

THE

GREEN MOUNTAIN
ENERGY
SURVIVAL GUIDE



Green
Mountain
Energy®



First of all, congrats.

By opening this manual, you're already winning at the whole GME (short for Green Mountain Energy) employee thing. We promise to keep things fun and informative. By the end of it, you'll be spitting out random GME facts left and right.

Table of Contents

Hello, My Name Is: GME	04
We Heart Trees	10
GME Bucket List	18
FOO (For Our Overachievers)	22
Brand Tools	25



SECTION ONE

HELLO
my name is

Green Mountain Energy

Every company has to start somewhere. We're happy that once our company was born, it kept evolving. Join us for a journey through the world of GME.



Once upon a time...

It all started in Vermont in 1997. August 6, to be exact. Our passion for protecting the environment led us to our mission.

Our mighty mission.

So, what exactly do we stand for? Glad you asked. We believe in using the power of consumer choice to change the way power is made.

Green is our first name.

To put it simply, we only offer our customers products with an environmental benefit. Some of our planet-approved products are renewable energy plans and carbon offsets that reduce or prevent carbon dioxide (CO₂) emissions. And that's just the beginning. We've also partnered with companies like Nest and Rachio to offer our customers smart-home technology so they can live a greener lifestyle.

Hello, My Name is: GME

We're doing big things for our planet.

Shout-out to our customers—they've helped us make a big difference for our planet. Since 1997, we've collectively prevented 63 billion pounds of CO₂ emissions, which is equal to:



Planting 7.5 million trees



65 million households turning off their lights for a year



Taking 6.8 million cars off the road for a year

Learn more at
greenmountainenergy.com/greenmountainnumbers

We're doing big things for our planet.



Oh, memories.



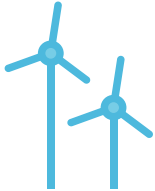
1997

Happy birthday to us! GME started in Vermont and began serving customers in California.



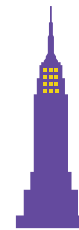
2009

We love NY. In fact, we were the first energy company committed to clean energy in New York City.



1999

Thanks to our stellar customers, we helped build the first utility-scale wind farm in Pennsylvania.



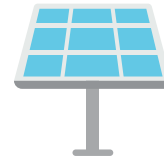
2011

The Empire State Building became our customer and New York City's largest commercial purchaser of 100% clean energy at the time.



2002

We were the first energy company dedicated to clean energy in Texas. We also founded the Green Mountain Energy Sun Club to help make a difference for people and our planet.



2013

It's all about sparking positive change. We launched the SolarSPARC® program, the first 100% solar plan in Texas.



2004

Suits and briefcases? Yes, please. We began selling clean energy to business customers.



2018

We've come a long way. We're happy to be the longest-serving renewable energy retailer, with over half a million customers in Texas, New York, New Jersey, Illinois, Pennsylvania, Massachusetts and Maryland. And we're just getting started.

Cyndy Reynolds

Commercial Sales Director

Joined GME: 2010

Joined NRG: 2010

Lives in Lucas, TX • From Rowlett, TX

Tell us about your job.

I lead a dynamic sales team that influences businesses to choose renewable electricity. We help people find sustainability solutions that fit their business while showing them how to make a real impact on the planet and in their own community.

What do you love about your job?

We get to work with caring organizations who are leaders in their industry, advocates for the planet and supporters of Green Mountain. Our brand has a mission and a cause that most everyone can rally behind whether you are a residential or business consumer of electricity. And every day, through every contract, my team is behind the charge.

What's the coolest place you've ever been to?

One of my favorites is Belize. The vibe is very laid-back, accommodating and natural. I went to the Blue Hole, where I dove close to 100 feet down to experience the underwater stalactites, limestone formations and sharks!



Chris Conner

Manager, Residential Sales Strategy

Joined GME: 2017

Joined NRG: 2006

Lives in Dallas, TX • From Plano, TX

Tell us about your job.

