

Rory Alsberg

J.F. Brennan Company, Inc
2401 W Waukau Ave.
Oshkosh, WI 54904
920-376-7023 (Office Phone)
920-570-2700 (Cell Phone)
ralsberg@jfbrennan.com



Hello, my name is Rory Alsberg, and I am the Senior Business Development Manager for Dam Construction with J.F. Brennan Company, Inc. (Brennan), based out of La Crosse, Wisconsin. I grew up around dams and hydroelectric projects and have worked professionally in the industry since 2003, when I started in operations at North American Hydro (NAH). During the 12 years I worked with NAH/Eagle Creek Renewable Energy, I worked in several departments, including operations, mechanical and electrical maintenance, regulatory, and project management. The experience that I gained during this time gave me an understanding of what it takes to keep around 40 hydroelectric projects staffed, operational, and compliant 24 hours a day, seven days a week.

In 2015, I left the owner's side to develop Americas Energy Services (AES) who provides high-level professionals to the renewable energy industry. As the Director of Development, I completed a variety of tasks at AES including putting together the business plan, creating a logo, designing the literature and website, building the company's supporting structures including accounting and networking systems, and much more to get the company structure created. Once the administrative systems were in place I also managed building and managing a team of energy professionals, developed an IT support system for the team, educate clients of our services and much more. The services that we completed ranged from Regulatory Services to Due Diligence and Management of new Hydro Development. We worked on projects in the United States, Canada, South America, Africa, and other countries providing additional unique and valuable experiences.

In my current role at Brennan, I continue to use my dam and hydroelectric experience as a construction resource to the industry. I have a unique and valuable perspective because of my experience as both an owner/operator and service provider.

Since 2003, I have attended nearly every Midwest Hydro Users Group (MHUG) meeting. I enjoy seeing my hydro family and learning the valuable information shared at our meetings. Throughout my involvement with MHUG, I have participated in multiple committees, and I am currently chairing the Membership/Communication Committee. These committees have accomplished several successful projects, including launching our new website, managing membership registrations, developing promotional items, strategizing MHUG membership growth, developing meeting content, and much more. Being a part of these committees has been a great experience and has prepared me to take the next step to become a board member.

I am excited for this nomination and for the opportunity to become a member of the MHUG board. With your vote, I hope to secure a position. As an active board member, I will work with others on the board and in our committees to continue to grow the MHUG group and bring value to our member companies.

Thank you for your vote,

Rory Alsberg