



EnergyWindow, Inc. Management Backgrounder

EnergyWindow, Inc. has a seasoned management team and advisory board that collectively offer a formidable array of expertise and experience – not only in the energy industry, but in product and service development, technology management and more. The following is a brief look at the people leading EnergyWindow®.



Dr. Jack Mason, President

Jack Mason is an electric power industry executive with more than 30 years of relevant energy industry and consulting experience. He has managed numerous information-technology-based service and system businesses, where he oversaw business, service, or product development. He has held management positions up to and including president of a \$50 million public company employing 300 professionals, Tenera, L.P. Mason also played a key role in developing two successful businesses that were subsequently acquired at favorable revenue multiples, including Advanced Technology, which was acquired by Emhart, Inc., and subsequently acquired by Black & Decker, and PRISM Consulting, which was acquired by

Indus International (IINT). Dr. Mason has advanced degrees in engineering and management from MIT and the Sloan School.



Dr. Mike Usrey, Chief Technology Executive

Mike Usrey has more than 20 years of experience in technology management. He was founder and chief executive of Protocol Communications, an Internet service provider acquired by Tiger Communications and subsequently merged with the Local Link subsidiary. Prior to this, he was an IT project manager at Honeywell. Dr. Usrey has taught management and technology courses at New Mexico State University, University of Minnesota, University of Colorado, National Technological University (a 20-year-old e-learning organization), and Vienna University of Technology. He has consulted with dozens of companies in technology and operations management. Usrey earned advanced degrees in industrial engineering, with

minors in computer science and economics, from the University of Minnesota and New Mexico State University.



Chris Wiederspahn, Chief Sales & Client Support Executive

Chris Wiederspahn has more than 20 years of business development and marketing experience. Recently, he has been called upon to develop analyses of changing wholesale power markets for the federal government and to help revamp the sales and marketing strategy for one of the nation's top five electric utility holding companies. Prior to this, he was in charge of sales and marketing for GPU Advanced Resources, an unregulated subsidiary of a five-billion-dollar holding company specializing in the sale of retail energy and energy services. Here, he built and managed the sales and marketing team of 25; grew sales from

zero to approximately \$100 million in 14 months; and helped the company become profitable within three years. He has consulted with hundreds of industrial/commercial customers across the nation, in both energy and marketing-related capacities.

**Christa Lassen-Vogel, Chief Marketing Executive**

Ms. Lassen-Vogel has more than 15 years of creative and branding experience, as an associate creative director, senior art director and brand consultant. She began her career at Suttle Press, Inc. and produced several Addy-award-winning promotions. Later, she served as senior art director at Armstrong Creative, an award-winning advertising agency in Madison, Wis. Ms. Lassen-Vogel moved to Colorado in 1994 and served as associate creative director and, later, brand consultant for Sterling-Rice Group, one of America's premier brand consulting firms. In 2000, she founded Art of Business, inc., an integrated marketing and brand development company. She has developed new products, brand positioning strategies, advertising campaigns and collateral for a large number of national clients, including packaged goods, high-tech, healthcare, telecommunications, and travel companies. She earned a Bachelor of Science from the University of Wisconsin-Madison and an MBA from the Daniels College of Business at the University of Denver.

**Joan Wright, Chief Finance and Administration Executive**

Joan Wright is an experienced corporate finance and administration executive with more than 25 years of experience, including 15 years as controller/CFO for several companies with multi-million-dollar revenues. Most recently, she was CFO for Financial Times Energy, Inc., a division of Pearson plc, based in Boulder, Colo., which provided energy information services, pricing indices and strategic consulting to the energy market place. Prior to this, she served as the controller/CFO/treasurer for Esource, Inc., an energy information company. She also held a position as controller of Sony Corporation of America's Technical Operations Center in Boulder, Colo. She earned a Bachelor of Science in Accounting from New York Community College.

**Peter Edwards, Partner, Altira Group – EnergyWindow Director**

As an Altira partner, Peter Edwards advises start-ups and growth-stage companies. He has a strong understanding of energy and information systems technology, and serves or has served on the boards of directors of RC Squared, GeoDynamic Solutions, Boyd Geomatics, WhiteStar, Austin Geomodeling, Jones Intercable and Cochlear. Edwards joined Altira as a partner in 1998. He began his career with the Wall Street law firm of Dewey Ballantine and subsequently relocated to Denver to become senior in-house counsel to Jones Intercable, Inc., a publicly held cable systems operator. In 1985, he joined Rothgerber, Appel, Powers & Johnson, a large regional law firm, where he became a partner in the firm's Intellectual Property Law practice group. He also serviced as counsel and strategic advisor to several large technology companies. Edwards earned bachelor's degree in business administration from University of Michigan, and a J.D., cum laude, from University of Michigan.

The EnergyWindow Advisory Team

EnergyWindow has maintained a strong set of advisors since its inception, including:

Earl McLaughlin

Earl McLaughlin currently is the president of Boulder Tomorrow, a nonprofit group aimed at promoting long-term economic health in the Boulder area. McLaughlin also has served as a marketing and new business consultant. He also has extensive energy industry experience. Specifically, he provided consulting on the formation of Cadence, a national energy service company. He was vice president of Energy Services for



roughly 10 years and also worked as a regional manager, and energy services manager for Public Service Co. of Colorado.

Larry Fenster

Larry Fenster is an energy company investor and former chief executive of Natkin Energy Management, a Colorado-based energy performance service company. Fenster served was president of this firm and its successor, ServiceMaster Energy Management, for more than 15 years. He also subsequently founded Global Facility Solutions, a facility management outsourcing company. Fenster currently is an angel investor in a variety of start-up and early-stage companies. Fenster earned a Bachelor of Science in Electrical Engineering from University of Nebraska, and an MBA from the University of Colorado.

Wayne Greenberg

Wayne Greenberg is the former president of Financial Times Energy (FTE), an international research publishing and consulting firm specializing in energy markets, power technologies and utility industry business issues. Prior to FTE, Greenberg was president of Shepard's, the legal publishing arm of the McGraw-Hill Companies, and also has held various management positions at LEXIS-NEXIS, the world's largest provider of online professional information. He received a bachelor's in public communications from Boston University; an MBA from Tulane University; and a J.D. degree from Tulane Law School, where he also served as an associate dean.

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