



# Empowering Professional Associations with Strategic Communications





## >>> THE OPPORTUNITY

Clear Strategy Partners (CSP) crafts strategic communication initiatives that empower professional societies and associations to engage internal and external stakeholders elevating advocacy influence.

CSP provides comprehensive support to several leading organizations, such as the Natural Gas Supply Association (NGSA), the National Mining Association (NMA), and the U.S. Tire Manufacturers Association (USTMA). By blending thought leadership, custom digital content, and targeted outreach initiatives, CSP tailors its approach to meet the unique needs of each organization.

## >>> THE CLEAR STRATEGY

### NATURAL GAS SUPPLY ASSOCIATION

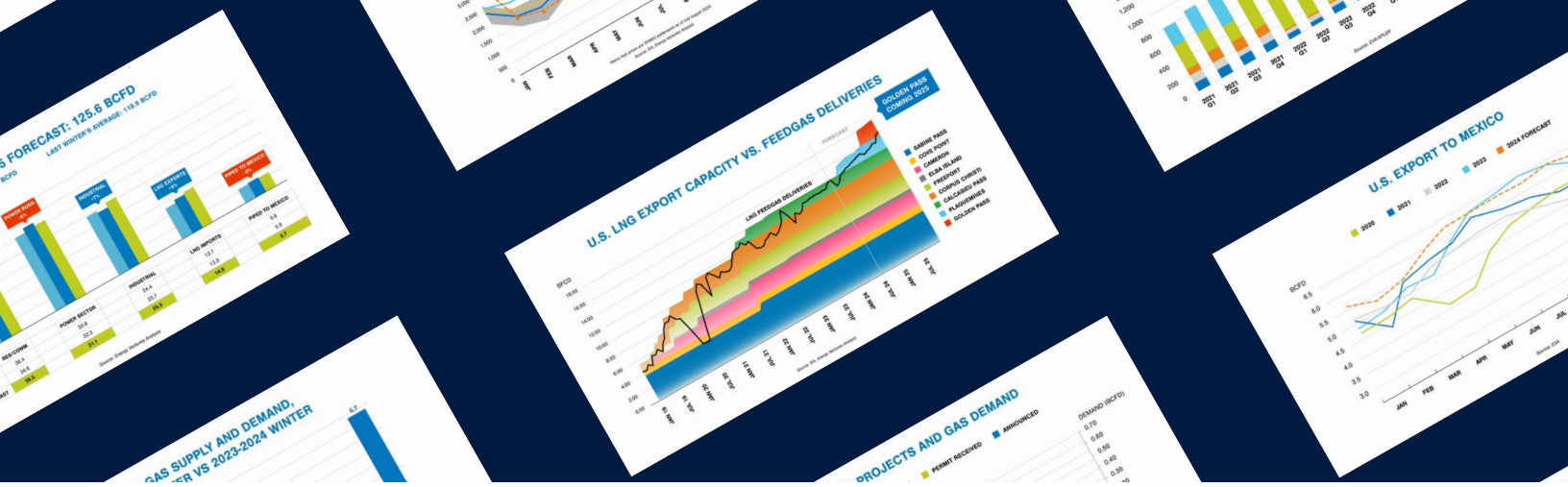
CSP adopts a proactive, multi-channel approach that includes weekly social media content, quarterly executive statements, and visual content for NGSA's Summer and Winter Outlooks. Video editing and industry update materials ensure that NGSA's message remains at the forefront of the clean energy conversation.

### NATIONAL MINING ASSOCIATION

CSP focuses on positioning NMA's president, Rich Nolan, as a leader on critical issues like mining policy and legislation. CSP creates monthly blog posts, manages the op-ed program, and develops custom graphics, advocacy materials, and digital ad campaigns to support NMA's mission.

### U.S. TIRE MANUFACTURERS ASSOCIATION

CSP focuses on clear, precise communication for legislators. Biweekly newsletters for Congress, fact sheets, custom district packages, and explainer videos are created to distill complex industry topics into accessible formats, making USTMA's voice more effective in legislative discussions.



# >>> THE RESULTS: NGSAs

NGSA successfully maintains an influential presence in energy policy discussions. The consistent content allows them to engage with policymakers and the public effectively, solidifying their advocacy leadership for natural gas as a clean-energy solution.



## NGSA MEMBERS PREPARE TO WITHSTAND EXTREME WINTER WEATHER

As major natural gas producers and marketers, NGSAs's members take a multitude of proactive measures to prepare for winter weather so that we can provide safe and reliable service to our customers.

NGSA member companies prioritize the ability to continue to produce in cold weather and have winter continuity programs in place that help protect upstream facilities and field personnel during winter events, improving their ability to withstand extreme conditions. Our reputations rest on our ability to perform.

- Winter programs are continually reviewed and enhanced after extreme winter events, such as Winter Storms Uri in 2022, Elliott in 2023 and Heather in 2024.
- Programs are tailored to fit the local area and weather since every region and location has its own unique geography and climate that influence preparation and response.

The Natural Gas Supply Association's members are major producers and marketers of natural gas in the United States. Visit [www.ngsa.org](http://www.ngsa.org) to learn more.

### Key Insights and New Priorities: Lessons from Winter Storm Elliott Report

Fall 2023

Examining the generator outages that occurred when Winter Storm Elliott swept 31 states over the December 2022 holidays provides insights into the energy reliability record during this extreme event and indicates the priorities for ensuring a stronger response in the future.

