

From: Miles, Sandra
Sent: 7/22/2013 1:40:50 PM
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)
Cc: [Redacted] Sandoval,
Catherine J.K. (CatherineJ.K.Sandoval@cpuc.ca.gov); jfhallisey@h-jlaw.com
(jfhallisey@h-jlaw.com)

Bcc:

Subject: Re: Energy efficiency lighting opportunity, suggestion re: meeting

Brian,

I will wait to hear from [Redacted] and appreciate your trying to make to meet.

Sandra Goeken Miles ~ 630-802-4213 (cell) | 630-717-6700 (main) | 630-637-3202 (direct)

President, Goeken Group Corp.

www.goeken.com | <http://www.borealislighting.com/>

(SCROLL DOWN FOR BOREALIS LIGHTING INNOVATION AWARD

PRESS RELEASE)

1751 W. Diehl Road, Ste. 105 | Naperville IL 60563

Borealis | a PolyBrite brand: <http://www.borealislighting.com/lampslightingsystems.html>

PolyBrite International Winner of the 2012 Chicago Innovation Award for the Borealis A19 LED Light Bulb!

Chicago, IL—PolyBrite International of Naperville, IL has been named award winner of the 2012 Chicago Innovation Awards. The winners were announced at an event held at Chicago's Harris Theater on Monday October 22, with more than 1,200 business and civic leaders attending. The Chicago Innovation Awards, celebrating its 11th year, is the Chicago region's foremost recognition of the most innovative new products or services brought to market or to public service each year.

The Chicago Innovation Award winning Borealis® A19 LED light bulb has been designed for use in residential, commercial, hospitality and retail applications providing an exceptional replacement for traditional incandescent and compact fluorescent lamps (CFLs). The Borealis A19 LED lamp consumes up to 90% less energy than traditional incandescent lighting and provides at least 50,000 hours of operation.

PolyBrite has engineered the Borealis A19 to deliver exceptional energy reduction without compromising the quality of light and the environment. The classic look of the lamp and the patented design is available in a sophisticated clear filament or frosted lens, providing the same look and feel as standard household lamps used today.

“The innovation represented by this year's winners represents one of the most important economic engines driving the new economy,” said Thomas D. Kuczumski, Co-Founder with Chicago journalist Dan Miller of the awards. “The economy is challenging but each nominee believes the simple truth that a powerful new product or service will find a rewarding market and each has the courage to pursue their vision.”

“Thank you to the Chicago Innovation Awards for such an important recognition!” said Carl Scianna, President &

CEO of PolyBrite International. "PolyBrite is thrilled to receive such an honor, and to have the Chicago Innovation Awards recognize our passion for innovation in LED lighting." Mr. Scianna further added, "Our Borealis LED lighting represents our drive to provide a product that can seamlessly be integrated in a customer's current fixture and provide the same classic look that consumers are accustomed to while substantially decreasing their energy use and maintenance costs."

PolyBrite International will join the other winners of this year's Chicago Innovation Awards in ringing the NASDAQ bell in New York City on February 25. "This is one way of carrying the message of Chicago innovation to other parts of the nation," said Luke Tanen, Executive Director of the Awards.

As one of the winners, PolyBrite International will also meet separately with Mayor Emanuel and Governor Quinn to discuss PolyBrite's Borealis LED lamps and ways to advance innovation in Chicago and throughout Illinois.

There were nearly 400 nominees for the 2012 Chicago Innovation Awards, which cut across all industries, sizes and sectors in the Chicago region. The complete list of this year's Chicago Innovation Award winners can be found at www.chicagoinnovationawards.com.

The Chicago Innovation Awards are supported by sponsors including Wrigley, Comcast Business Class, Disney Institute, Edelman, SmithBucklin, and others. Nominations for next year's awards will open in May 2013. For more information visit: www.chicagoinnovationawards.com/

PolyBrite International, Inc. has established itself as an innovative global LED lighting technology company since 1995. PolyBrite has dedicated 17 years of experience in designing and manufacturing sustainable LED lighting solutions that deliver outstanding energy reduction without sacrificing performance and light quality. With a strong commitment to minimizing environmental impact, PolyBrite manufactures innovative, energy-efficient LED lighting solutions under its BOREALIS® brand providing energy and maintenance savings solutions.

