

2024 BENEFIT BREAKFAST • OCTOBER 9, 2024

HOPE IN ACTION

Driving change for climate solutions.



**FEATURED
SPEAKER**
Dr. Ayana
Elizabeth
Johnson

Title Sponsor:

PARABLE

WEALTH PARTNERS

Fresh  Energy

SAINT PAUL RIVERCENTRE • SAINT PAUL, MN • #FRESHBREAKFAST

A message from our leadership

We are thrilled to welcome you to our ninth annual Benefit Breakfast! Our theme this year is centered around how we can find and create hope and change through taking action — something that feels especially important at this pivotal moment.

Thanks to supporters like you, Fresh Energy is able to drive high impact and innovative clean energy policies across Minnesota and the Midwest. **Fresh Energy's commitment to this work will continue to be born out in "Vision 2030," our new Strategic Framework.**

Today, we are excited to share a sneak peek of "Vision 2030" with you (preview it now on page four), along with a program of inspiring speakers, special guests, and a fabulous Fair of the Future all-electric showroom.

Here at Fresh Energy, we believe that a just, prosperous, and resilient future powered by clean energy is possible. And we hope that you'll leave this morning's event with a renewed determination to make this come to fruition. By working together and investing in bold policy solutions, we can — and are — decarbonizing our economy. But we can't slow down now. Thank you for being on this journey with us.

Because of your support of Fresh Energy's work, our state is *the state* to watch for climate solutions and progress at the scale of the climate crisis. Minnesota is a beacon for the rest of the country, setting the pace for what it means to collaborate to meet our greenhouse gas reduction goals in a way that leaves no one behind.

We are honored to have you as partners in this important work.



Brenda Cassellius

Brenda Cassellius
Executive Director



Ted Contag

Ted Contag
Breakfast Chair

Our program

8 A.M. - Welcome

Justin Fay, Senior Lead, Public Affairs and Advocacy, Fresh Energy

Introducing “Vision 2030: Fresh Energy’s Strategic Framework”

Dr. Brenda Cassellius, Executive Director, Fresh Energy

Minnesota Leadership

Mayor Melvin Carter, City of Saint Paul

Featured Speaker: Hope in Action

Dr. Ayana Elizabeth Johnson

Dr. Margaret Cherne-Hendrick, Senior Lead, Innovation and Impact,
Fresh Energy

Fresh Energy and Me

Anne Reich, Fresh Energy donor

Ben Passer, Midwest Climate and Energy Program Director,
McKnight Foundation

Josh McClenney, State Policy Associate,
Appliance Standards Awareness Project

Christine Danielson, Fresh Energy donor

Legacy in Action

Lane Ayres, Fresh Energy donor

9:15 A.M. - Closing Remarks

PLANT TRUE WEALTH

See the difference your time, attitude, relationships, abilities, and finances can make.



Discover purpose-driven wealth management
at www.parablewealth.com

PARABLE
WEALTH PARTNERS



Advisory Persons of Thrivent Advisor Network provide advisory services under a “doing business as” name or may have their own legal business entities. However, advisory services are engaged exclusively through Thrivent Advisor Network, LLC, a registered investment adviser. Parable Wealth Partners and Thrivent Advisor Network, LLC are not affiliated companies. Information in this message is for the intended recipient[s] only. Please visit our website www.parablewealth.com for important disclosures.

Meet our speakers



Dr. Ayana Elizabeth Johnson is a marine biologist, policy expert, and writer. She is co-founder of the non-profit think tank Urban Ocean Lab, co-editor of the bestselling climate anthology “All We Can Save,” and author of “What If We Get it Right?: Visions of Climate Futures.” She is in love with climate solutions.



Dr. Margaret Cherne-Hendrick is Fresh Energy’s senior lead of innovation and impact and will be interviewing Ayana this morning. Margaret’s multidisciplinary background in climate science and energy policy helps her lead multi-sector decarbonization strategies and policies at Fresh Energy.

Dr. Brenda Cassellius is Fresh Energy’s executive director. With a background in organizational leadership and development, education and policy, Brenda brings three decades of expertise in driving equity, social justice, and stakeholder engagement to policy-making priorities at Fresh Energy.

Justin Fay is our host for this morning and guides Fresh Energy’s strategic advocacy in his role as senior lead, public affairs, ensuring our policy and technical expertise provides meaningful contributions to state and local decision-makers.

