Communicating the Vision

4.5 Enhanced Collaboration, Education, and Outreach
4.5.1 Increase Acceptance of Hydropower as a Renewable Energy
• All-inclusive approach to promoting hydropower.
• As a critical yet niche OEM, we aim to inform and educate about hydro as a whole instead of focusing on solely promoting our product.
• When hydro as an industry succeeds, we all succeed.
Events
Trade Shows & Conferences

- Waterpower Week
- HydroVision International
- NHA Regional Meetings
- NWHA Annual Conference
- CEATI Industry Conference

- Power of Water Canada
- HYDRO (Europe)
- SNPTEE (Brasil)
- RETECH
- NWPPA Conference
- PowerGEN/Renewable Energy World Conference
Governor Schools & Focus Classes
Educational Partnerships
Kindergarten to College
EXTREME MAKEOVER

A leader in the market for equipment that controls hydroelectric turbines, American Governor has grown by about 25 percent a year for the past ten years, says president Scott Ginesin ’90 (Engineering).

But as the company blossomed from a startup into a major player, its public image failed to keep pace. Although an outdated website wasn’t hurting sales, American Governor had to make a better first impression to attract top talent onto its team, Ginesin says. “We needed people to look at our company and say, ‘I want to work there.’”

In 2012, Ginesin invited an SGE immersion team to give the company a brand makeover. “The project was open to anything to do with our image,” he says.

After studying American Governor’s industry and market, the students spent a day brainstorming with Ginesin on the Cornell campus. Then they visited its headquarters in Ithaca, Pa., to interview employees.

“We were trying to understand what they perceived to be the brand of the company and what they wanted to improve,” says team member Uday Tumuluri, MBA ’13, now a senior consultant at Deloitte Consulting in Boston.

“We also got a lot of insight from Mark Milstein about how to structure the problem and get to its root,” Tumuluri says. “We needed to keep asking ourselves, ‘What is the problem we’re trying to solve? Is it just branding, or something larger?’”

Based on its findings, the team developed new designs for the company’s logo, business cards, on-premise signage, and website. Ginesin says he has adopted most of those suggestions and will eventually install the new signage.

The team also suggested some changes to make American Governor a more appealing workplace. Some of those ideas focused on performance management. “We also spoke a lot about rewards and recognition programs they could bring into the organization,” Tumuluri says.

Many of those recommendations confirmed ideas that American Governor had identified on its own and that it has since put into action, Ginesin says.

Ginesin first learned about the immersion program from Milstein at a green energy event. Since then, he and his classmate and co-founder, Daniel Berrien ’90 (Engineering), have engaged five Johnson immersion teams, hired one team member, and taken one as a summer intern.

Ginesin periodically rereads reports from past teams. “I get new insights into things as time passes,” he says. “The recommendations from some of the teams were ahead of their time and could only be implemented much later down the line.”

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Student participants in the American Governor SGE immersion project with American Governor President Scott Ginesin ’90. Pictured (left to right): Uday Tumuluri, MBA ’13, Jennifer Le, MBA ’13, Scott Ginesin ’90, Christopher Smith, MPA ’12, and Willy Wang, MBA ’13.
Business Model Strategy (Spring 2009)

American Governor Company (AGC) provides critical support and equipment to over 90% of the North American hydropower market.

Project: American Governor Company has a straightforward traditional business model for the hydroelectric industry – selling parts, providing field service, performing repairs, and administering training. This project focused on developing a new business model to aid AGC in its transition towards a "service" model based on multi-year contracts with hydro owners who receive guarantees about operations and performance to better serve the core needs of its customers.

Growth Strategy (Spring 2014)

American Governor Company (AGC) provides critical support and equipment to over 90% of the North American hydropower market.

Project: Although American Governor had experienced phenomenal growth for the past five years, the company wanted to evolve to ensure that it remained effective and efficient as both the organization and its business became more complex. The SGE Immersion team developed a competitive product/service management growth strategy for the company which included marketing and sales strategy, competitive analysis, product development, order execution, financial goal, and product lifecycle and long-term product line and company strategies.

New Market Opportunity Assessment (Spring 2009)

American Governor Company (AGC) provides critical support and equipment to over 90% of the North American hydropower market.

Project: There are tens of thousands of dams in the United States, but only about 2,000 are used to produce power. Many of these sites are excellent locations to develop small/mimi/micro hydroelectric plants. The SGE Immersion team developed a business model to pursue these projects.

International Expansion (Spring 2010)

American Governor Company (AGC) provides critical support and equipment to over 90% of the North American hydropower market.

Project: Although the majority of AGC’s sales were in North America, international markets indicated significant promise for expansion. The SGE Immersion team developed a business strategy for accelerated international expansion for AGC’s existing product lines (parts, field service, repair/refurbishment, training, digital governor upgrades).

