as an educator, soldier, and leader. His background includes leadership development and training; adjunct faculty, executive manager; and entrepreneur. His previous clients include the Air Force Institute of Technology (AFIT), Army Material Command; Air Force Research Labs; Special Operations Command; DODIG; and many others.
- **Donald Norris, PhD, MBA** has over 30 years experience as a thought leader and expert practitioner in leading and navigating change, crafting and executing strategy, and organizational transformation. His insights on technology-enabled change are widely sought and he has literally “written the books” on technology-enabled transformation. He has been a practicing consultant for over 20 years, with clients in commercial, education, health care, associations, government, and other non-profits. He has extensive experience in working with professionals in research settings in colleges and universities and corporate research environments.

“As a natural progression from our understanding of university and government operations, our consultants help government organizations harness technology to better serve their citizens. From strategic planning and accounting operations to package integration and project management, our services are not “off-the-shelf”—they are the culmination of our consultants’ years of dedication to the public sector. The result is a reputation of quality service to our clients.”

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Synaptec, LLC
Steve Batdorff, President

Synaptec (1) performs research and development of products and solutions for Original Equipment Manufacturers (OEMs) of major commercial brands and retailers and also (2) drafts federal guidelines, policies and procedures for government sponsors. Synaptec has various patents pending and is engaged in the research of commercial renewable energy products. Synaptec's President and founder, Steve Batdorff, is a domain expert on the development of government *business cases*. He is a published co-author of federal guidelines in federal capital planning publications by the National Institute of Standards and Technology (NIST). These business cases are employed as instruments by federal agencies to win non-appropriated or congressionally appropriated funding for new and continuing investments. The funding of many of these investments produce federal acquisition actions, grants, etc.

Synaptec has offices in Sterling, Virginia and manufacturing in North Carolina, South Carolina, and overseas. With awards ranging from international to U.S. government record achievements, we leverage our proven capabilities to continue breaking ground for applied technologies and business solutions.

Our expanding client list includes path finders such as Verizon, Whirlpool, NCAA, Mac Tools, U.S. Department of Energy, National Institute of Standards and Technology (NIST), White House, Federal Aviation Administration (FAA), National Institutes of Health (NIH), National Park Service (NPS), U.S. Department of Interior, CSC, and SAIC.

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Wasilewski & Associates, Inc.

Cara Wasilewski

Cara has been successfully writing grants for the past 8 years, raising over \$5 Million in funds for non-profit organizations, local public agencies, and small businesses. She specializes in state and federal grant opportunities and has been awarded monies from such agencies as the Department of Energy, US Environmental Protection Agency, California Resources Agency, California State Water Resources Board, California Department of Conservation, CALFED Bay-Delta Authority, Texas Commission on Environmental Quality, State of North Carolina, and California Air Resources Board. She also works with private foundations to build relationships for clients and secure funding for important projects.

Cara has a Masters Degree in Environmental Biology and has been working in the alternative fuel industry for two years. She lives in the Sierra Nevada Mountains in Northern California with her two young daughters. Cara is excited about the advancements made by states and the federal government to grow the clean fuels industry. She has developed a comprehensive biofuels database that tracks all city, state and federal funding opportunities.