



VETERAN'S ENERGY SEMINAR

2018

IMPACT REPORT

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The 2018 Veteran's Energy Seminar series took place in three installments across the country: San Diego, Chicago, and Boston. These successful events built upon the momentum from the 2017 pilot with the goal of demonstrating a sustainable program.

This report highlights those successes with a review of the program goals, an overview of the events, feedback received from veterans, and ideas for 2019.

Thank you to sponsors, community supporters, volunteer speakers, and most importantly the veterans, students, and energy professionals that attended the seminars and joined in the discussion.



Dan Misch
Veteran's Energy Seminar
Creator & Program Manager

MISSION

The Veteran's Energy Seminar educates military veterans on global energy security challenges to inspire continued service to the country through careers in the energy industry, policy, and entrepreneurship



About the Veteran's Energy Seminar

The Veteran's Energy Seminar is designed to inspire veterans to use their technical skills and knowledge to continue service to the country after they leave the military in ways that positively impact our national security. The program is based on training by the U.S. Department of State which introduces Foreign Service Officers to the fundamentals of energy fuels, markets, and regional conflict. The seminar received an honorable mention at the 2016 Take Point Initiative nonprofit competition with the Atlantic Council of the US.

The U.S. military is the single largest consumer of energy resources in the world. Military service members have a firsthand experience with the importance of sustainable operational energy and the impact of our energy dependence on military strategy. As they enter the civilian world, many veterans rely on this base of experience and self-teaching to make decisions regarding future employment.

Veterans comprise approximately 10% of all U.S. energy jobs and possess a rare set of highly technical skills that can be put to use towards a more secure energy future. While there are numerous programs available for workforce training and job placement in the energy industry, there are very few educational opportunities which align a veteran's unique experience into mission-driven service for a stronger energy security future. The Veteran's Energy Seminar fills this education gap to supplement the self-teaching that takes place after a service member leaves the military.

The first-ever Veteran's Energy Seminar took place December 2017 in Chicago, Illinois. The event was attended by veterans, reservists, and active duty military members from 10 different states across the country. The program consisted of a single track with lectures and panels from experts and veterans in the energy industry, government, and academia. Based on the success of the inaugural event, a series of seminars was held across the country in 2018. These events are summarized below.

WHAT

Educating veterans on energy security

WHY

Inspire continued service to the country for stronger national security through careers in the energy industry, policy, and entrepreneurship

HOW

Lectures and panels from experts in the energy industry, government, and academia



Above: Veteran panelists discuss their experience and transition from the military to the energy industry at the San Diego Veteran's Energy Seminar. Previous page: Dr. Nathan Johnson, Arizona State University, presented on microgrids at the San Diego seminar



SATURDAY, AUGUST 18, 2018

SAN DIEGO

Location Liberty Station Conference Center
Attendance 30
Time 9 am to 5 pm

Keynote Speakers

- Congressman Scott Peters (D)(CA-52)
- RADM Len Hering (US Navy Retired)

Other Speakers From UC San Diego, University of San Diego, Arizona State University, Marine Corps Air Station Miramar, Port of San Diego, San Diego Airport Authority, SunRun, Willdan, Regatta Solutions, EPC Power Corp, Cleantech San Diego, GreenBiz Group, The Energy Coalition, Semper Varia



THURSDAY, AUGUST 30, 2018

CHICAGO

Presented by

Invenergy

Location Invenergy (1 S Wacker Drive)
Attendance 35
Time 11 am to 5 pm

Keynote Speakers

- Congressman Bill Foster (D)(IL-11)
- Dr. George Crabtree, Director, UIC Energy Initiative + Argonne National Laboratory Joint Center for Energy Storage Research

Other Speakers From City of Chicago, Midwest Energy Efficiency Alliance, SunRun, GlidePath Federal Solutions, EPC Power Corp



THURSDAY, SEPTEMBER 27, 2018

BOSTON

Location Boston University Questrom School of Business
Attendance 25
Time 10 am to 5 pm

