

SUSTAINABLE ENERGY FUND

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M-00031715F0003

BP# 1184225

January 19, 2017.

Ms. Rosemary Chiavetta
Secretary
PA Public Utility Commission
400 North Street, Keystone Building
Harrisburg, PA 17105-3265

Re: Board of Directors Replacement – Sustainable Energy Fund - Docket # M-00031715 F0003

Dear Ms. Chiavetta:

The Board of Directors of Sustainable Energy Fund (SEF) has approved Ms. Jocelyn Cramer as a Director. Ms. Cramer's resume is attached.

The recruitment process was performed according to the Pa Sustainable Energy Board Best Practice for Nomination, Election and Approval of Directors. The initial pool presented to the Nominating Committee included 7 candidates. The candidates' credentials were reviewed by the Nomination Committee and narrowed down to the three candidates that were scheduled for Board interviews. Ms. Cramer was approved by the Board.

In addition to Ms. Cramer's resume, I have enclosed the Candidate Objective and Selection Criteria, the methodology, and a copy of the Board minutes approving Ms. Cramer to the SEF Board.

Thank you for your continued support and consideration.

Sincerely,

John M. Costlow
President

cc: Kenneth L. Mickens, Esq., Board Chairman
Scott Gebhardt, PUC

PA P.U.C.
SECRETARY'S BUREAU

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RECEIVED



Jocelyn Cramer
226 Lake Road
Lake Ariel, PA 18436
Home: (570) 698 - 6678
Cell: (917) 239 - 9289
jocelyn@seedsgroup.net

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SECRETARY'S BUREAU

CAREER POSITIONS AND RESPONSIBILITIES

SEEDS (Sustainable Energy Education & Development Support) of Northeastern PA 2013 - current Executive Director

- Responsible for all fundraising, publicity, operations, program and organizational development of our small, but growing environmental non-profit organization
- Responsible for press and production of educational events and programs
- Oversee student interns and volunteer programs
- Oversee volunteer finance, communications, and membership committees
- Serve on Wayne Tomorrow, Quarterly Quality Council, Pike/Wayne Environmental Partnership

JPMorgan Chase, New York, NY 2005 - 2011 Project Management / Executive Assistant

- Hired to assist the Cash Management operations group that was undergoing dynamic changes
 - Hired and trained support staff
 - Established and standardized expense reporting procedures
- Developed a communications strategy for The Global Platform Control group which involved rebranding two combined operations groups.
 - Established schedule for Global Town Hall events, Webcam Update meetings, Newsletters and *Lunch and Learn* sessions.
 - Established procedures to reduce and track costs
- Worked with the development team on a new global absence tool to account for international variables, and led training efforts for all end users
- Worked with the Real Estate, Technology and Facilities teams to coordinate the move of ten top senior managers and thirty staff members away from and back onto the executive floors during the renovation period at 270 Park Avenue, the JPMorgan Chase headquarter building.
 - Coordinated with architects to modify building plans to accommodate new shared printing device locations on floors
 - Implemented new cost saving and green business practices

Worldwide Trade Resources, Inc., New York, NY 1998 - 2005 VP - Operations

- Manager - Oversaw office operations and staff of fifteen benefits, AP/AR, payroll and legal compliance employees to serve a consulting staff of over 300 employees located primarily in NY, NJ and California.
 - Client Liaison - visited all new client sites and conducted initiation seminars. Managed all accounts once established
 - Marketing - wrote and maintained all client presentation materials including description of our services and start-up paperwork
 - Prepared budget and consultant headcount reports for weekly management meetings

- Compliance – Established and maintained all H-1B immigration files to comply with changing INS regulations

The Cramer Center for Cosmetic Surgery, New York, NY (no relation) 1994 – 1998

Cosmetic Surgery Center in midtown Manhattan

Surgical Center Manager / Marketing Advisor

- Management - Hired to improve the efficiency and profits of the surgical center
 - Launched effort to procure payment of unpaid bills by both patients and insurance companies; Coordinated a demanding surgical schedule for surgeon, anesthesiologists and nursing staff; Coordinated special arrangements for celebrity and VIP patients and maintained the highest level of professionalism and privacy; Maintained inventory of office and medical supplies.
 - Implemented marketing strategies, including skin care product line for pre and post-operative patients; created advertising campaign for surgeon and surgical center

