

MULTIFACETED COMMUNICATIONS STRATEGIES FOR A CHANGING WORLD



Rasky Baerlein's Energy and Environment practice is a national leader in providing global companies in the energy, clean tech and environmental space with comprehensive strategic communications services. We look at your big picture and forge a strategic plan to guide you through the changing dynamics of public opinion.

Our seasoned team of experts has a proven track record of helping clients achieve tangible business results—just ask the many clients we work with, ranging from international energy conglomerates to clean tech start ups.

When expertise, knowledge and judgment matter, Rasky Baerlein's Energy and Environment practice is there for you.

Ideas. Actions. Results.

Our Client Experience:

AMERESCO
Green • Clean • Sustainable

ARBORGEN

Constellation
NewEnergy

firstwind
CLEAN ENERGY. MADE HERE.

GDF SUEZ

next step living
energy. efficiency. made easy.

MASCOMA

nationalgrid

VEOLIA
ENERGY

viridityenergy
power markets redefined

ze-gen

For More Information Contact

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The Services We Provide Include:

- ◆ Strategy Consulting
- ◆ Corporate Positioning
- ◆ Brand Enhancement
- ◆ Message Development
- ◆ Media Relations
- ◆ Community Relations
- ◆ Crisis Planning & Management
- ◆ Legislative Monitoring
- ◆ Grassroots Organizing
- ◆ Government Relations & Lobbying
- ◆ Coalition Building & Ally Development

“Rasky Baerlein has played an important role in growing our business. They have been integral in developing a comprehensive approach—navigating legislative issues, communities and the media, while offering strong strategic guidance. Their work has helped us bolster our position in the wind industry and solidify our influence with key decision makers and the public at-large.”

- Paul Gaynor, CEO, First Wind

Companies in the energy and environmental sectors operate at the nexus of politics, regulations, science and economic market forces. Smart companies understand that they need to maximize their competitive advantage in each of these critical areas.

We excel at working closely with our clients to evaluate their overall business objectives and goals, and integrate those into multifaceted communication strategies. We collaborate with our clients to build comprehensive strategies that position companies for development, growth and long term business success.

Our success is based on our ability to develop complex, integrated communications solutions and achieve tangible results. Whether the goal is to gain market share, site and build new facilities, or secure legislative or regulatory outcomes that benefit their business, we are committed to partnering with our clients to reach milestones, achieve business objectives and ultimately grow their business.

Our Areas of Expertise Are:

- ◆ Clean Tech and Emerging Technologies
- ◆ Renewable Energy
- ◆ Alternative Energy
- ◆ Sustainability and Corporate Social Responsibility Issues
- ◆ Traditional Energy Generation
- ◆ Environmental and Land Use Issues



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