May 18, 2010

Mr. Greg Keil
Director, Community Development
City of Menasha

Dear Mr. Keil:

You and I have known each other for some time. My wife and I were one of the first residents of Lake Park Villas, the City's endeavor to move its borders out to the east while at the same time creating a unique residential development, promising years of community growth to Menasha.

Over this last year we've realized the City is making a substantial effort toward the mantra of sustainability. To us this seems so important. Given the ways our American lifestyle has been exposed as way too throw-away - with the need to seriously reflect on what we really need to take and how to leave all future generations the same.

Late last year I became aware of the City's sustainability Board and attended a few meetings to better understand its goals. I also became aware of The Natural Step and how change can be implemented by setting the end goal and pulling into it as opposed to pushing towards it. It all made excellent sense.

The few meetings I attended also revealed other new and innovative views like LEED for green construction and joining together with other communities to gain experience by sharing. All of this has inspired me to be involved. Living a sustainable life parallels my own business of providing investment property owners with energy saving devices and services. What better way to contribute than to merge a personal and a community commitment for something you believe in.

With that said, I respectfully request consideration in joining the Menasha Sustainability Board if and when an opportunity may arise. I believe I could offer a technical angle from my background in energy systems and perhaps some insight by way of my experience actually implementing conservation and instituting the practices of wasting less and conserving more.

Respectfully,

Ed Kassel
834 Whisper Falls Ln
Menasha, WI 54952

EDWARD A KASSEL

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Menasha, WI 54952

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SUMMARY

Owner and current President of Kelp, Inc. Experienced engineering technical manager with broad range of skills and experience including technical supervision, design for six sigma, coordinating outside hardware and SW developers, and product testing. As Project Manager, guiding development of embedded microprocessor hardware, firmware and SW applications; as inventor, for designing remote data monitors and wireless controls for energy control and monitoring; holder of two patents and director of ConServPro.MX, a Mexican HVAC and energy subsidiary located in Sonora, Mexico.

PROFESSIONAL EXPERIENCE

KELP, INCORPORATED, Menasha, WI **2006 - present**

President and CTO

Owner of HVAC and energy controls company providing wireless monitoring and control solutions for rental and investment property owners.

- Responsible for new product concept design, specification development, and hiring of outside engineering and manufacturing resources.
- Director of U.S. and Mexico subsidiaries: ConServPro.US, ***LLC*** and ConServPro.MX ***S de R.L. de C.V,*** providing automated wireless energy controls, computer controlled on-demand water heating and HVAC services for the U.S. and Mexico rental property market.

GE-ZENITH CONTROLS, INC., Chicago, IL **2002 – 2006**

Project Leader, Electronic Controls and Communications

Reporting to GE Industrial Systems Technology: provide planning and project management of hardware and software product development for electronic controls of company's line of Automatic Transfer Switch product.

- Guide and direct staff through design issues, product planning and New Product Introduction.
- Conceptualize and drive new product ideas; work with customers, marketing and manufacturing on product enhancements, cost-out and R&D plan implementation. Major influence and contributor to overall product testing strategies. Green Belt.

PACKARD BIOSCIENCE, INC., Downers Grove, IL **1999 – 2001**

Design Documentation Manager

Reporting to VP engineering, responsible for company design documentation, scientific databases, patents and engineering change process in the development of robotic Biomedical and gene research equipment.

- Solely responsible for justification, and procurement of MatrixOne PDM used to control company-wide product data, saving $1.2 million/year in correcting miss-information across company disciplines. Created company web-based intranet to disseminate production data and facilitate product development processes, controlling all project deliverables to better meet FDA and ISO.