



Situation

Biodiesel, an environmentally friendly alternative fuel produced from soy beans, yellow grease and other feedstocks, is a critical component in America's alternative energy portfolio. However, in the midst of major national debates about corn-based ethanol and fluctuating oil prices, biodiesel easily "gets lost" in the mix. In order to overcome a lack of awareness among public officials and citizens about the benefits of biodiesel, the chief executives of Pennsylvania's biodiesel companies decided to create a unified voice for their industry. The result was the formation of a new association, the Pennsylvania Biodiesel Producers Group (PABPG).

Strategy

Wendt Partners was asked to establish and guide the association's formation, beginning with strategic planning and branding, then focusing on the development of a public policy agenda and platform. The association's top priority was to rapidly raise biodiesel's public visibility and ensure that a \$850 million state Energy Independence Strategy being developed would effectively address the needs of the biodiesel industry.



strategic consulting

branding & messaging

organizational development

integrated communications



advise

design

engage

deliver

“Wendt Partners listened to our needs, created a plan, and worked with us every step of the way to execute it. Without the efforts of Wendt Partners, our industry would not have successfully achieved our goals.”

■ **Ben Wootton**

Founding Member

Pennsylvania Biodiesel Producers Group

Solution

Over the course of fifteen months, Wendt Partners built the PABPG into a widely recognized association and a legitimate “player” in the policy arena. Aggressive outreach, effective marketing, policy development and a strong public relations program—including media updates, editorial boards, op-eds, and briefings—established biodiesel as the “here, now” alternative energy technology that warranted attention. In cooperation with government relations counsel, Wendt Partners crafted messages, issue updates, and graphics that made a compelling case for the PABPG in public, at hearings, and with key stakeholders. As a result, critical legislation was passed that specifically supported the biodiesel industry—a huge win which proved that a small but committed group of individuals can still make an impact. “Wendt Partners was with us every step of the way, keeping us focused on everything we needed to do in order to achieve success and change the conversation about energy,” says Ben Wootton, founding chair of the PABPG. “Wendt Partners listened to our needs, created a plan, and worked with us to execute it. Without the efforts of Wendt Partners, our industry would not have successfully achieved our goals.”

Sectors

Association, Business-to-Business

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

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