

THIRD ANNUAL • October 21, 2015



# National Bioenergy Day

*Celebrating Nature's Energy Source*



## 2015 PARTICIPATION GUIDE

# PARTICIPATION GUIDE

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# National Bioenergy Day 2015



October 21, 2015, will be the third annual National Bioenergy Day. On this day, organizations all over the country – businesses, non-profits, universities, and state and local governments – will showcase the many ways they benefit from bioenergy, an energy resource that needs increased understanding and public awareness.

Led by Biomass Power Association in partnership with U.S. Forest Service, National Bioenergy Day facilitates interaction between bioenergy projects and their local communities, raising awareness of the economic and environmental benefits of bioenergy. Participation may come in many forms – conducting facility tours to hosting local school groups for career days, to simply promoting the event through social media and signs. National Bioenergy Day events are scalable to meet the needs of your organization and stakeholders!

In 2015, National Bioenergy Day will highlight the many economic benefits of bioenergy, focusing on creating local jobs and supporting a highly skilled workforce. The tens of thousands of men and women who work in the forestry, agriculture, biomass, wood pellet, lumber, energy or similar sectors – and those interested in pursuing jobs in these fields – will be showcased whenever possible.

In its first two years, National Bioenergy Day participants earned dozens of media headlines and widespread recognition from across all levels of government. From the first year to the second year, National Bioenergy Day doubled in size, with 50 events held in 23 states in 2014.

The organizing committee is here to help YOU make the most out of this opportunity. We provide materials, organizational support, planning services, and much more. Other great reasons to participate in National Bioenergy Day include:

- Interaction with media, local officials, potential job applicants, schools.
- Better understanding of bioenergy, preempting some of the questions that consistently arise about using wood for fuel.
- Industry collaborating to educate the public.
- Networking and cooperation with vendors, suppliers, customers.

This guide will help National Bioenergy Day participants plan all aspects of their events. The team at Biomass Power Association is always available to help, as well. You can learn more about National Bioenergy Day, and see the current updates, at [www.bioenergyday.org](http://www.bioenergyday.org).



# NATIONAL BIOENERGY DAY 2015

## SUGGESTED PLANNING TIMELINE

### May

Begin planning events (see Planning Guide starting on pg. 7)

### July

Find out if other local groups are interested in partnering for an event  
Send out invitations

### August

Order signs

### September

Follow up on invitations  
Plan media outreach

### First week of October

Invite media  
Make sure National Bioenergy Day event plans are in place (see preparation checklist on pg. 8)

### October 18 - 24

Forest Products Week

### Wednesday, October 21, 2015

National Bioenergy Day

## MONTHLY PLANNING CALLS

Beginning May 19, the **third Tuesday of every month at 2pm Eastern Time/11am Pacific Time**, we will hold a planning call to go over case studies, help participants troubleshoot, connect participants from nearby areas, and help keep the planning on target.

Conference Line: 605-477-2100

Code: 335079#



# CASE STUDIES



## Commonwealth of Kentucky

The Commonwealth of Kentucky's Department for Energy Development & Independence teamed up with Murray State University to commemorate the harvest of one of the first legally planted industrial hemp crops in the U.S. since World War II.

The National Bioenergy Day event marking this occasion drew representatives from Kentucky's Government as well as academia, entrepreneurs and industry.



## ReEnergy New York

In Glenfield, New York, ReEnergy Holdings collaborated with New York Biomass Energy Alliance and the local Jefferson-Lewis BOCES Howard G. Sackett Technical Center.

Their National Bioenergy Day event gave seniors studying forestry and environmental conservation the chance to test out logging equipment through classroom simulators. The students were informed about potential opportunities in the forest product sector and encouraged to follow-up about employment and training opportunities. They also heard from a research specialist from the local SUNY College of Environmental Science and Forestry about the joint willow biomass project.



## DTE Mt. Poso, Kern County, CA

For the last two years, DTE Energy's Mt. Poso Cogeneration facility has worked with the the local government to recognize National Bioenergy Day with a decree from the Kern County Mayor.

Last year, the facility expanded its activities to invite local high school students to tour the facility an learn about the 150 jobs that DTE Energy has created or supports at the facility.





**Above:** Minnesota Power hosts National Bioenergy Day attendees in 2014 at its Hibbard Renewable Energy facility in Duluth, MN.

