

## ► *The Situation*



Alternative energy generation markets were small and undeveloped in Idaho. Shell Oil and Windland Inc. partnered to create multiple industrial-size wind farms in Idaho that provide alternative energy. The market place was new and lacked public supported business incentives for development of industrial-sized alternative electricity. It was too expensive to bring the wind systems on-line even though they would provide significant construction jobs and cheap electricity. Shell-Windland requested some business tax breaks.

## ► *Our Approach*

Veritas met with Shell-Windland and studied the wind electricity generation market especially in Europe and on the west coast. After analyzing the issues and the market we framed the debate as an economic development and future energy resource discussion. To facilitate public support we organized community centered information and education functions to facilitate local public understanding and acceptance of wind turbines in the surrounding area. We studied public opinion research to determine the concerns designed public messages to lobby legislators and local officials.

## ► *Veritas Results*

Our winning approach allowed us to generate letters of support and media editorials supporting our legislation that created a two-year sales tax exemption on energy production equipment for all alternative energy electricity generation. Governor Kempthorne signed the legislation near the wind farm site commemorating the successful passage of the sales tax exemption legislation.

*“The Art of Politics.”*



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