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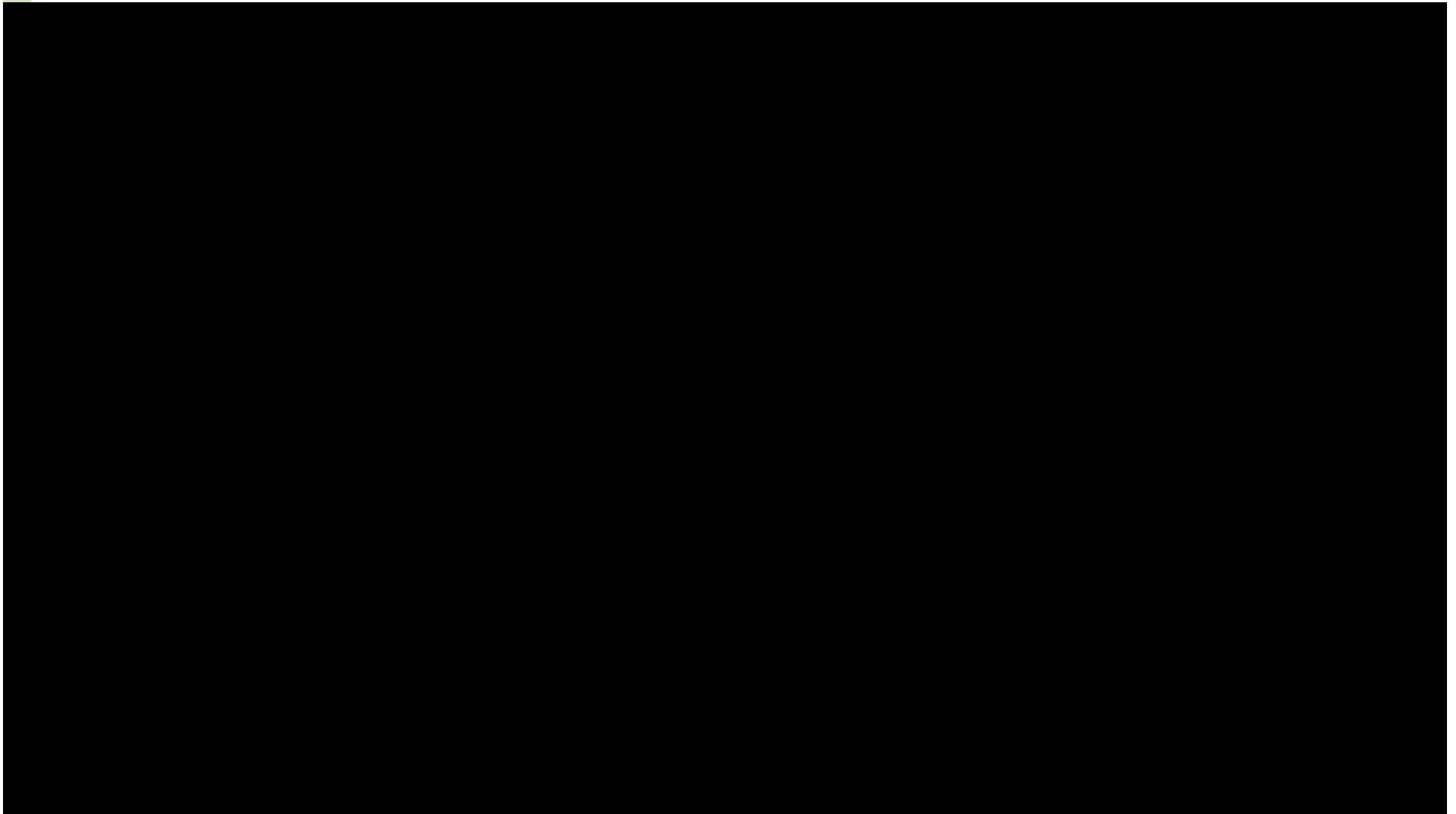
# REPUTATION MANAGEMENT: BUILDING CREDIBILITY WITH KEY STAKEHOLDERS AND ELECTED OFFICIALS PUBLIC AFFAIRS COUNCIL DECEMBER 1, 2015