## PLANNING GUIDE



## PLANNING FOR NATIONAL BIOENERGY DAY 2015

We encourage participants to mark National Bioenergy Day in whatever way makes sense for their organization. This could include:

- Facility Tours (consider coordination with local U.S. Forest Service or stakeholder groups involved in the bioenergy supply chain)
- Private/Targeted Tour or Elected Officials
- Career Panels or Recruitment Events
- School Group Visit
- Displaying Signs
- Staff Appreciation Day
- Social Media Promotion and/or Signage

The first step is to determine your audience(s).

These could include:

- Employees and their families
- Local students – university, high school, middle school, even elementary
- Local, state and federal officials
- Media
- Supporters in the community
- Vendors and service providers (fuel and equipment suppliers or even accountants or other non-biomass related vendors that your company works with)
- Investors
- Utility leaders and staff



**Best Practice:** Team up with your local utility, supply chain, university, vendors or others involved in bioenergy to co-host an event. For consideration:

- How is the best way to tell your facility's story?
- Assume your audiences know very little about bioenergy and how your facility works.
- How much time is your facility willing to devote to the event (half day, lunchtime, full day, etc.)
- What materials or other marketing items will you hand out to visitors? (Note: please see the list of materials provided by the National Bioenergy Day planning committee on pg. 8 of this guide.)
- What additional hospitality items are needed (examples: coffee, soda, lunch buffet, boxed lunch, catering)?
- Map out the flow of the event from the perspective of attendees.
- What kind of safety equipment will you need?
- Name badges or tshirts for staff?
- Other than facility tours, are there other hands-on activities your visitors could engage in (handling wood chips/pellets)?
- What are the messages you'd like visitors to take away?
- Who will speak/welcome visitors/serve as a guide?
- Who will be responsible for taking photos/engaging on social media? Will you hire a photographer?

### **Preparation Checklist**

- Determine the format of your event (presentation, facility tour, roundtable, etc.)
- Determine the desired length of your event
- Decide who to invite
- Send the invitations
- Track and confirm RSVPs and follow up as necessary
- Distribute memo of visit to employees
- Establish a timeline for planning purposes, i.e. when will invitations go out, when will follow up be done, etc.
- Let us know you are hosting an event so we can list it on the site and keep you informed!

### **Event Checklist**

- Put together internal planning group, if necessary
- Craft welcome and introduction
- Create name badges for guests and staff
- Determine required safety equipment
- Brief tour guide(s)
- Identify local media and elected officials
- Craft tour script
- Hire/designate photographer
- Prepare an information package
- Research talking points, your company story, current events, legislative tasks, etc.
- Prepare a map of the tour route
- Write out any questions for students, educators or other attendees

### **NBD Organizers will provide the following tools:**

- NBD logo
- Template invitation (included in this Guide on page 9)
- Template media advisory (included in this Guide on page 13)
- Template press release (included in this Guide on page 14)
- Guidance on elected official outreach
- Connection to other local bioenergy groups holding NBD events
- Planning support throughout
- Recognition on the website
- Signage
- Ad template





# INVITATIONS

Below is sample wording for invitations to National Bioenergy Day events. This language is intended to be as a suggestion; feel free to edit or tailor your invitation to your organization's needs.

Dear [guest],

I am writing to invite you to attend [facility/organization]'s recognition of the Third Annual National Bioenergy Day. We will be marking the occasion, along with dozens of other facilities across the country, with [description of event: facility tour/barbecue/lunch/presentation] at [time] on Wednesday, October 21. We would be honored if you would attend to celebrate [optional for special guests: and consider saying a few words about] bioenergy and the role it plays in powering our area.

"Bioenergy" refers to the generation of electricity and heat from wood and other organic materials. In addition to serving as a domestic energy source, these industries work closely together to keep American forests healthy and put organic byproducts like forest trimmings, industry byproducts and agricultural residuals to good use.

Bioenergy is a sustainable, renewable, and carbon-friendly energy source:

- The organic materials used to produce heat and electricity at a biomass facility often have no other use. If not used to produce bioenergy, these materials might be open burned, which releases methane into the air. Or, they might be left on a forest floor to decompose – a process that also releases methane and can contribute to catastrophic forest fires.
- The use of organic materials to produce energy does not introduce new carbon into the atmosphere, unlike the use of fossil fuels for energy.
- Bioenergy is a key part of sustainably managed forests and farms. It is necessary to remove organic residues and non-merchantable wood in order to keep a forest healthy and growing. Rather than discarding or open burning the removed wood products, bioenergy provides a good, productive use for them.