PJM, the RTO that coordinates the movement of wholesale electricity for 13 Mid-Atlantic states and D.C., published an in-depth report on the causes and timing of generator outages during Winter Storm Elliott that has yielded critical information pointing to actionable improvements that can be made.

#### KEY INSIGHTS

##### Causes of PJM Outages During Winter Storm Elliott

Per Megawatt (46,124 TOTAL MW)  
At Peak = 7:00 AM on December 24, 2022

#### NEW PRIORITIES

##### What can be done to improve grid reliability?

- Enabling generators to pre-plan and pre-arrange natural gas purchases is critical if we want to strengthen our grid for future extreme weather events.
  - This option offers generators the same tools that local gas utilities and other customers have during extreme weather events.

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### NATURAL GAS PRODUCTION TODAY

The number of rigs and drilled but uncompleted wells (DUC) are decreasing, but production is increasing. Let's DIG IN to a few items that have made our industry more efficient.

DRONE  
AI  
TIME  
SMALLER SURFACE AREAS  
MULTI-Well DRILLING  
WALKING RIG



## >>> THE RESULTS: NMA

NMA amplifies its leadership in U.S. mining advocacy. CSP’s work helps Rich Nolan extend his reach as a recognized voice on mining policy. The materials CSP develops enables NMA to engage with government officials and industry stakeholders effectively.



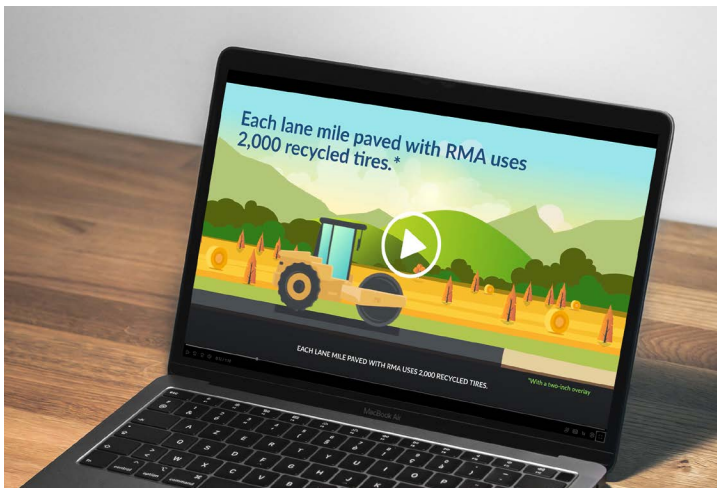
**CLEAR STRATEGY PARTNERS**


[cspfirm.com](http://cspfirm.com)



## >>> THE RESULTS: USTMA

USTMA strengthens its advocacy efforts in Congress, improving the visibility of the tire industry's legislative priorities. CSP's targeted outreach materials and explainer content equips USTMA with the tools needed to influence key stakeholders.





### California

## Supporting the Economy

With an annual economic footprint of \$170.6 billion dollars, U.S. tire manufacturing is responsible for more than 291,000 U.S. jobs in manufacturing, distribution and retailing. The [direct impact across California](#) is significant. The tire industry supports a total of 21,161 jobs, contributes \$4.5 billion in economic impact and generates over \$897 million in state and local taxes, as well as over \$1 billion in federal taxes.<sup>1</sup>

These companies have the following presence in California.

- [Giti Tire](#): Rancho Cucamonga
- [Sumitomo Rubber](#): Rancho Cucamonga
- [Toyo Tire North America](#): Cypress
- [Yokohama Tire Corporation](#): Santa Ana<sup>2</sup>


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## Innovating Sustainably

USTMA member companies are committed to [sustainable practices in every aspect of their businesses](#), and embrace a shared responsibility of helping achieve a more sustainable society. From engineering innovations that reduce CO<sub>2</sub> emissions to enhancing tire safety and performance, driving progress in workplace safety, developing new and more sustainable tire materials and preserving the environment throughout the life cycle of a tire, USTMA members are continually looking for new ways to improve the societal contributions of their products and operations.

<p><b>In our operations</b>, we saw a...</p> <ul style="list-style-type: none"> <li>↑ <b>4%</b> increase in production<sup>3</sup></li> <li>↓ <b>10%</b> decrease in CO<sub>2</sub> emissions<sup>4</sup></li> </ul> <p><b>On your vehicle</b>, proper tire care can result in...</p> <ul style="list-style-type: none"> <li>↓ Lower fuel consumption</li> <li>↓ <b>CO<sub>2</sub></b> Lower CO<sub>2</sub> emissions</li> </ul>	<p><b>In today's tires</b> you can find sustainable materials like...</p> <ul style="list-style-type: none"> <li>• Rice husks</li> <li>• Soybean oil</li> <li>• Conifer vegetable-oil resin<sup>6</sup></li> </ul> <p><b>At the end</b> of a tire's life...</p> <p><b>71%</b> of scrap tires are currently recycled in scrap tire markets.<sup>7</sup></p>
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Nearly every major U.S. tire manufacturer is a member of the [Tire Industry Project](#), a proactive initiative operating under the [World Business Council for Sustainable Development](#).



## READY TO TAKE THE NEXT STEP?

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