I'm responsible for our overall residential sales strategy so that we can achieve our sales goals. I help ensure that those sales provide the most value to our company and new customers are aligned with our mission.

Give an eco-tip.

When travelling, treat where you stay like it's your own home. Turn the lights off when you leave the hotel room. Skip the housekeeping every once in a while—I certainly don't wash my towels every day at home, so why change that on vacation?

What's the coolest place you've ever been to?

Maui, Hawaii. It has everything I need and it also feels so far away from the real world. Where else can you snorkel with sea turtles in the morning, play golf surrounded by mountains in the afternoon and still have plenty of time to relax on the beach under the sun? Just to get up and do it all over again the next day? That never gets old.



SECTION TWO



But we're not tree huggers. We'd like to consider ourselves eco-conscious, altruistic and committed to clean energy. Our sustainability culture is uniquely crafted by all of the hardworking people at GME.

We ♥ Trees

What we stand for.

As GME employees, we love creating positive change. We realize that our company is contributing to a much bigger picture—one that impacts the future of our planet and our communities. That's why we go to work every day—to leave our mark on the clean energy game.



OUR Mission, Vision and Brand Pillars

OUR MISSION | An explanation of why GME exists.

To Change the Way Power Is Made

OUR VISION | A declaration of GME's purpose and future aspirations.

To create a shift toward clean energy sources by inspiring people to take action for the planet.

BRAND PILLARS

Also known as GME's identity. Our pillars are our compass and should help guide all decisions at every level of our company.

RESPONSIBLE

ETHICAL

ACCESSIBLE

PIONEERING

Let's sow seeds of sustainability now in order to **REAP** a cleaner future.



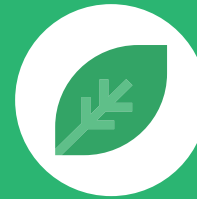
RESPONSIBLE

Serving as a purpose-driven brand by keeping sustainability at the forefront.



ETHICAL

Upholding our values while maintaining transparency with consumers, employees and stakeholders.



ACCESSIBLE

Creating a space where everyone can make greener choices in all areas of their lives.



PIONEERING

Championing a 100% renewable energy future while partnering with communities to ignite positive change.

We ♥ Trees

Green Mountain Energy Sun Club

The Green Mountain Energy Sun Club® program was started by Green Mountain in 2002 to help make a difference for people and our planet through solar projects. Nowadays, Sun Club is an official nonprofit charity, and it's grown to support more sustainable projects, because it's all about using clean energy to positively impact communities for years to come.

100

The number of nonprofits empowered through sustainable projects and environmental education.

**6.5
million**

The amount of money donated to worthy nonprofits.

**2.6
million
pounds**

The amount of CO₂ emissions prevented through our work.

Want to learn more about the Sun Club?
Visit gmsunclub.com.





Our work in the community.

SolarSPARC® program

Each month, Green Mountain sets aside money for each SolarSPARC electricity customer to help fund solar projects, programs and technologies in Texas. Check out a few of the projects we've made possible so far.

Camp Hope

Located in Houston, Texas, Camp Hope provides interim housing for our Wounded Warriors, veterans and their families dealing with combat-related PTSD, in a positive environment that offers healing, help and hope.

- Project: Funded the installation of a 16 kW solar array
- Installed: 2015
- Estimated production: 21,400 kWh annually
- Carbon prevented: 15 tons annually
 - It would take 4 trees their entire lives to absorb the same amount of CO₂.

Houston Food Bank

Founded in 1982, the Houston Food Bank is the largest source of food for hunger relief charities in 18 southeast Texas counties. The network feeds 800,000 people each year and is a certified member of Feeding America.

- Project: Funded the installation of a 40 kW solar array
- Installed: 2015
- Estimated production: 53,000 kWh annually
- Carbon prevented: 38 tons annually
 - It would take 10 trees their entire lives to absorb the same amount of CO₂.





