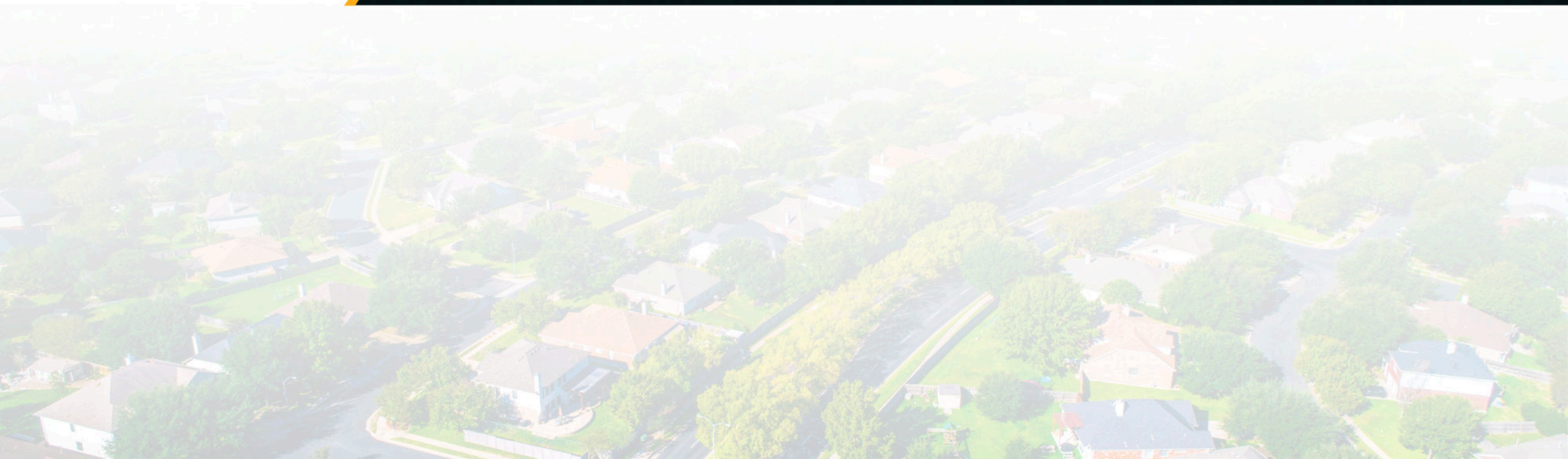
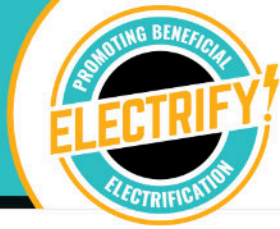




Beneficial Electrification: The Future Is Electric!



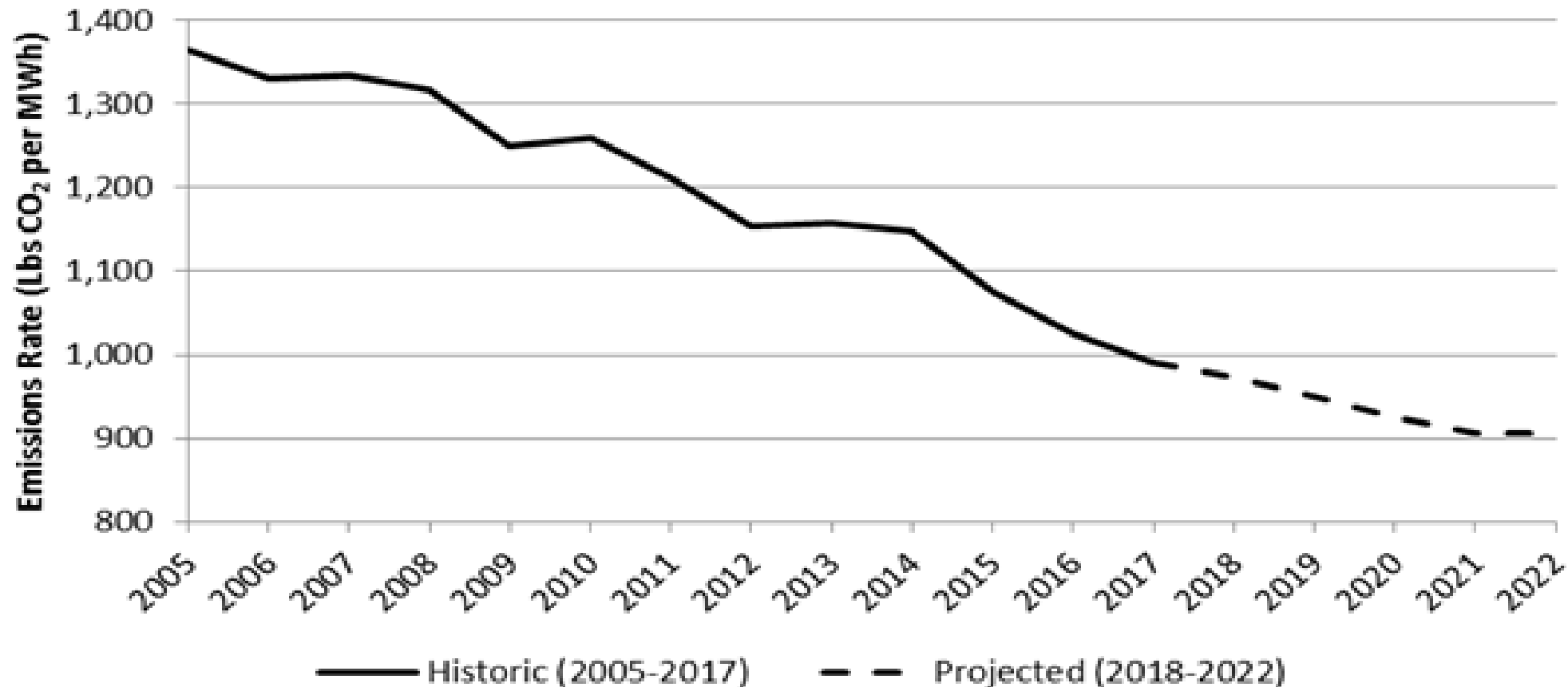
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Electricity is Getting Cleaner Over Time





It Started With
Electric Water Heating!



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Current Activities:

- Hosting & Supporting “Electrify!” meetings
- Promoting BE Locally/Regionally/Nationally
- Initiating State BE Teams
- Promoting the BE Ambassador Program
- Providing Input on Policy Requests
- Establishing a National BEL Presence



Public Awareness & Market Development!

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**“In this age, in this country,
public sentiment is everything.
With it, nothing can fail;
against it, nothing can succeed.**



The Times They Are A-Changin'

[Bob Dylan](#)

Come gather 'round people wherever you roam,
And admit that the waters around you have grown,
And accept it that soon you'll be drenched to the bone
If your time to you is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'!



Thank You!

