

CHALLENGE: When We Energies acquired two wind-generating farms in the Marshfield area, they also inherited a history of poor neighbor relations from the previous owner. During purchase negotiations, We Energies called on the Lynne Broydrick Group to help them repair these relationships so that they could move forward in a positive direction.

Blue Sky/Green Field Wind Farms

EXECUTION: Our team implemented a proactive strategy to mend relationships with the neighbors and generate goodwill in the community. We worked hand in hand with the We Energies Real Estate team to manage the preliminary property as well as gain surveying approvals from the affected landowners. When the farms became fully operational, we even planned and hosted a kick-off picnic where families in the community could come celebrate this new partnership and environmentally friendly energy producer.

RESULT: By suggesting that We Energies right the wrongs of the wind farm's previous owners and be open and transparent about their goals, we were able to help them gain community acceptance. Opening our doors and arms to the public spoke volumes about our intentions to be good neighbors.