Keynote Speakers

- Dr. Dorothy Robyn, Former Deputy Under Secretary of Defense for Installations and Environment
- VADM Dennis McGinn (US Navy Retired), Former Assistant Secretary of the Navy for Energy, Installations, and Environment

Other Speakers From Boston University Institute of Sustainable Energy, MIT Energy Initiative, MIT Lincoln Labs, Advanced Energy Economy, ISO New England, American Resilience Project, MassCEC, NuScale Power, Sparkplug Power, Massachusetts Department of Energy Resources



The Veteran's Energy Seminar does an excellent job of bringing together passionate, clean energy professionals to discuss the role that clean energy plays in providing opportunity to veterans."

- Logan Allen, Principal, Regatta Solutions (San Diego 2018)

“

As a veteran, I was very impressed with the seminar preparation, the speakers, and the content. I would say that any energy professional, prior military or not, interested in the subject matter would have been just as impressed.”

- Sean Whiting, USAF Veteran (Chicago 2018)

“

I learned a lot about climate change and the thought leaders that are pushing for positive change throughout the U.S. government. I found the conversations with other veterans inspiring, and I would recommend this seminar to others.”

- Lee Rodrigues, US Army Veteran (San Diego 2018)

“

One of the best ways to leave the military is to transition to an industry that is accomplishing some of the same goals. The energy industry can help protect our national security in more ways than one, and the Veteran's Energy Seminar is an avenue to bring those two worlds together.”

- Brad Purtell, US Navy Veteran (Boston 2018)





Impact: The Veteran's Energy Seminar helped Marine Corps veteran Jon Gillis kick-start his energy career

After leaving the Marine Corps in June 2017, Jon Gillis knew he wanted to go into energy but had never interacted with the private sector before. The Veteran's Energy Seminar connected him to a host of established veterans-turned-energy professionals who volunteered to help with his resume, talk about their own career paths, and connect him to others in the field.

The seminar had huge ripple effects. Jon started looking for private sector jobs six months before he got out of the Marines, so there was almost a full year in which he couldn't even get an interview. The conference was a big turning point. He is now working in a job that he got through the seminar. He also learned a tremendous amount about energy security and energy economics, and says he "couldn't recommend the seminar more."

“The conference was a big turning point”

125+ Veterans Impacted Across Industry, Academia, Government & Nonprofits

The Veteran's Energy Seminar brings veterans together to learn about energy security, network with other energy professionals, and provides a platform to seek new career and educational opportunities in energy. Speakers and sponsors in attendance are likewise given access to engage with this unique community of veterans who are dedicated to or interested in a career in energy with a foundational understanding of their potential contribution to national security. Below is a subset of employers represented at past seminars:

INDUSTRY

- Acciona
- Booz Allen Hamilton
- BP America
- Consumers Energy
- Enwave Energy Corporation
- Exelon
- GE Solar
- Invenery
- ISO New England
- Kinder Morgan
- Northrup Grumman
- West Monroe Partners

ACADEMIA

- Argonne National Laboratory
- Arizona State University
- Boston University
- Colorado University
- Cornell University
- Northwestern University
- San Diego State University
- Tufts University
- UCLA
- University of Chicago
- University of Michigan

GOVERNMENT & NONPROFIT

- CalVet
- Center for Sustainable Energy
- Chicago Council on Global Affairs
- City of Chicago
- GreenVets
- Maine Legislature
- McCormick Foundation
- Michigan State Senate
- NRDC
- Pat Tillman Foundation
- U.S. Department of Energy

TOP VOTED SPEAKERS (2018)



VADM Dennis McGinn
US Navy Retired, Former Assistant Secretary of the Navy for Energy, Installations, and Environment