Sea Center Texas Solar Array

Sea Center Texas is a marine aquarium, fish hatchery and nature center operated by the Texas Parks and Wildlife department that offers various educational programs designed to promote conservation of Texas' marine resources.

- Project: Funded the installation of a 21 kW solar array
- Installed: 2016
- Estimated production: 27,000 kWh annually
- Carbon prevented: 34,575 lbs annually
 - It would take 5 trees their entire lives to absorb the same amount of CO₂.

Want to learn more about SolarSPARC?
Visit greenmountain.com/solarsparc.



GME Profile #4

Victoria Benoit

Director of Performance Management and Analytics

Joined GME: 2017

Joined NRG: 2002

Lives in Houston, TX • From Houston, TX

Tell us about your job.

It's my job to make sure our financial forecasts are accurate reflections of what we plan to do, continually ensure we are on track to meet our goals and provide full transparency when we're not, so we can work together to change our trajectory.

What do you love about your job?

The awesome GME team, of course! Everyone is dedicated and driven to help change the way power is made, and I love being around that positive energy. Plus we have a really fun team!

Give an eco-tip.

We've moved away from using plastic straws and water bottles at our house, and we are trying to stop using single-use plastics in general. Even my kids are into it! They now love using the big thick glass straws for their smoothies and carrying their insulated Corkcicle cups or S'Well bottles everywhere.

SECTION THREE

== The GME == BUCKET LIST



Check out 10 things to do as an employee that are life-changing. Well, these tips probably won't drastically change your life, but you'll feel good knowing you're improving the environment.

The GME Bucket List

1. Get a reusable tumbler (say no to clogging our landfills)
2. Ride your bike or carpool to work one day
3. Go to a Sun Club event
4. Share and swap your old clothes to cut down on landfill waste
5. Celebrate Earth Day all April long by getting out and doing good for the planet
6. Teach a coworker an eco-tip (they'll thank you later)
7. Visit a recycling center and learn how to recycle unusual materials
8. Stop printing documents for meetings and bring your laptop (think of the trees you'll save!)
9. Become a customer (say yes to squeaky-clean energy)
10. Follow GME on Facebook, Twitter or Instagram

 [GreenMountainEnergyCompany](#)

 [GreenMtnEnergy](#)

 [GreenMtnEnergy](#)





GME Profile #3

Alicia Gardner

Marketing Copywriter

Joined GME: 2016

Joined NRG: 2015

Lives in Houston, TX • From Spring, TX

Tell us about your job.

I'm a wordsmith, creative ideas person and pro coffee drinker. I help bring GME's brand voice to life for digital advertising campaigns, web copy, blogs, brochures, video scripts—you name it.

What do you love about your job?

I love the process of starting from scratch and growing ideas with the other creatives. It's a lot of fun seeing the finished product and creating work that inspires people to make a difference for the planet.

What's the coolest place you've ever been to?

I recently went to Kingston, Jamaica, for Carnival with some of my closest friends. The positive vibes, sea of colorful costumes, flavorful food and upbeat music will forever remain etched in my memory. Good times!

Mark Parsons

Vice President and General Manager

Joined GME: 2016

Joined NRG: 2004

Lives in Houston, TX • From Austin, TX

Tell us about your job.

I'm responsible for the performance and direction of GME, which includes brand and go-to-market strategy, customer experience, marketing execution, pricing and margin management, financial reporting, offer and product innovation, market share, customer count and campaign design.

What do you love about your job?

I love that our customers love us back. GME is unique in that the majority of our customers are excited about purchasing renewable energy and don't look at us as a utility, but rather as a sustainability partner. Our mission sets us apart and is what will enable us to grow as the industry, consumers, environmentalists and governmental interests change.

Do you prefer cats or dogs?

Definitely dogs. They're much more of a companion, and they enjoy your company no matter what's going on. And they're loyal and friendly—much more interactive than cats.

SECTION FOUR

FOO

(For Our Overachievers)

So, you've read all the way through the manual but you're still eager to learn more. This tells us you're a total overachiever, like a lot of us at GME. Check out a few of our commonly asked questions to keep the thrills going.