To view PolyBrite International's Chicago Innovation Awards video,
<http://www.chicagoinnovationawards.com/winner/polybrite-international/?y=2012>

More information on PolyBrite's Borealis brand of products is available on the Internet at www.polybrite.com or www.borealislighting.com or by calling 1-800-320-3801.

Award winning Borealis® A19 LED light bulb

Carl Scianna, President & CEO of PolyBrite International at the Chicago Innovation Awards Ceremony

Photography Available Upon Request

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For more information contact:
Tula Kareotes, Marketing Coordinator
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630-717-6700
tula@polybrite.com
www.polybrite.com

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-----Original Message-----

From: Cherry, Brian K [mailto:BKC7@pge.com]
Sent: Monday, July 22, 2013 3:39 PM
To: Miles, Sandra
Cc: Sandoval, Catherine J.K.; jfhallisey@h-jlaw.com; [Redacted]
Subject: Re: Energy efficiency lighting opportunity, suggestion re: meeting

Sandra - I'm out of the office today but I will have [Redacted] check my schedule. I am off Friday next week but may have time Thursday.

Brian K. Cherry
PG&E Company
VP, Regulatory Relations
77 Beale Street
San Francisco, CA. 94105
(415) 973-4977

On Jul 22, 2013, at 2:23 PM, "Miles, Sandra" <smiles@polybrite.com> wrote:

> Hi Brian and Jerry,
>
> I have attached some background information and would love to meet with you if you have a few minutes
> Thurs. or Fri. this week.
>
> Sandra Goeken Miles ~ 630-802-4213 (cell) | 630-717-6700 (main) |
> 630-637-3202 (direct) President, Goeken Group Corp.
> www.goeken.com | <http://www.borealislighting.com/>
>
> 1751 W. Diehl Road, Ste. 105 | Naperville IL 60563 Borealis | a

> PolyBrite brand:
> <http://www.borealislighting.com/lampslightingsystems.html>
>
>

> -----Original Message-----

> From: Sandoval, Catherine J.K.

> [<mailto:CatherineJ.K.Sandoval@cpuc.ca.gov>]

> Sent: Sunday, July 21, 2013 10:47 AM

> To: jfhallisey@h-jlaw.com; Brian K Cherry; Sandra Goeken-Miles

> Subject: Energy efficiency lighting opportunity, suggestion re:

> meeting

>

> Brian and Jerry, Hope this email finds you well. I would like to introduce you to Sandra Goeken-Miles, a long-time friend who I met in the mid-1990s when she was on an FCC Small Business Advisory Committee and I directed the FCC's Business Opportunities Office. Sandy is the President of a woman-owned, CPUC Clearinghouse Certified business, Go Green, that provides energy efficient LED lighting solutions through their proprietary technology at Polybrite (of which Sandy is the Chair and CEO). I am VERY impressed at the energy efficiency of the Polybrite lighting Sandy has developed, and the innovative solutions they offer such as the ability to put back-up batteries that don't leak or overheat on their LED streetlights so that a utility could call on its own streetlights for demand response and switch them to battery back-up.

> Sandy will be visiting the Bay Area next week on Thursday afternoon and Friday. Sandy is a great resource for energy efficiency, demand response, and storage, and she is interested in meeting with PG&E. I've copied Sandy on this email and she can send you some power points and background on her company and products. I'll ask Sandy to respond to you directly to plan a time to meet on Thursday afternoon or Friday.

> Sandy also has a great entrepreneurial background. Her father, Jack Goeken, founded MCI and Sandy worked with her dad on MCI since she was 18. Sandy and her dad founded the FTD Floral Network, and In-Flight Phone. Sandy and her dad were the first company to put cell phones on airplanes. Sandy's experience gives her great insight into the link between energy and communications, and she has been working in the LED lighting field for over 15 years.

> Thanks for considering this opportunity to meet our program goals for energy efficiency, demand response, and storage.

> I'm at NARUC in Denver. I return to San Francisco Wednesday night.

> Thanks, Cathy

>

> Sent from my iPad

> <[BorealisCatalog-May2012.pdf](#)>

> <[Product Overview Book.pdf](#)>

> <[Sandra-Bio2012.pdf](#)>

PG&E is committed to protecting our customers' privacy.

To learn more, please visit <http://www.pge.com/about/company/privacy/customer/>