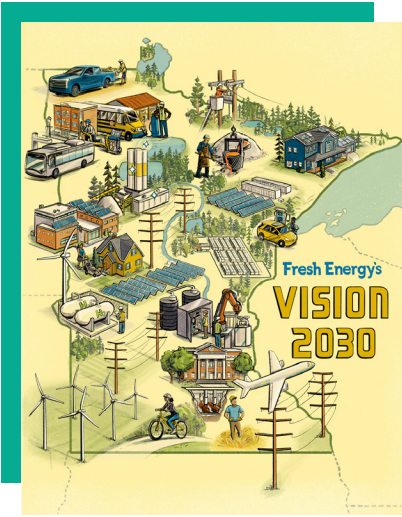
Lane Ayres is a long-time supporter of Fresh Energy and is passionate about fighting climate change in Minnesota.

Today's guest message...



Saint Paul Mayor Melvin Carter is a friend of Fresh Energy and is joining us this morning to share a special message about how Saint Paul and Minnesota are leading on climate.

Vision 2030: Fresh Energy's Strategic Framework



For more than three decades, Fresh Energy has been leading the way on energy and climate solutions at the state and local levels. We know that our state can be a clean energy leader.

“Vision 2030: Fresh Energy’s Strategic Framework” charts the path to swiftly, equitably decarbonize five crucial sectors of our economy using three proven strategies. We are doubling down on our role as a clean energy policy leader with a proven ability to shape

and secure laws — and get the implementation details right.

Equity is at the heart of this work as well as our organizational “Core Values,” and we believe that collaborative action must achieve a decarbonized economy that benefits all.

Sectors



Electricity



Buildings



Transportation



Agriculture



Heavy Industry

Strategies



Policy Solutions



Implementation



Communications

“Vision 2030: Fresh Energy’s Strategic Framework” is pending approval from the Board of Directors later this month. Look for more exciting details soon!

Benefit Breakfast Table Captains

Special thank you to our Event Chair, Ted Contag.

Philip and
Kathy Adam
Carol Andrews
Erika
Bailey Johnson
Anjali Bains
Jenae Batt
Dan Becchetti
Jeffrey Broberg
Libby Buckley
Jennifer Cady
Kristen Carter
Brenda Cassellius
Hugh Cherne
Margaret
Cherne-Hendrick
Merritt
Clapp-Smith
Jennie Claver
Ted Contag
Christine and
Loren Danielson
Chris DeCrans
Kelley Dickhudt
Benita Dieperink
Tim Dunn
Caitlin Eichten
Bruce Ensrud
Justin Fay
Eric Fowler
Emanuela Frankel
Sam Friesen

Amy Gilbert and
Worth Frank
Metric Giles
Allen Gleckner
J. Drake Hamilton
Shubha Harris
Bryan Herrmann
Mary Holly
Christian Howe
Cori Huberty
Jacquie Johnson
Sarah Johnson
Phillips
Brynn Kirsling
Jonathan Klein
Mat Larson
Krisetya
Isak Kvam
Liz Lachowitz
Meggie LaValley
Jim Lenfestey
Kevin Lindsey
Cotty Lowry and
Laurie Jacobi
Faith Mainor
Chris Mongeon
Teresa Morrow
Trent Mostaert
Kenna
Mulligan-Sissman
Matthea Najberg
Sam Nelson

Michael Noble
Chris O'Brien
Julia Olmstead
Jo Olson
Ellen Palmer
Eric Pasi
Beth Pearlman
Paget Pengelly
Jina Penn Tracy
Karin Peterson
Raj Rajan
David Ranallo
Federico and
Nassim Rossi
Jason Schiferls
Mike Schowalter
Laura Smith
Tom Strobel
Eric Swanson
Sofia Terzic
John Vaughn
Janiece Watts
Rachel
Wiedewitsch
Kate Wolford
Guanbei Wondor
Mary Woollen and
Clark Heindl
Christina Yagjian
Emily Ziring
Pat Zomer

The Future is Electrifying!

The Fair of the Future is an all-electric showroom at the Benefit Breakfast that features the latest electric vehicles, energy-efficient home solutions, sustainable outdoor equipment, and more.