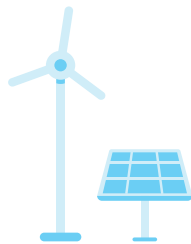
Q: How do you explain GME in an elevator pitch?

A: We offer renewable energy products to residential and business customers and help people live a sustainable lifestyle.



Q: What's the relationship between NRG and GME?

A: NRG is the parent company of GME. We were purchased in 2010 to complement NRG's solar and wind portfolio.



Q: Do I get free electricity and/or solar panels?

A: No, but as an employee, you get a sweet 10% discount if you sign up with GME.

[Visit insider.nrgenergy.com](http://insider.nrgenergy.com)

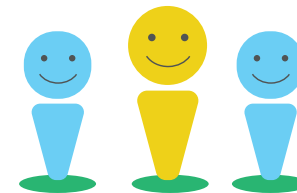


Q: Why are we called Green Mountain Energy?

A: We were formed as a spinoff of Green Mountain Power to take advantage of electricity deregulation around the country.

Q: How does GME source solar and wind power?

A: Our customer demand has helped us develop over 50 wind and solar facilities around the U.S., including more than 35 solar facility donations funded by Sun Club members. GME buys 100% of the renewable generation from the Langford and Elbow Creek wind farms to supply people and businesses with clean energy.



Q: Can I put my bobble head collection on my desk?

A: Heck yes! We love getting to know your personality more.

Sam Telleen

Senior Manager, New Product Development

Joined GME: 2015

Joined NRG: 2015

Lives in Houston, TX • From Denver, CO

Tell us about your job.

The Product Innovation team creates new ways to help our customers use energy more efficiently and live more sustainably. However, it's not easy to bring a new product to life. Every idea goes through a rigorous process to validate customer needs, operational details, profitability and other aspects. The few ideas that survive this process make their way to our sales teams and out to the customer.

What's the coolest place you've ever been to?

During college, I went on a 6-week trip across China. I really enjoyed seeing the energy of a booming city like Shanghai and then standing on the Great Wall days later. My best memory is the friendships I made with a couple of Chinese college students who served as our impromptu tour guides. It was amazing to build these friendships in spite of an almost complete inability to understand each other.

Give an eco-tip.

You can significantly cut your energy use simply by sealing air leaks around the house and by making sure you have the right levels of insulation.



SECTION FIVE

BRAND TOOLS



Now that you're well informed on GME's culture, check out a few tools to help you become an ambassador of the GME brand.

BRAND VOICE

Find the beat, and dance to it.

The Green Mountain voice is what brings our brand to life. Our brand personality is real and relatable, with an occasional touch of humor, because changing the way power is made is not only about renewable energy—it's about connecting with people and inspiring them to contribute to a more sustainable future.

Who is Green Mountain? We're the optimistic friend who stands up for what's right. We're honest and helpful, without taking ourselves too seriously. **And we dance to the beat of our own drum.** We keep a steady rhythm while allowing for creativity to play a part. With every piece, we take a unique approach to the creative while keeping the messaging consistent for a modern and distinct brand voice.



LOGO

The Green Mountain logo is the face of our brand and a key element of our brand identity. It's important to follow the logo guidelines to protect the integrity of the logo and ensure that it remains legible, consistent and clear.



Clear space

Keep the logo clean. Negative space the same size as the M should surround the logo. Don't put anything inside that space or over the logo.



Minimum size

To ensure legibility, the width of the logo must never be less than .75 inches for print and 90 pixels or 1.25 inches for screen applications.