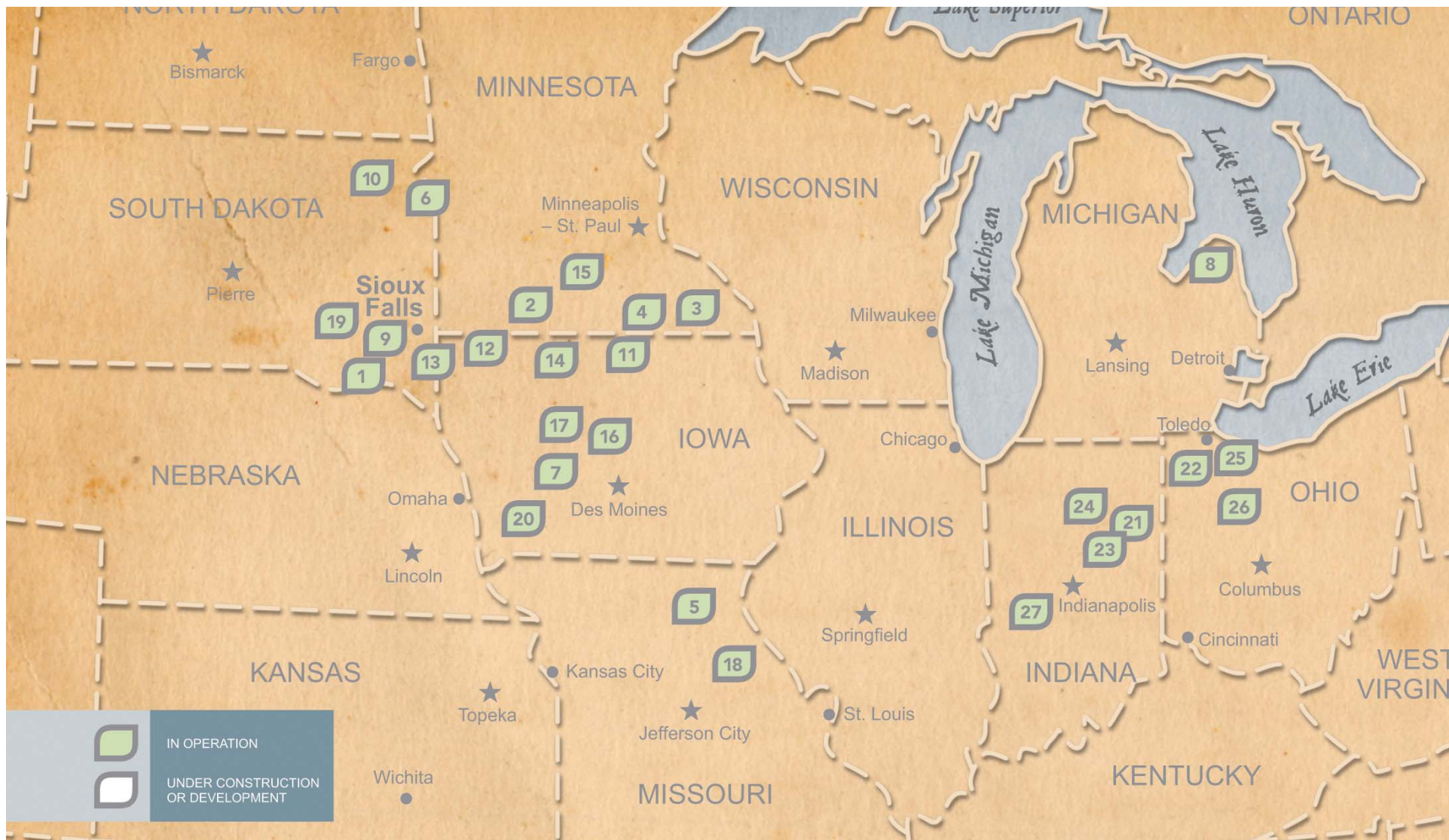
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Eric Ebenstein, State  
Government Affairs Executive,  
POET



# POET INTRODUCTION





## POET BIOREFINERY LOCATIONS

TOTAL GALLONS REPRESENTED: 1.7 BILLION

1 Scotland, SD	7 Coon Rapids, IA	13 Hudson, SD	19 Mitchell, SD	25 Fostoria, OH
2 Bingham Lake, MN	8 Caro, MI	14 Emmetsburg, IA	20 Corning, IA	26 Marion, OH
3 Preston, MN	9 Chancellor, SD	15 Lake Crystal, MN	21 Portland, IN	27 Cloverdale, IN
4 Glenville, MN	10 Groton, SD	16 Jewell, IA	22 Leipsic, OH	
5 Macon, MO	11 Hanlontown, IA	17 Gowrie, IA	23 Alexandria, IN	
6 Big Stone, SD	12 Ashton, IA	18 Laddonia, MO	24 North Manchester, IN	

**POET**<sup>™</sup>  
Energy inspired.™

# POET GOVERNMENT RELATIONS INTRODUCTION

- Formalized in 2013.
- 2 Executives Operating from Sioux Falls, SD.
- One state, one federal, one PAC and one grassroots position.
- New DC Office.

## BUILD A CORE TEAM OF MANAGERS AND ESTABLISH CROSS-FUNCTIONAL TEAMS

- Who is on the team?
- Why are they on the team?
- All pulling in the same direction?
- No silos.
- Clear areas of responsibility.
- Over-communicate.

## DEVELOP A COMMUNICATIONS PLAN AND MAKE SURE THE RIGHT PEOPLE SEE IT

- Do this. Do this early. And rehearse it occasionally.
- Who are the right people? Management? Comms? Legal?
- Prepare for alternatives.
- The “right people” are both internal and external.

## FIND AND TRAIN CHAMPIONS WITHIN YOUR ORGANIZATION

- Who wants to be a champion?
- Who is good at it?
- Give them assignments, but choose wisely.
- Perks, perks, perks.
- Give them the information they need to be successful, but don't overload them.

# CREATE OPPORTUNITIES TO TELL YOUR POSITIVE STORY BEFORE SOMEONE ELSE TELLS A NEGATIVE ONE

- Not always an option.
- Define your own narrative whenever possible.
- If you can't, get your ground game ready.
- Name recognition and public perception is key.
- How do you change recognition and perception if they aren't where you want them to be?







## SUMMARY

- Get the right team and the right direction.
- Communicate early and often.
- The right champion is key.
- Define your own narrative.

# QUESTIONS?

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