Since you're joining us virtually, we're bringing the Fair to you! Scan the QR code below to learn about how to electrify your life from our featured vendors.



Scan the QR or visit
fresh-energy.org/Virtual-Fair24
to join the virtual Fair of the Future!

Discover the latest and greatest tech to help you "go electric" including:



Lawn and garden equipment: Options for all seasons that are quieter and cleaner than gas!



Electric bikes and scooters: Scoot, peddle or push with some of the latest e-bikes and scooters on the market.



Electric vehicles: Avoid FOMO! Discover some of the most popular electric vehicle models on the road from local Minnesota dealers.



Home electrification: Keep your home warm — and cool — with an air-source heat pump, learn how to power up with solar, and level-up your home kitchen with induction cooking.

Thank you

Sponsors who made the Fair of the Future possible:

PARABLE
WEALTH PARTNERS



Benefit Breakfast Sponsors

Title Sponsor

PARABLE
WEALTH PARTNERS

Energy Access and Equity Sponsor



Fair of the Future Sponsor



VIP Meet and Greet Sponsors



Clean Energy Champion Sponsor

Ever-Green Energy

Match Pool Sponsors

Aileron Communications
Randy and Bird Anderson
Anonymous
Lane Ayres and Marion McNurlen
Matt Bertolatus
Carnival Berns P.A.
Copas Family
Mark and Kate Hanson
Kathy Iverson and Mike Menzel
Will and Claudia Kaul
Sarah F. Lang Fund
Kevin Lawless and April Egan
Cotty Lowry and Laurie Jacobi
Jan and Rick Neville
Federico and Nassim Rossi
Van Steenburgh/Ladner
Family Fund
Kate Wolford and Ed Reilly

Friends of the Future Sponsors

Philip and Kathy Adam
Arc North Star
CLA
Elevation Communications
Fredrikson
Freedom, Growth & Joy Coaching
Amy Gilbert and Worth Frank
Invenergy
James P. Lenfestey
Moss & Barnett
Raj Rajan and Kavitha Sitaram
Science Museum of Minnesota
Stoel Rives LLP
U.S. Bank
UndauntedK12
Winthrop & Weinstine, P.A.
Mary Woolen and Clark Heindl
Emily Ziring

In-Kind Sponsors

Ideal Printers

Thank you for your support

Your support of Fresh Energy is key to transforming our economy and creating a clean energy future. Here are a few ways your gift could make an impact when you invest in our team:

- \$5,000** Support utility planning to expand wind, solar, and energy storage, and reduce dependence on fossil fuels.
- \$2,500** Modernize the grid to accommodate new renewables, electric vehicle (EV) charging, heat pumps, and more.
- \$1,000** Expand EV infrastructure across Minnesota.
- \$500** Advance programs that provide energy assistance and access to electrification resources for under-resourced Minnesotans.
- \$250** Help decarbonize buildings by furthering energy efficiency and electrification policies.
- \$125** Provide educational and engagement opportunities to help Minnesotans participate in clean energy policymaking.



Thank you for your support

All proceeds raised will benefit the programs of Fresh Energy, an independent nonprofit organization. Now, more than ever, we need bold, ambitious action toward a just, prosperous, and resilient clean energy future. **Your support can make it happen.**

Thanks to the generous support of our Match Pool Sponsors, **all gifts of \$250 or more will be matched dollar for dollar!**

Ways to Give

Scan to donate!



Visit bit.ly/2024Fresh or scan the QR code to donate with credit card, Apple Pay, or e-check.



Fill out the form below and place in envelope.

Pledge Today!

- My check is enclosed.
- I will be recommending a grant to Fresh Energy from my **donor advised fund** or **family foundation**. Amount \$_____
- I plan to transfer a **gift of stock** to Fresh Energy—please contact me to provide instructions. Approximate amount \$_____
- I will contribute a portion of my required minimum distribution from my **IRA account**. Amount \$_____
- Contact me with more information about joining the Fresh Future League with a **bequest or planned gift** to Fresh Energy.
- My employer offers a matching gifts program and I would like to be contacted about how to increase the impact of my donation.

Name: _____

Email: _____ Phone: _____

Questions? Contact Meggie LaValley, Lead Director of Individual Giving, at lavalley@fresh-energy.org or 651 726 7561 for more details.