Dr. Nathan Johnson
Senior Sustainability Scientist, Arizona State University



Congressman Bill Foster
Illinois 11th District



Amy Heart
Director of Public Policy, Sunrun



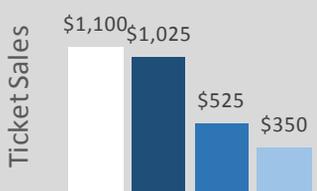
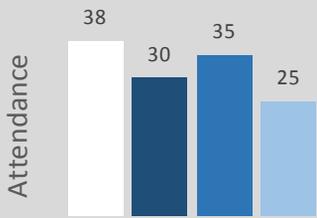
Military to Energy Transition Panel
Pictured: Allan Abela, EPC Power Corp



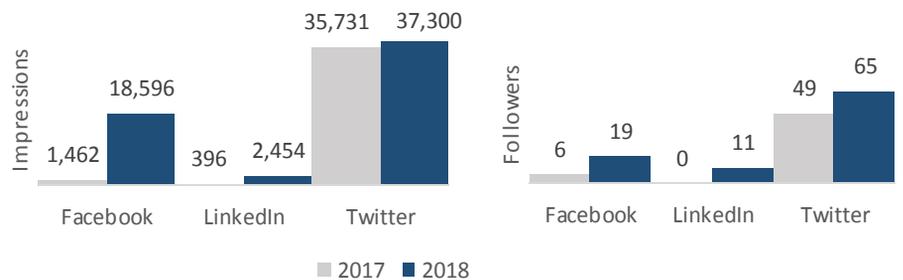
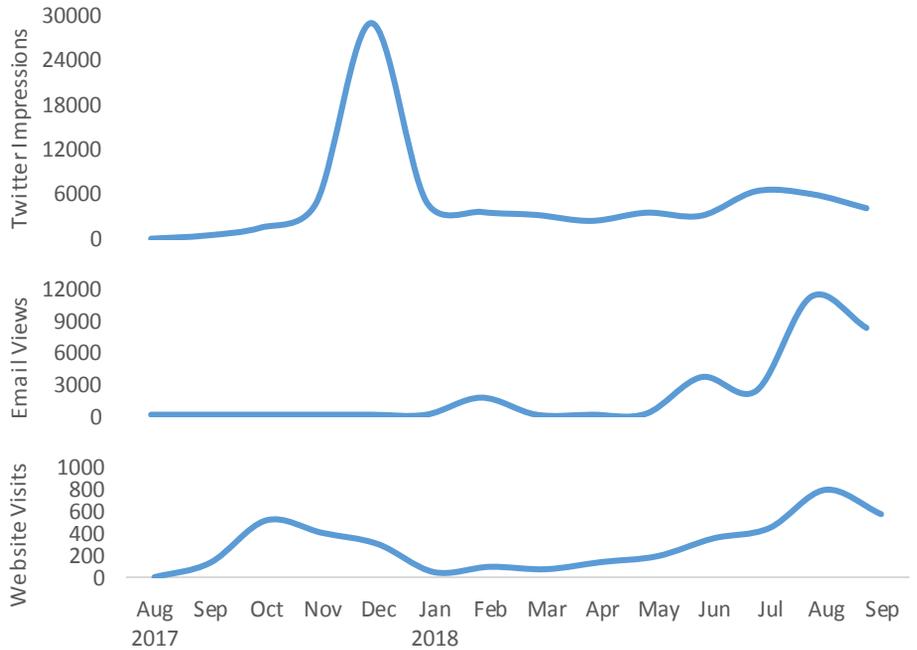
Invenergy Control Center Tour
Pictured: Brad Purtell, Director, Services Business Development, Invenergy

BUDGET

Legend: Pilot (White), San Diego (Dark Blue), Chicago (Medium Blue), Boston (Light Blue)



OUTREACH





Planning for the year ahead

The Veteran's Energy Seminar is now heading into its third year of programming following four successful events. Each event has provided valuable lessons for maximizing the impact towards achieving the goal. There are a number of potential approaches described on the next page to facilitate discussions with sponsors and stakeholders for 2019 plans.

Option 1: Summit

Option 2: Series

Option 3: Fellowship

Option 4: Network

The ultimate goal is to create a sustainable program. Any plans for the next year will continue to be executed as a volunteer effort through strategic partnerships until such time that a long-term model for the program has been established.



