From: Jared Blumenfeld
To: Teddy Ryerson; Deborah Jordan; Zoe Heller
Subject: Fwd: Request to speak at September 17th Annual Retreat to brainstorm where $20-$40 million in clean transporation funds should be invested
Date: 08/31/2012 11:32 AM

Sent from my iPad

Begin forwarded message:

From: Ruben Aronin <ruben@betterworldgroup.com>
Date: August 30, 2012 10:45:17 PM PDT
To: "jaredblumenfeld@comcast.net" <jaredblumenfeld@comcast.net>
Subject: Request to speak at September 17th Annual Retreat to brainstorm where $20-$40 million in clean transporation funds should be invested

Hi Jared,

I hope you're well. I'm reaching out to see if I might be able to entice you to be a featured speaker at the annual retreat of the MSRC (Mobile Sources Air Pollution Reduction Review Committee) on Monday, September 17th in the City of Orange from 9:30am - 2:30pm.

The MSRC Board is joined by members from ARB, AQMD and their Technical Advisory Board (about 40 people total) for their annual retreat to help think through how they will be programming their funds for the coming year. They give away approximately $20 million dollars each year to a variety of clean transportation projects. The retreat is a chance to think broadly about needs and opportunities.

Earlier this month, we recruited Governor Brown to help the MSRC and Frito-Lay celebrate the delivery of new electric trucks (see attached pic), and the retreat will look at ways to continue to leverage large investments in meaningful programs that can improve air quality and reduce emissions.

There is flexibility on when you could participate, but I think somewhere in the middle of the event is best - their business meeting comes at the beginning, and their discussion/deliberations happen toward the close.

Let me know if you are interested and if this might be possible. We certainly can provide additional details. Many thanks.

Regardless, I hope we can reconnect as I'd like to share some of our initiatives and learn more about some of your current priorities and ways we might be able to collaborate again.

All my best,

Ruben Aronin
Vice President, Outreach & Communications
The Better World Group
BURBANK | SILICON VALLEY | SACRAMENTO

*Please note our new office address
210 N. Glenoaks Blvd., Suite A | Burbank, CA 91502
Ruben@betterworldgroup.com
Tel: 818.563.9111 | Cell: 310.612.5663 | Fax: 818.563.4943

Frito Lay
Good fun!
PEPSICO
pepsi
Lay's
Tropicana
QUAKER
Clean Transportation
Funding from the MSRC
Mobile Source Air Pollution
Reduction Review Committee
PEPSICO