We hope you will be able to join us on October 21, to learn more about bioenergy and see our facility, which employs [number] local residents and produces enough heat and power for [number] local homes and businesses. Our facility is located at [address and additional location details as needed]. Please contact [name] at [email/phone] for more information and please RSVP as soon as you can.

Best,



## BEST PRACTICES FOR INVOLVING ELECTED OFFICIALS

If your organization would like to involve local elected officials to your event, there are many ways to do this.

Mayors, officials on the state level, officials on the federal level like members of Congress or Senators, and even political candidates have participated in National Bioenergy Day. It's a great way for them to become familiar with the benefits of bioenergy, and also with the leaders of your organization.

Most of the time, you can find the contact information for these officials and their staffers on their website. To ensure that the right staffer receives the invitation, it is a good idea to call the office and describe the event and ask who the appropriate contact is. It's also a best practice to call again after you've sent the invitation to ensure that it was received, and to follow up around the RSVP date to determine whether the invitee will be able to attend.

1. Invite an elected official to provide a keynote address.
2. Request the Mayor to issue a proclamation declaring October 21 the town's official "Bioenergy Day."
3. Invite officials to tour the facility or otherwise attend your group's event.
4. After the event, reach out to officials to let them know how NBD went, and thank them for any contributions.



**Above:** Maine Governor Paul LePage, Irving's Ashland Sawmill co-CEO Jim Irving, and Sen. Angus King attend ReEnergy's NBD 2014 event in Ashland, Maine. Photo credit: Kathy McCarthy, Presque Isle Star-Herald

## MEDIA OUTREACH

This section includes sample language for press outreach but, like everything included in the National Bioenergy Day How-To Guide, feel free to tailor it for your organization's purposes. National Bioenergy Day has received considerable press attention from local news sources in the past. Visit [www.bioenergyday.org/news](http://www.bioenergyday.org/news) to see some of the articles, videos, blogs and radio stories that have appeared on NBD.

When communicating with the press on National Bioenergy Day, keep all of the following outlets in mind: newspaper, radio and television stations, and even blogs. Spending an hour or two online will help you identify the appropriate local media to approach for your event. A reporter covering a newspaper's business, energy or environment beats would likely be interested in National Bioenergy Day. Other good options would include a local television station's community reporter or news producer, a local NPR host or reporter, and bloggers interested in local events, politics or the environment.

### HOW TO USE THESE MATERIALS

Simply fill in the blanks with information relevant to your event and make any edits or additions as you see fit.

The **media advisory** below is intended to alert and/or invite media a week or two ahead of the event. It helps them plan their schedules.

The **press release** is intended to once again remind press of the event, as well as give more detail on what happened at the event. Some members of the media prefer to take quotes and other information from a press release for a story, so it's a good idea to include as many details as possible. A press release is usually sent out the morning of a big event, or right as the event starts.

Note: These materials may be updated closer to the event.

**Best Practice:** When working with members of the press, no matter the outlet, a good approach is to contact them by email first, and then follow up by phone later that day or the next day.



## SAMPLE MEDIA ADVISORY

What:

Wednesday, October 21, marks the Third Annual National Bioenergy Day, with events held across the United States and Canada. [Hosting organization(s) is/are] participating in this historic event to demonstrate the many benefits that bioenergy provides on the local level, including in [name of town where event is being held].

We hope you will be able to attend our event [insert brief description of your event].

Please see the FAQs below, or visit [www.bioenergyday.org](http://www.bioenergyday.org) to learn more about National Bioenergy Day, and bioenergy in general.

When:

[time] on Wednesday, October 21, 2015

Where:

[Organization name  
Address]

Who:

[List of speakers and titles]

CONTACT:

[Contact person], with contact information for the person to whom reporters can reach out to with questions.

For more information on National Bioenergy Day activities across the country, please contact Carrie Annand at [carrie@usabiomass.org](mailto:carrie@usabiomass.org) or (703) 506-3391.





## SAMPLE PRESS RELEASE

CONTACT: [Name]  
[Phone]  
[Email]

[Organization] Marks Third Annual National Bioenergy Day with [Description of Event, i.e., Facility Tours/Lecture]  
Bioenergy Provides [Area] Economic and Environmental Benefits

October 21, 2015 – [City, State] – In honor of the Second Annual National Bioenergy Day, [facility/organization] opened its doors today to local residents, inviting them to come and learn more about an industry that provides significant local benefits. The event in [city] was one of dozens of events across the United States and Canada held to raise awareness about bioenergy.

