

VIRGINIA NICOLS
CORPORATE AND COMMUNITY RELATIONS
ECOMOTION, INC.

Nicols turned 18 years of business marketing experience toward the promotion of smart energy management when she moved to Southern California in 2000. Since then, Nicols has provided marketing and promotional services to a variety of energy-related programs including:



- **City-Utility partnerships** for energy efficiency and demand response, funded by Public Goods Funds (Southern California Edison, PG&E, San Diego Gas & Electric)
- **Municipal utility demonstration projects** (Moreno Valley Utility Solar Rebate Program; Anaheim Public Utilities *Solar Flags Program*)
- **City-sponsored programs** (Solar Santa Monica; San Bernardino Demonstration Makeover; Palm Desert Energy Independence Program – AB 811 Financing)
- **Solar and Green Potential Studies** for local and national corporations

Nicols is a Certified Green Building Professional.

Energy Efficiency Experience with IOUs

From 2001-2005, Nicols and her company, The Marketing Machine, played a key role in providing marketing and promotional services to The Energy Coalition. Coalition-managed energy efficiency programs – including the 3rd party initiative Six Cities Energy Partnership and its successor, the Community Energy Partnership – exceeded all their goals, not only reaching target audiences as planned but delivering measurable electricity and gas savings.

Adding Solar Expertise

In 2006, Nicols joined EcoMotion to continue spreading the word about smart energy management. Since then, EcoMotion has become a key player in the Southern California solar scene. In addition to managing Solar Santa Monica, an ongoing effort to raise awareness and increase the amount of solar power generated within the City, EcoMotion has managed two significant solar system demonstration projects (one at the Long Beach Airport and another at Miami City Hall).

In 2008 EcoMotion was awarded a contract by Anaheim Public Utilities to lead its Sun Power for the Schools program, with the goal of installing 1 kW pole-mounted “Solar Flags” at 10 schools within the City. This project requires selecting the participating schools, training teachers, installing the systems, and reaching out to students and to the

community with events and activities centered on the solar energy systems. The project is enhanced by a website that measures production and features student activities.

EcoMotion has also developed a niche as independent “solar agent,” providing fee-based advisory services to corporations and building owners who are considering an investment in solar. Nicols has helped develop processes and materials to define EcoMotion’s Solar Services, which range from project planning and financial analysis through RFP development and management, to project facilitation and reporting, to public relations.

Community Outreach

While working with the Coalition and EcoMotion, Nicols has been responsible for literally hundreds of outreach campaigns – making use of the internet, direct mail, postcards, flyers, door-hangers, community meetings, presentations and public relations, in both English and Spanish -- to convince thousands of Southern California residents, business owners and city leaders to take action for the benefit of themselves and their communities.

Under Nicols’ guidance, programs also earned honors for creative and marketing excellence. The public relations campaign for the Coalition’s 2005 San Bernardino Demonstration Project won two top awards from the Orange County International Association of Business Communicators (IABC). This same group recognized EcoMotion’s direct response booklet on peak demand – “California’s Electricity Traffic Jam” – with a second-place award. And the 14-minute Community Energy Partnership video that Nicols produced with Versatile Productions (Carbondale, Colorado) was awarded a 2006 Bronze Telly Award. The Telly competition draws 12,000 entries from the finest ad agencies, production companies, TV stations, cable companies and corporations in the world.

Business Background

Nicols and The Marketing Machine have represented a wide variety of national and regional business clients, such as AARP, American Express, Bell Atlantic, Benefit Capital Corporation, Charles Schwab, Congressional Quarterly, Delta Dental, Exide Electronics, PSI Energy (Public Service of Indiana), US WEST Communications, Virginia Power, Western Union, Zeiss Optical and scores of others. This work has been recognized with some of the highest honors in the industry, including:

- 1995 1st Place, XVII John Caples International Awards (Client: Skytel)
- 1993 Silver Award, Midwest Direct Marketing Association (US WEST Communications)
- 1992 Gold EFFIE for Advertising Effectiveness, American Marketing Association (Virginia Power)
- 1991 Gold MAXI, Direct Marketing Association of Washington DC (US WEST)
Richmond Area Marketer of the Year (Virginia Power)
Best of Division, Pro-Comm Awards (US WEST)
Finalist, 1991 ECHO Awards (Virginia Power)
1st Place, Mobius Advertising Awards (Virginia Power)
2nd Place, Mobius Advertising Awards (MCI)

1990 Gold ECHO, Direct Marketing Association (US WEST)
Regional ADDY (Congressional Quarterly)

Financial Experience

Before moving into the arena of financial marketing, Nicols gained hands-on experience with financial matters in the 1980s as a Certified Financial Planner. As a consultant retained by Lockheed and later by IBM, she lectured on retirement subjects to hundreds of employees in Silicon Valley. Her self-help book, *Leaving Early*, was written to assist employees being laid off during a period of contraction. With co-author Peter Gaudio she authored *Your Retirement Benefits*, published in 1990 by John Wiley & Sons as part of a series for the Institute of Certified Financial Planners.

Nicols has also co-authored with partner Joseph Krueger a free job search training course for displaced executives, available online at www.JobSearchMarketingMachine.com.

Industry Leadership

As a long-time member of the National Association of Women Business Owners, on both coasts, Nicols has been active in a variety of leadership roles. From 1981-1987 she served on the board and was President of the Silicon Valley (CA) International Association for Financial Planning (IAFP) and also served on the board of the Institute of Certified Financial Planners (ICFP). In 1994 she was a founding member of the Direct Marketing Association of Central Virginia. Back again in California, from 1996-2000, she rose through the ranks to become the President of the Sacramento Valley American Marketing Association.

Nicols has authored dozens of articles on finance, advertising and marketing and has lectured extensively on these topics, as well as on energy, to professional organizations and to the public.

Global Interests

As head of Corporate and Community Relations for EcoMotion, Nicols reaches out not only to California audiences but, through the EcoMotion Member Network and the EcoMotion website, to a much wider, indeed, a global audience. A Phi Beta Kappa graduate of UC Berkeley, she is fluent in both French and German.