Branding Strategy (Spring 2012)

American Governor Company (AGC) provides critical support and equipment to over 90% of the North American hydropower market.

Project: The SGE Immersion team performed a complete brand evaluation for AGC and recommended steps the company could take to enhance their position as a key player in the renewable energy OEM market by maximizing brand value. The team developed a comprehensive, five-year branding strategy.
Project Companies

The following companies collaborated with Johnson faculty and students on projects during 2013-2014:

- ABeeCedarian
- Alps and Meters
- American Express
- American Governor
- Angiocrine Bioscience
- Bramer
- Method Products
- Mondelez International
- Nava New York
- Nestle
- New England Biolabs
- Novartis

“Sponsoring a Johnson Solutions project is a win-win situation allowing students an opportunity to address real-world business problems and infusing innovation into our renewable energy business.”

Scott Ginesin, MEng ’90,
President, American Governor Company
Energy 101: Hydropower

About 7% of the United States' electricity comes from hydropower, making it the country's largest source of renewable power. Of the 80,000 or so dams in the US, fewer than 3% are powered; there is huge potential to use existing structures to reduce our carbon footprint by adding generating stations to these existing structures.

Source: Energy.gov
Hydropower in America’s New Energy Era

Hydropower is the nation’s largest source of renewable electricity. Growing this resource will bring more clean, low-cost electricity to additional American families while creating jobs across the country.

Source: Hydro.org

History of Hydropower

Humans have been harnessing the power of water for thousands of years and for more than a century, the technology for using falling water to create hydroelectricity has existed.

Learn More

What Is Droop?

Permanent Speed Droop allows generators to be paralleled to a common grid. In the following discussion all references to “Speed Droop” are referring to Permanent Speed Droop.

Learn More
Aim to engage and educate

Sure let's turn the dams and our public rivers back over to the dam owners who can ignore the 50+ years of effort to make them respect or at least acknowledge that there are other river users. Vote NO on HR 8.

American Governor Company Hydropower certainly acknowledges other river users. In addition to producing sustainable, domestic power, hydropower assists with navigation, debris control, recreation, irrigation, flood control, and more. http://www.hydro.org/why-hydro/other-benefits/

Other Benefits | National Hydropower Association
Dams are built for a number of uses in addition....

HYDRO.ORG
Aging And Unstable, The Nation's Electrical Grid Is 'The Weakest Link'

In her new book, The Grid, Gretchen Bakke argues that the under-funded power grid is incapable of taking the U.S. into a new energy future. She explains the... 

NPR.ORG

Meadowdale Middle School teacher Diana Browne plans to use the $500 PUD grant to help her students...work with a water turbine model to learn about #hydropower generation, the biggest source of electricity in the Pacific Northwest.

Here's to the next generation of hydro!

http://www.heraldnet.com/article/20160127/NEWS01/160129247

Snohomish County PUD grants boost young engineers, scientists - HeraldNet.com

EVERETT - The Snohomish County PUD is giving a boost to budding young scientists and engineers with...
Think Outside the Box
Utilize holidays and events to normalize hydro

"By harnessing the wind and sun, your vast geothermal energy and rivers for hydropower, you can turn this climate threat into an economic opportunity." - President Barack Obama, July 2015

"For many years, we have been developing hydropower as an integral part of the Government's task of harnessing our rivers for navigation, flood control, reclamation, and other beneficial public uses. In many areas, such low-cost power, added to other power supplies, has brought rapid economic growth." - President Harry S. Truman, June 1951

Harry S. Truman: Letter to Senator Hayden on the Effect of Certain House Amendments on <B><font...>

"We will have additional hydro-electric power for the expanding economy of the region; and we will have all sorts of benefits in the added jobs and industry that will spring up from these structures." - President Dwight D. Eisenhower, October 1956

"Of all the locks and dams on the Mississippi River between St. Paul and St. Louis, only five have installed capacity. Clearly some of the other existing locks and dams have hydroelectric potential. Other Corps of Engineers and Bureau of Reclamation existing structures around the Nation hold similar potential. We must move aggressively to begin to harness this power." - President Jimmy Carter, August 1979 hydropower
Gov Specialist Cory Parker isn't playing #PokemonGO but did catch good shot of this black bear in Alberta #PokeBlitz
Connect Locally & Nationally

@AmericanGovCo
Support and Promote Each Other

Welcome #CornellMBA SGE Immersion sponsors - @AVANGRID @emerson @Target @BraunAbility @AmericanGovCo @hain_celestial @LasVegasSands

@AmericanGovCo has engaged 5 @CornellSGE immersion teams in 10yrs. Thx! bit.ly/1xFr6yn @CornellMBA

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