THE GROUND FLOOR THEATER LAB, New York, NY 1991 – 1998

Off-off Broadway Theater Production Company

Co-Founder / Executive Director

Planned and executed five seasons of critically acclaimed theatre productions

- Marketing/Publicity – handled all publicity and marketing efforts.
- Events Planner – coordinated biannual fundraising events averaging 300 guests per event. Arranged for liquor license, security, live music, food and beverages; sound and video equipment rentals set up and return, all applicable insurances and fire safety requirements.
- Facilities Manager – Managed the theatre's 6000 square foot space. Rented to other production companies when our company was not using the space.
- Artist – Acted, directed, designed and built sets and costumes throughout the company history.

Education

- Scranton Preparatory High School, Scranton, PA
- Bachelor of the Arts – State University of New York, Binghamton, NY
- Certificate of Completion - Trinity Rep Conservatory, Providence, RI

Additional Info:

- Volunteered for The International Center and The International Refugee Committee in NYC
- Served on the steering committee for Arts on the Edge, the first art exhibit in the summer 2011 at The Hawley Silk mill in Pike County, PA.
- Love travel, classical music, art, gardening, dogs, good beer

Board Replacement Process May 2016

Objective Option:

1. To seek talented, experienced and passionate professionals who live or work in the 29-county area that comprises the PPL Electric service territory to fill a seat on the SEF board that will be vacated over the next 12 months. Preference will be given to those candidates that have either a regulatory or business development background.

Criteria Options:

Priority 1

1. **Expertise:** Professional contributions to enhance Board make-up
2. **Ability/Desire to be active:** Ability to allocate time to participate in committee and Board duties.
3. **Leadership:** Experience working with eclectic personalities and divergent interest
4. **Mission:** Compatibility with SEF Mandates
5. **Overall Match:** General sense of being a good 'fit' for the board and organization
6. **Possesses Needed Skill Sets:** Expertise is a specific skill not already on Board
7. **Team:** Enhance and facilitate Board chemistry
8. **Board Experience:** Prior board experience

Priority 2

1. **Professional Background:** Expertise is a specific area that would enhance the organization as identified by the Board
2. **Community:** Contribute to positive profile
3. **Interview:** Result of face-to-face meeting
4. **Deal Flow:** Identify and promote partnerships and business opportunities
5. **Petitioner:** Participated in settlement and contribute to SEF process

Priority 3

1. **Non-Profit:** Prior positive experience in arena
2. **General Diversity:** Having a background not represented on the Board

Methodology

The open position was posted on SEF's website as well as the Commission's website. After approval of the advertising copy, a multi-faceted recruitment effort by SEF ensued including regional newspapers and business journals from throughout the PPL-service area. Resumes of applicants for Board membership were taken and screened for the service territory requirements. The resumes were then reviewed by the Board Nominating Committee. Each applicant was evaluated according to SEF stated objectives and criteria.

The project was completed in three phases as follows:

Phase 1: Screening

- Contact applicants.
- Greetings and introductions.
- Determine continued interest of candidate.
- Confirm residency/workplace requirement (PPL service area).
- Ascertain how candidate learned of opening.

Phase 2: RESUME REVIEW

- Nominating Committee reviewed each resume comparing it to the solicitation objective and criteria. Focus was given to SEF's two (2) Priority Areas—Regulatory and Business Development.
- Selection of interview candidates.
- Once the nominating committee selected candidates for interview SEF provided closure in one of the following forms:
 - a. Applicant called for interview.
 - b. Applicant not called for interview, thanked for interest, and notified to apply for future openings if desired.
 - c. Applicant not to be interviewed at this time, but may be considered at a later date. Application remains active for one year.

Phase 3: INTERVIEW

- Selected interviewed by the Board.
- Board reviewed interviews and selected candidate that best fit SEF's needs.

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Secretary
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