



NEWS

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TEA launches new website

(JACKSONVILLE- February 29, 2016) The Energy Authority (TEA) is pleased to announce the recent launch of [its new and improved website](#). TEA worked with media company C7 Creative to develop an updated look and feel that better incorporates our new logo and organizes information so that visitors can more easily find what they need. An intuitive layout delivers streamlined information about [the full range of tools](#) TEA offers to help utilities manage the complexity of wholesale energy markets. The new site also uses responsive design to ensure optimal viewing on desktop and mobile devices, giving users an experience that is more aesthetically pleasing, more agile, more engaging, and easier to navigate.

“While maintaining an online presence is a critical component of any marketing strategy, the goal with this update was to improve *how* TEA communicates its value proposition by emphasizing our signature, customized approach to portfolio management while also highlighting how TEA *connects* the public power community,” explained [Jamie Mahne](#), Vice President of Client Services and Chief Client Officer. Just as important, key benefits like the depth and scope of TEA’s expertise, economies of scale, and state-of-the-art resources are woven throughout the site in a way that helps visitors understand TEA’s public power values and culture.

We hope you will visit our new home on the web and take some time to [let us know what you think](#). Our goal is to continue improving the site so it best serves the way we communicate with the public power community.



The Energy Authority, Inc. is the strategic partner of choice for public power. Through the customized application of portfolio management, ISO/RTO trading, bilateral power trading, power supply management, and natural gas trading services, TEA is currently collaborating with over 50 public power utilities nationwide to help them optimize the value of their generation and load portfolio in wholesale energy markets in a manner that is consistent with each utility's unique risk tolerances. Established in 1997, TEA is headquartered in Jacksonville, Florida, with additional offices in Seattle (Bellevue), Washington. To learn more, visit www.teainc.org.

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