Print

.75" wide

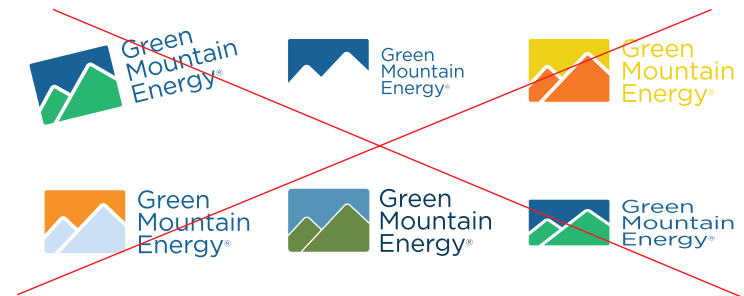


Screen

1.25" wide

Logo don'ts

These examples do not illustrate every possible violation of the Green Mountain Energy logo. Beyond these restrictions, the best way to maintain consistency in our brand communications is to avoid alterations to the logo.



Want to learn more about our writing and design brand guidelines? Check out our [brand portal](#).

Natalie Brannen

Marketing Manager

Joined GME: 2015

Joined NRG: 2013

Lives in Houston, TX • From Slidell, LA

Tell us about your job.

I'm responsible for retention marketing and customer communications. I work on all touch points of the customer journey—everything from immediately after they sign up to renewal.

Give an eco-tip.

I love to buy our produce and meat from a local CSA (Community Supported Agriculture). It's sustainable, you know exactly where your food is coming from and you are supporting a local business!

What's the coolest place you've ever been to?

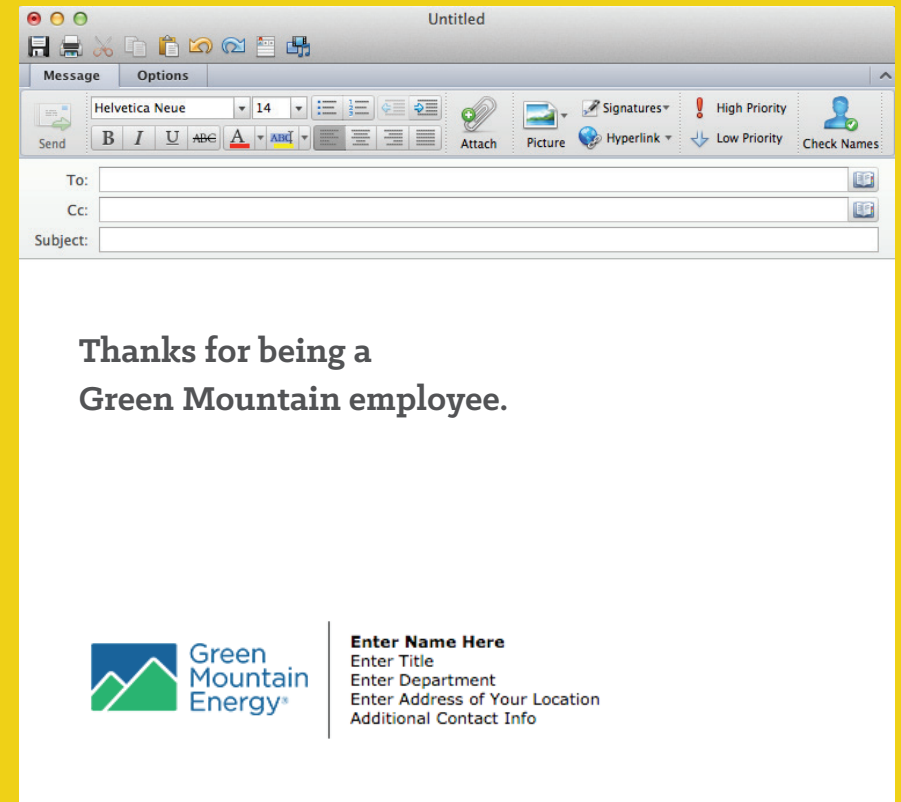
Phuket, Thailand. The culture is so different from the United States and it's always interesting to visit vastly different cultures. The food was amazing and the beaches were so beautiful.



EMAIL SIGNATURE

Success! You've made it to the end of our brand culture book. Celebrate by [updating your email signature](#) to show your GME pride.

And then treat yourself to a cookie.



That's all, folks!