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Fueling the Future
With Energy & Tribal Expertise

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Michelle Holiday & Associates

Michelle Holiday & Associates is an American-Indian woman-owned consulting firm based in the greater Washington D.C. area. Michelle founded the firm after more than 20 years of experience in Customer Relations, Public Affairs and Senior Management roles specializing in Legislative, Governmental, and Native American Affairs for Edison International.

Michelle defines her business as:

Facilitating relationships, collaborations, and partnerships that advance goal achievement.

Energy – Telecommunications – Infrastructure



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Michelle Holiday & Associates

A History of Tribal and Energy Partnerships

Michelle Holiday, an enrolled member of the Iowa Tribe of Oklahoma, has had extensive experience in tribal affairs, government relations, and the energy industry. From 1993 to 2001, she served in customer relations and public affairs roles for Southern California Edison (SCE). In 2002, she became the Senior Manager of Legislative and Native American Affairs for Edison International, SCE's parent company. She held that position until March, 2013, when she retired from Edison to establish Michelle Holiday & Associates.



Michelle Holiday & Associates

A History of Leadership to Advance Tribal Self-Sufficiency and Energy Sovereignty

In addition to her extensive experience in the energy field, Holiday has held positions in tribal administration, serving her own tribe as Director of Economic Development from 2001-2003, and currently as a consultant for government relations, strategic planning and tribal development.

Holiday held leadership positions in several Native and non-Native organizations:

Board of Directors of the National Center for American Indian Enterprise Development (NCAIED), which hosts the annual national RES conference for the Native American Business Community.

Board of Directors of the Mesa Grande Band of Mission Indians Economic Development Authority.

Ambassador to the U.S. Department of Energy's Minorities in Energy Initiative

Member of the American Petroleum Institute's Energy Research Collaborative.

Board of Directors of Walking Shield, a humanitarian organization serving Native families.



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A History of Leadership to Advance Tribal Self-Sufficiency
and Energy Sovereignty



Iowa Tribe of Oklahoma's Annual Pow
Wow
Perkins, OK



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A History of Leadership to Advance Tribal Self-Sufficiency
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Strong Client-Partner Relationships



Energy Industry Panel Coordination



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A History of Leadership to Advance Tribal Self-Sufficiency
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Energy Industry
Engagement



Industry Panel: Women in
Energy



Tribal Capacity and Learning



Approach

Setting Goals and Objectives

We believe that all client needs are **not** the same. Priorities, budget, current situation and unique needs help determine a custom consulting plan. We start, by identifying our goals and defining our objectives.

Identifying Client Objectives



1. Identify Client Objectives



2. Assess Current Situation



3. Define Objectives



4. Develop Plan



5. Implement Plan



Strategy

Strategic analysis determines the desired end result and looks at the potential paths to get there:

- Opportunity Identification
- Market Examination
- SWOT Analysis
- Infrastructure Review
- Social & Cultural Impact Consideration
- Messaging & Branding Tactics

Before the 'How?' Comes the 'Why?'

Proven expertise in analyzing the dynamic variables involved in strategic development



Planning

The details of a winning plan will document each step necessary to reach the pre-determined goal:

- Government & Public Affairs
- Customer Service
- Equal Opportunity & Diversity Initiatives
- Energy Policy
- Renewable Projects
- Corporate Communications

The How, What, Where, When & By Whom

MHA has assisted corporations & non-profits, Tribal, State, & Federal governments, utilities, energy & other private & public sector enterprises create plans for success



Development

MHA support extends through actual growth & expansion, with real economic progress through:

- New Technology Integration
- Energy Development
- Resource Allocation
- Legislation Advancement
- Permitting & Siting
- Directing Economic Transition
- Procurement Processing
- Fundraising

Growth, Expansion & Progress

MHA is at the forefront of energy development, Native American enterprise development, government policy construction, & messaging content creation





Thank you!

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