Dr. George Crabtree (top) and RADM Len Hering (above) provide keynote remarks at the Chicago and San Diego seminars.

Option 1: SUMMIT

Description: Similar to the 2017 pilot, a single seminar in 2019 would be held as the flagship event in a large metropolitan area. Suggestions include Chicago, Houston, Washington DC, or Las Vegas. Could be one day or multiple days. Could benefit if scheduled concurrently with an existing energy conference in April – October. Could incorporate job fair element.

Assessment: Planning for one event would be easier than managing multiple events and could help attract larger investments from national organizations. Redundant event costs would save money; however, travel costs for speakers and veterans would increase. Would need to differentiate from the existing “Veterans In Energy” annual forum.



Option 2: SERIES

Description: Similar to the 2018 seminar series, multiple events in 2019 would be scheduled in cities across the country. Suggestions include Chicago, Houston, Washington DC, and/or Las Vegas in April – October.

Assessment: Spreading out across the country makes the events more accessible to veterans in the area and helps bring in local expertise. Local organizations are also more likely to participate and donate. However, there are redundant costs associated with each event and planning becomes significantly more complicated by adding more communication channels.

Option 3: FELLOWSHIP

Description: Veterans apply and compete through essays and interviews to participate in a week long fellowship. At a minimum, travel and accommodations should be fully covered with optional meals or per diem. Minimum 10 participants. Would benefit if scheduled concurrently with VIP access to an existing energy conference. Similar examples include the Atlantic Council’s Take Point Initiative or University of Illinois at Chicago Summer Institute on Sustainability & Energy (SISE).

Assessment: This approach would be limited to a smaller audience which could hurt appeal to sponsors, but pre-selected participants could help maximize learning over a longer period of time and avoid concerns about attendance at public events.



Option 4: NETWORK

Description: In addition to any summit, series, or fellowships, the Veteran’s Energy Network would be a nationwide community of veterans working in the energy industry. It would be a platform to collaborate and communicate on energy security topics, policy issues, and career opportunities. Similar example includes the Defense Entrepreneurs Forum.

Assessment: A network of veterans in energy would help promote seminars with the target audience. There are some similar existing organizations, although they are typically partisan or source specific. A bipartisan and source agnostic network of people could lack enough common interests across its members to form a sustainable community.

Sponsorship

The Veteran's Energy Seminar is a 100% volunteer effort. All donations and ticket sales help support a physical space to host the event; catering for coffee, lunch, and receptions; travel scholarships for veterans; travel funding for speakers; services such as the website, advertising, transportation, and photography; and materials and equipment such as name tags, signs, posters, and text books. Visit www.vetsenergyseminar.org/donate to learn more or donate today

BENEFACTOR

\$10,000

- Name change, "Veteran's Energy Seminar, presented by [company name]" in city of choice
- Opening or closing remarks at plenary session
- URL + logo (featured prominently) on website, social media, and promotional material (30,000+ online impressions)
- Admission for up to 10 employees and 10 veterans
- Profile of company or employee on all national emails (200+ people)

HOST

\$5,000

- Reception or breakout session of choice "Presented by [company name]"
- Speaking opportunity at breakout session of choice
- URL + logo (large size) on website, social media, and promotional material (30,000+ online impressions)
- Admission for up to 5 employees and 8 veterans
- Profile of company or employee on local events (200+ people)

SPONSOR

\$2,500

- Speaking opportunity at panel session of choice
- URL + logo (medium size) on website, social media, and promotional material (30,000+ online impressions)
- Admission for up to 3 employees and 6 veterans

PARTNER

\$1,000

- URL + logo (small size) on website, social media, and promotional material (30,000+ online impressions)
- Admission for up to 3 employees and 6 veterans

