



Dear Friends:

I'd like to provide you with some insight as to why and how we created EcoVoom.

First of all, we care. We care about our own future, our children's futures, our country's future and the future of this planet. That's why we're concerned about Climate Change. But we know that caring isn't enough. We wanted to help affect a solution, and we discovered that we could create a way for all of us to participate in the process. That is the story of EcoVoom.

We accept the premise put forth by the overwhelming majority of scientists, the U.S. Environmental Protection Agency and the United Nations. It's an idea accepted by President Bush, all announced candidates for the 2008 presidential election and the overwhelming majority of people (84% of Americans think humans are contributing to Climate Change and 78% say we should do something about it "right away," according to a recent poll). Their position is:

Human activities are changing the composition of the atmosphere and therefore likely are influencing the Earth's climate.

We hope EcoVoom's role in impacting Climate Change will be enhanced by the thought we put into its development. Here are the concepts we had in mind in creating this venture:

EcoVoom has a local focus. While Climate Change is an international problem, EcoVoom strives to support projects located as close as possible to its customers. Over time we hope that you'll be able to point to a nearby project that you helped support – wherever you live.

It starts on Main Street. We're pleased that many large multinational companies now acknowledge the significance of Climate Change and are addressing it by offsetting their carbon footprints. But we believe Main Street is where the real impact can be made. We want local businesses and their customers to join together in this effort. EcoVoom makes it easy for both businesses and consumers to do their part.

We help create communities. Individuals receive acknowledgement of their efforts with decals that can be placed in their car windows, helping build awareness every day. Businesses receive decals to place on their store windows or doors to let their customers, clients and patrons know of their participation. Together we are creating a community of those who are doing their part and who support businesses that have demonstrated that they do as well.

We're entrepreneurs. We believe that an entrepreneurial approach, when coupled with sound business practices, is an effective way to obtain both business and social objectives. In fact, there's even a name for our approach: social entrepreneurship –recognizing a social problem and using entrepreneurial principles to organize, create and manage a venture to make social change. We admire successful entrepreneurs like Bill Gates, Richard Branson of Virgin, and Google founders Sergey Brin and Larry Page. They're demonstrating that entrepreneurship can drive social good by applying the models that made them successful in business. (No, we're not suggesting we're in the same league as them; we just want to act like them).



Politics don't matter in this effort. We don't have a political agenda. Though we believe that Climate Change is real, we respect your opinion if you don't. We do believe that everyone can agree that:

- We use more energy than we should.
- We are better served if the energy we use is produced domestically.
- We should reduce our dependence on energy produced from depleting sources.
- Participation in EcoVoom furthers the goals of promoting energy security and independence.

Conservation of Matter and Conservation Matters. We will always support efforts that promote conservation. Using less energy accounts for more good. We know that Climate Change would be less of an issue if we could simply change the way we use energy. But for many of us, that's easier said than done. Sometimes, despite our best intentions, there is a limit to how much we can conserve. Family size influences our choice of houses and cars. We must travel for business. Our businesses depend upon electricity.

We recognize the requirements of everyday life. EcoVoom is designed to take care of "the rest" – energy that is either impractical or impossible to conserve.

Finally, a word about our name. The "Eco" part is easy; it comes from ecology, the branch of science concerned with the interrelationship of organisms and their environments. "Voom" has a more captivating history. Remember the Dr. Seuss book, *The Cat in the Hat Comes Back?* Under the hat of the 26th Cat "was something called voom."


*"Voom is so hard to get,
You never saw anything
Like it, I bet.
Why, Voom cleans up anything
Clean as can be!*

*Then the Voom...
It went VOOM!
And, oh boy! What a VOOM!"*

*Now, don't ask me what Voom is.
I never will know.
But, boy! Let me tell you
It DOES clean up snow!"*

I hope this gives you better insight to why we're here and what we hope to accomplish. We trust this will be a very exciting and fulfilling ride. We're glad that you have decided to join us.

Sincerely,



Lance W. Schneier
CEO, EcoVoom