

KATTNER

associates LLC



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## Curriculum Vitae

**John F. (Jack) Kattner, P.E.**  
**President**  
**Kattner Associates LLC**



## Professional Practice

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Professional district energy consultant with more than 25 years of proven, long-term experience in management, business development and engineering. Rich inside insight and expertise in strategic planning, technical challenges, customer relationship management, marketing and more. Focused on building relationships that yield long-term value for clients, their customers and their investors. Has held positions of increasing leadership at district energy companies and consulting engineering firms.

## Employment History

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*President, Kattner Associates LLC, Minneapolis, Minn. 2003-present.* Provide consulting services to organizations across North America to create new district energy systems and business organizations, and improve the value of or expand existing ones. Work as an extension of clients' organizations in management, marketing and customer relationship management. Help clients integrate the engineering, environmental and economic considerations of district system operation and development with an eye to the future.

*President and CEO, FVB Energy Inc., Minneapolis, Minn. 1994-2003.* Led the development of a professional management and engineering consulting firm providing services to the district energy industry, merging Kattner Marketing Management into Kattner/FVB District Energy Inc. and growing into FVB Energy Inc. Responsibilities included direct consulting work with client organizations, new business development and management of the firm.

*President, Kattner Marketing Management, Minneapolis, Minn. 1989-1994.* Provided marketing, market research and management consulting services to district heating and cooling companies, engineering consulting and manufacturing businesses.

*Director, Marketing, Minneapolis Energy Center Inc., Minneapolis, Minn. 1983-1989.*

Developed and implemented marketing programs to accelerate growth of district heating and cooling in downtown Minneapolis. Focused on needs of existing customers and cost-effective expansion to serve new customers. Developed promotional materials, presentations and proposals containing comparative cost analyses, negotiated long-term district energy service agreements and provided followup customer services. Served as liaison with government agencies and primary contact for architects, engineers, contractors and building developers, and owners and managers in downtown area.

*Program Manager-Utility Operations and Regional Program Manager-Pulp and Paper Operations, HDR Inc., Minneapolis, Minn. 1977-1983.* Reestablished company position in pulp and paper industry in north central United States and strengthened marketing team to increase national electric, district heating and cooling utility program intensity and growth. Responsibilities included preparing marketing plans, proposals and presentations; client liaison; training and managing marketing personnel.

*Manager, Environmental and Siting Department, HDR Inc, Minneapolis, Minn. 1976-1977.* Responsible for environmental aspects of energy supply projects. Included compliance with federal, state and local pollution control requirements, clients and government liaison regarding permit acquisition, environmental impact analysis and site selection for major utility facilities and report preparation.

*Environmental Division Director, Sargent and Lundy Engineers, Chicago, Ill. 1974-1976.* Managed division consisting of 30 professionals in diverse fields, from ecology and meteorology to social-economics and legal analysis.

*Environmental Project Engineer, Sargent and Lundy Engineers, Chicago, Ill. 1972-1974.* Responsible for environmental engineering aspects of project design for nuclear and fossil-fueled power plants and associated transmission lines.

*Control Design Engineer, Virginia Electric Power Co., Richmond, Va. 1970-1971.* Responsible for preparation of electrical designs for protective relay control systems for transmission and distribution of electrical energy.

*Inertial Guidance Systems Engineer, General Electric Co., Pittsfield, Mass. 1969-1970.* Responsible for analysis of classified flight test data for U.S. Navy guided missile program.

## **Publications and Presentations**

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“Freshwater Sustainability: Deep Wells and District Cooling.” Regional American Water Works Association Conference, Honolulu, Hawaii, May 2004, and International District Energy Association Conference, Seattle, Wash. June 2004.

“Creating Value.” International District Energy Association Distribution and Marketing Workshop, Orlando, Fla. 2003.

“Buyer Behavior: Managing Expectations.” International District Energy Association Marketing Workshop, Denver, Colo. 2002.

“Understanding the Marketplace.” International District Energy Association: District Energy and CHP Workshop, Baltimore, Md. 2002.

“Communicating with Your Customers.” International District Energy Conference, Sheffield, U.K. 1996.

“Understanding District Energy Customer Behavior – The Key to Getting Customers and Keeping Them Happy.” International District Heating Association Annual Conference, Minneapolis, Minn. June 1995.

“Marketing to Your Own Personnel.” Official Proceedings, Unichal Marketing Seminar, Hamburg, Germany. April 3, 1992.

“Choosing District Heating and Cooling: A Question of Value.” International District Heating Association Annual Conference. San Francisco, Calif. 1991.

## **Education**

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Master of business administration, University of St. Thomas, St. Paul, Minn., 1980.

Industrial Marketing Program, University of Wisconsin Extension Services, Madison, Wis., 1977, 1978

Graduate studies in management, Northwestern University, 1975-1976.

Master of science in civil engineering (environmental health option), Northwestern University, 1976.

Bachelor of science in electrical engineering, Marquette University, 1969.

## **Memberships**

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International District Energy Association, president 1989-90; *District Energy* magazine editor, 1989-97; *District Energy* magazine editorial board, 1997-present; marketing forum chairman for two years; member of board of directors for five years.

International Downtown Association.

United States Green Building Council.

Tau Beta Pi, all engineering honorary society, Marquette University, 1969.

Eta Kappa Nu, electrical engineering honorary society, Marquette University, 1969.

## **Registrations and Accreditations**

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LEED Green Associate, Green Building Certification Institute, 2010.

Registered Professional Engineer, Minnesota, Illinois.

## **Awards and Patents**

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Kattner, John F. "Brackish Ground Water Cooling Systems and Methods." U.S. Patent 7,124,597. October 24, 2006.

Norman R. Taylor Award (Person of the Year), International District Heating and Cooling Association (now International District Energy Association), 1993.