2018 SPONSORS

Invenergy



COMMUNITY SUPPORTERS



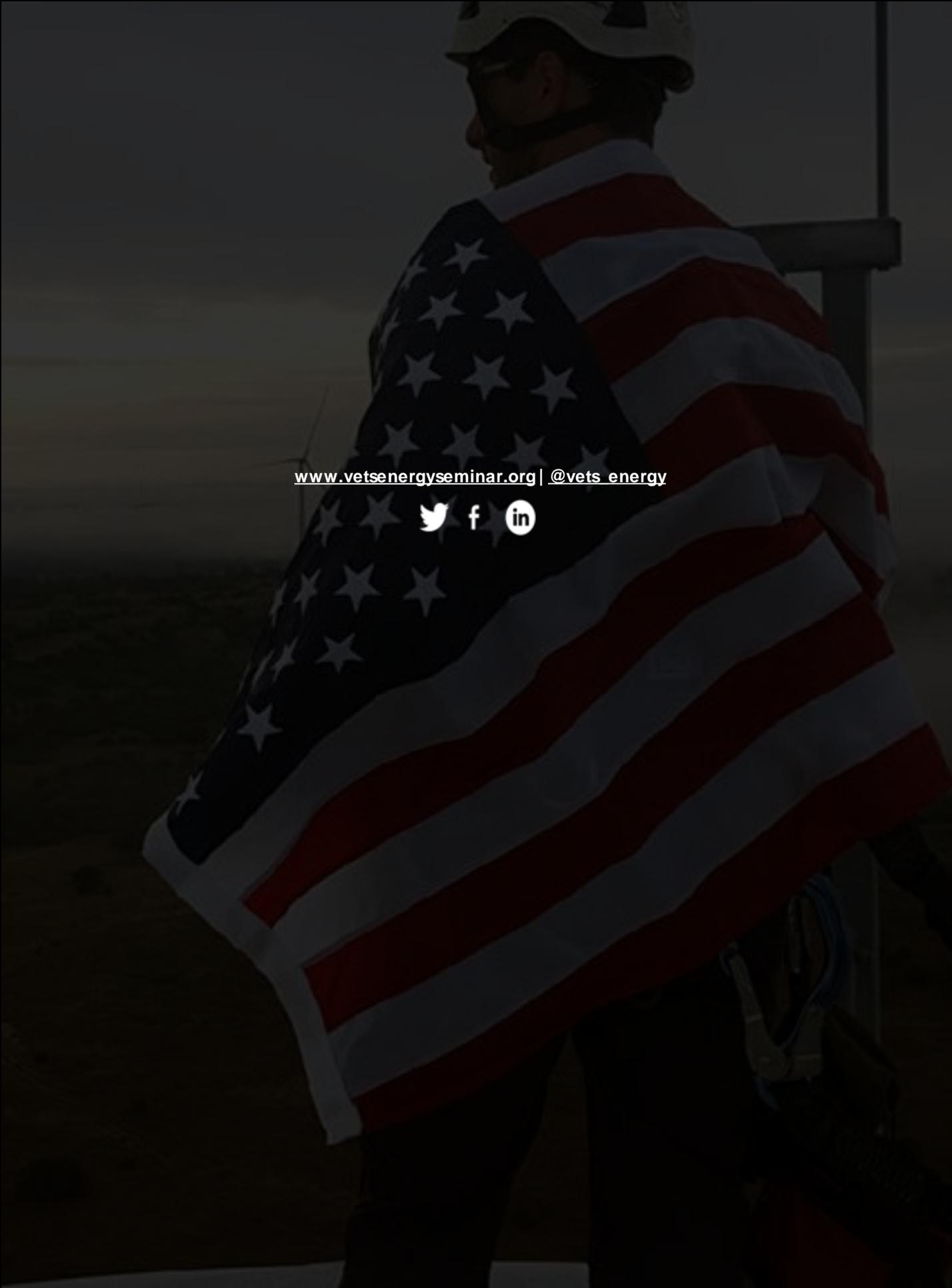
Energy Initiative



The Climate Reality Project



MIDWEST ENERGY NEWS



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