“Bioenergy contributes a great deal to our local economy and helps keep forests and the forest industry around here more resilient,” said [representative of organization]. “We employ local residents and generate clean energy from materials that would otherwise be discarded. We wanted to give people an opportunity to see what we do firsthand and learn more about bioenergy. We are so grateful for the turnout.”

Bioenergy refers to the generation of electricity and heat from wood and other organic materials. In 2013, approximately 23% of all renewable energy consumed was from wood (EIA, 2013) – more than wind and solar combined and second only to hydroelectric energy.

U.S. Department of Agriculture Secretary Tom Vilsack has continued to support bioenergy’s role in protecting the health of forests on federal lands, saying, “Renewable wood energy is part of the Obama Administration’s ‘all of the above’ energy strategy. The Forest Service works with its partners to support the development of wood energy projects that promote sound forest management, expand regional economies and create new rural jobs.”

“The continuation of National Bioenergy Day into a third year is truly exciting. We are grateful to our sponsors, particularly the U.S. Forest Service, for their dedication to raising awareness about the role of bioenergy in communities across the nation,” said Bob Cleaves, President and CEO of Biomass Power Association. “Today, all across the country, people are learning about bioenergy and how it helps local economies and forests.”

National Bioenergy Day sponsors include Biomass Power Association, U.S. Forest Service, Plum Creek, Pellet Fuels Institute, U.S. Industrial Pellet Association, Biomass Thermal Energy Council and Biomass Magazine. To learn more, please visit [www.bioenergyday.org](http://www.bioenergyday.org).

## SOCIAL MEDIA

We highly recommend using social media to get the word out about National Bioenergy Day, before the event as well as during and afterwards. Share photos, news articles and factoids about bioenergy, and be sure to use the hashtag **#BioenergyDay** so that we can collect the mentions and/or echo them on [www.BioenergyDay.org](http://www.BioenergyDay.org).

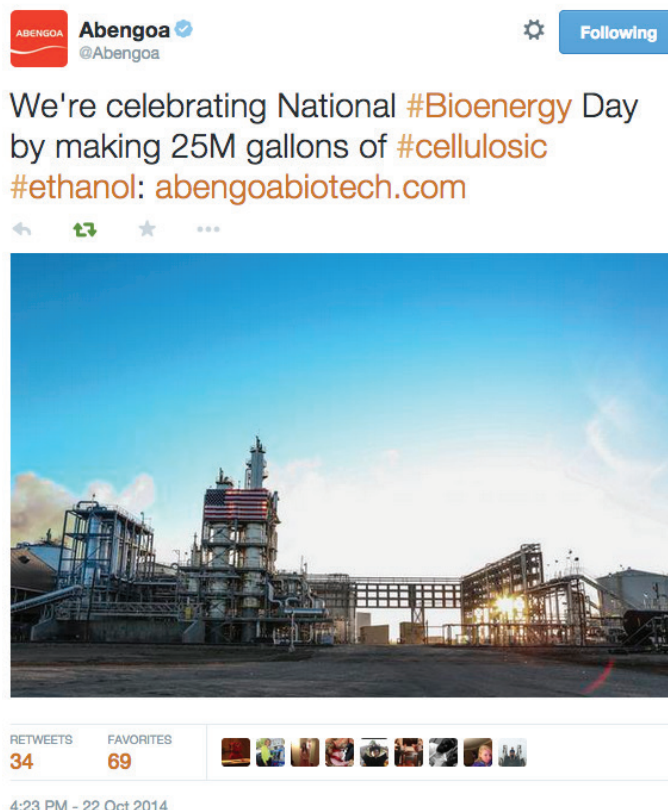
For consideration:

- Encourage guests to be active on social media by posting photos to Facebook, Instagram, and Twitter tagging your organization and using the #bioenergyday hashtag.
- Display signs in a visible location with the #bioenergyday hashtag
- Designate a staffer responsible for taking photos/engaging on social media.


The Planning Committee is happy to work with you to generate social media content leading up to and following your event. We want to spread the word, even to our opposition, about the positive impact we have on the communities we serve.

## ADVERTISING

Local newspapers, news sites and blogs are good options for publicizing your event. This year, we plan to create a few templates for NBD participants to use for advertising purposes.



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