

COSSA Institute

Media Kit



MISSION STATEMENT

Established in 2022, the **COSSA Institute** operates as a 501(c)(3) nonprofit entity, distinct from but related to the Colorado Solar and Storage Association. As a sister organization, the COSSA Institute dedicates itself to propelling the clean energy movement forward through significant community investment. It supplies essential tools, training, and resources to advance and enlarge the solar and storage industry, ensuring it meets the growing market demands for clean energy.

THE COSSA INSTITUTE AGENDA

With a firm commitment to build deeper, trusted and collaborative relationships in these communities, the COSSA Institute is committed to supporting and amplifying the impact of the growing industry in Colorado through three key priority pillars:

- ***Educating Local Leaders and Decision Makers***
- ***Creating Public Awareness and Dispelling Misinformation***
- ***Growing a Skilled Clean Energy Workforce in Colorado***

WEBSITE:

<https://cossainstitute.org/>

LINKEDIN:

<https://www.linkedin.com/company/cossa-institute>



STAFF MEMBERS



MIKE KRUGER

Executive Director

mike.kruger@cossainstitute.org

Mike Kruger has served as the President and CEO of COSSA since October 2018. Previously, he was the Director of Communications for the Smart Electric Power Alliance (SEPA) in Washington, DC. He oversaw all public communications for the organization, including public speaking engagements, research reports, and the annual SEPA Power Players Awards program.

Prior to joining SEPA, Kruger was the Deputy Director of Communications for the U.S. Department of Commerce under the Obama Administration. He also served on the communications staff for the U.S. House of Representatives Education and Labor Committee.



ADRIENNE DORSEY

VP of Strategic Initiatives

adrienne.dorsey@cossainstitute.org

Adrienne Dorsey joined the COSSA Institute in 2024. She has nearly two decades of combined experience working in the energy, land conservation, and sustainability sectors.

Prior to joining the COSSA Institute, she was the Executive Director of La Plata Open Space Conservancy (LPOSC), a land trust based in Durango where she led efforts to permanently protect working and natural lands across several counties in Southwest Colorado. Before her time at LPOSC, she was the Executive Director of GRID Alternatives Colorado, where she led efforts to install over 10MW of solar for income-qualified households and develop clean energy workforce training programs. She has extensive experience working with local governments and nonprofits and has led innovative programs at both the state and local levels throughout her career.



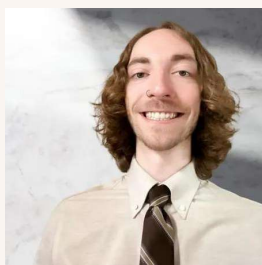
STEVE PEARSON

Director of Development

steve.pearson@cossainstitute.org

Steve Pearson is a fundraising professional and business strategy advisor dedicated to working with nonprofits to build more sustainable and diversified revenue models. He joined the COSSA Institute in 2024 to develop and lead a fundraising strategy to scale the new organization and its impact and cultivate new relationships with philanthropy across Colorado.

Prior to relocating to Denver in 2022, he spent 16 years securing major gifts and implementing sustainable fundraising models for notable policy and advocacy organizations in Washington, DC including The ONE Campaign, Brookings Institution, and the Wilson Center. Before nonprofits, he worked on two U.S. presidential elections and inaugurations and served as the government relations lead for a national trade association and legislative aide for two Members of Congress.



JEREMIAH GARRICK

Manager of Community Engagement & Strategy

jeremiah.garrick@cossainstitute.org

Jeremiah Garrick joined the COSSA team full-time in 2022 as their Local Community Liaison after completing his Bachelor of Science degree in Energy and Sustainability Policy at The Pennsylvania State University, then moved to COSSA Institute in 2024.

Being born and raised in Colorado, Jeremiah's education largely focused on Colorado's local and state-level energy policy, changes to our climate, and current industry practices. Jeremiah's connections with local governments through sustainability initiatives, knowledge of Colorado's renewable energy industry, and passion for lowering carbon emissions drove his efforts to seek an internship with COSSA prior to joining the team full-time.



ALTERNATE LOGO



FF951C



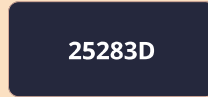
A63A50



D9BDC5



261132



25283D

Ag

Open Sans



Large Heading

SUBHEADING

Ag

Open Sans Condensed

The COSSA Institute is a Colorado-based 501(c)(3) organization focused on accelerating the clean energy movement through community investment. The COSSA Institute provides local communities with the necessary tools, training, and resources to grow and expand the solar and storage industry — keeping up with market demand for clean energy.

