



Energy Advisory Services



Take Charge of Your Future

It takes more than excellent technology and a good business plan to run your energy company successfully. In fact, your ability to advance your agenda may rely as much or more on how effectively you communicate with public officials and other key decision makers.

ML Strategies will help you develop solutions and strategies at the local, state, and federal levels to support the long-term success of your enterprise. We provide clients in traditional and alternative energy industries with the assistance they need to:

- Understand and navigate the laws and regulations that define their market opportunities
- Secure permits
- Draft qualification statements and grant proposals
- Advocate for changes in laws and regulations that limit their markets and constrain growth opportunities

Traditional and Alternative Energy

In traditional energy sectors, ML Strategies helps clients solve regulatory problems related to the siting and operation of transmission, distribution, generation, and energy storage facilities and overcome challenges in rate setting, cost allocation, and environmental permitting.

In the case of alternative energy technologies (energy efficiency, wind, biomass, biofuels, geothermal, and solar power), we work with clients to qualify for financial subsidies, trade renewable energy and carbon credits, and form strategic alliances with environmental groups to accomplish legislative and policy change.

For new energy technologies, the firm helps clients bring new solutions to the marketplace by introducing their companies, technologies, and services to public officials and constituency group leaders who shape public opinion.

Quick Facts

- 200+ energy and technology clients
- A leadership team including:
 - The former U.S. Department of Energy Principal Deputy Assistant Secretary for Energy Efficiency and Renewable Energy
 - The former Massachusetts Department of Energy Resources Commissioner
 - A former Boston City Councilor
- Broad bipartisan experience
- Easy access to legal counsel and representation through our parent company, Mintz Levin, and the firm's Energy & Clean Technology Practice Group and Environmental Practice Group



Representative Experience

Securing Regulatory Support for Peak Electricity Reductions

ML Strategies helped an emerging national energy efficiency company build support among six state utility commissions for changes in the rules governing a regional electricity market. The company was seeking recognition and fair compensation for the contributions of demand-reducing technologies to maintaining electric system reliability. We arranged for the company to meet with commissioners in the various states. The company was very pleased when the state commissions issued a joint report endorsing the company's view.

Avoiding a Ballot Question on Renewable Energy

ML Strategies helped several developers of biomass power plants avoid a potential state ballot question that would have eliminated the eligibility of their technologies for renewable energy financial incentives. After we helped organize a coalition effort to fight the question, regulators took action to move the issue from the ballot process to the regulatory process. We continue to represent several of these companies as that regulatory process defines new requirements that biomass power generation must meet to receive renewable energy incentives.

Helping a Solar Energy Company Expand Its Manufacturing Capacity

ML Strategies helped a solar energy company pursue opportunities to obtain state financial assistance to expand its manufacturing capacity. We helped the company make presentations to key public officials (including arranging for them to tour its existing facilities) and helped refine the company's business strategy to leverage potential public funding to enhance the participation of private investors.

Qualifying a New Technology for Alternative Energy Incentives

ML Strategies helped a company that gasifies coal and sequesters its carbon emissions to qualify its technology for "alternative energy" financial incentives. We represented the company in stakeholder meetings, facilitated communications with the agency that would determine the criteria, and drafted written comments for the company to file with the agency. When the agency issued the final rules, the company was pleased its technology would qualify.

Helping a Wind Energy Company Maintain Its Market Position

ML Strategies helped a major North American wind energy company participate actively in a state rulemaking process that would define the rules governing imports of wind power into the region. We represented the company during stakeholder meetings addressing the issues and drafted written comments that were submitted to the reviewing agency. The company was very pleased to have the agency's final regulations emerge in a form that did not harm its business interests and properly implemented the enabling legislation.

Representative Clients

- Achates Power
- American Biofuels Council
- APCO/ Dow Corning
- Atlantic Wind Connection
- Babcock & Wilcox
- BigBelly Solar
- Capstone
- Coalition for Clean and Renewable Energy
- Deep Water Wind
- Energy 5.0
- Exxon Mobil
- Hara
- INEOS
- Ogin (formerly FloDesign Wind Turbine)
- Solar Trust
- Suniva
- Renewable Energy Markets Association (REMA)

For More Information

Visit our website to learn more about ML Strategies and our services, or contact us:

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