



CASE STUDY: ENERGY & ENVIRONMENT

## ISO New England

### CHALLENGE

When Congress fostered the development of competitive electricity markets, it created independent organizations to implement, manage and oversee the transition from a system that had been dominated by monopoly utilities for decades. When ISO New England was created in 1997, it needed to establish an identity and a reputation as the region's "independent system operator" to ensure the unbiased development and management of the new markets and the region's power grid.

### STRATEGY

During the turbulent early days of restructuring, we created a strategy to position the ISO as the region's independent manager of the new markets and unfettered arbiter of issues that arose. Subsequent to that, we created strategies that supported ISO New England's numerous initiatives to ensure competitive markets, update the region's transmission system, and integrate the region's policies to dramatically increase renewable energy. In addition, we sought to raise the regional and national profile for its CEO.

### OUTCOME

ISO New England has become the "go-to" resource for the media and public policymakers on numerous issues related to the operation of the region's electric power grid, and has earned a national reputation as a competent manager of one of the most successful restructured electricity systems in the country. Its CEO, Gordon vanWelie, is highly respected across the country as a leader in the energy industry.

*The consultants at Slowey McManus have a deep knowledge of the region's energy industry and unparalleled expertise in public policy and the media. They have been trusted advisers for nearly two decades.*

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