

2009 Bronze Medal

Nominator's Information

1. NAME OF NOMINATOR: Sarah Kemp
2. NOMINATOR'S AREA CODE AND PHONE NUMBER: 8610-8531-3000
3. NOMINATOR'S BUSINESS UNIT: (MAS, MAC, CS, IA, EXADMIN) CS
4. NOMINATOR'S IMMEDIATE OFFICE: U.S. Embassy, Beijing

Nominee's Information

1. NAME OF NOMINEE: Bryan Larson
2. NOMINEE'S BUSINESS UNIT: (MAS, MAC, CS, IA, EXADMIN) CS
3. NOMINEE'S IMMEDIATE OFFICE: U.S. Embassy, Beijing
4. NOMINEE'S LOCATION: (ENTER HCHB OR CITY) Beijing, China
5. NOMINEE'S CURRENT PERFORMANCE RATING:(LEVEL 5,4,3,2,1) N/A
6. CATEGORY OF AWARD: Outstanding Program Professional
 - o Outstanding Supervisor or Manager
 - o Outstanding Program Professional
 - o Outstanding Administrative Professional
 - o Outstanding Support Professional
 - o Outstanding LES Program Professional
 - o Outstanding LES Administrative and Support Professional
 - o Outstanding Group (2 or more individuals)
7. SALUTATION: (MR., MRS., MISS, MS.) FOR INDIVIDUALS; (MESDAMES, MESSIEURS) FOR GROUPS – Mr.
8. PRONUNCIATION: FULL NAME WITH ACCENTED SYLLABLES IN UPPER CASE – BRYAN LARSON
9. NOMINEE'S AREA CODE & PHONE NUMBER: 8610-8531-3000
10. CERTIFICATE CITATION: (up to 150 characters) For his hard work, dedication and vision in developing the China Greentech public-private partnership to promote U.S. Green Technology and jobs.
11. PROGRAM CITATION: (maximum of 300 characters) Mr. Larson was instrumental in making the China Greentech Initiative, a public-private partnership of 40 companies, associations, and government leaders, the most comprehensive program utilizing trade missions, policy and market research to modernize China's energy and environment sectors.

12. JUSTIFICATION NARRATIVE:

Bryan Larson is one of the finest, most effective and productive officers I have ever worked with, and his colleagues across ITA as well as other agencies have said the same. His in-depth program and industry knowledge, ability to deal successfully with extremely complex situations with confidence and poise, and ability not only to come up with amazingly creative ideas, but also bring them to reality make him one of ITA's finest professionals and enable this organization to achieve results that would otherwise not be possible.

Mr. Larson manages a staff larger than most CS offices overseas, but he is also directly responsible for the most demanding and complex industry portfolio in China – energy. Clean energy, in particular, has become one of our top three bilateral issues with China. This means that Mr. Larson has a leading role in a huge number of major visits and programs: multiple trade missions each year, high-level visits from a large number of USG agencies and cabinet officials, Presidential visits and White House initiatives, Congressional visits, and much more.

I have lost track of the number of times clients and Embassy team members from various agencies have called to ask if “Bryan can do the project.” Simply put, others know that if he is involved, then everyone will look good. For example, when CS Beijing needed a control officer for the commercial events related to President Bush's attendance at the Beijing Olympics, Mr. Larson was the only officer who came to mind. Others may have worked a POTUS visit, and a few an Olympics, but Mr. Larson is the first and only officer in the world to have been control for the commercial side of a POTUS/Olympics visit.

Mr. Larson displayed an unparalleled ability to deal with a high level of uncertainty, intense pressure, and a microscopic level of scrutiny from the very highest level of the USG and corporate America. He performed with the utmost decorum and professionalism, never once losing his sense of humor. Mr. Larson's motto of “flexibility is too rigid, we must be fluid,” coupled with his ability to keep the CS staff engaged, focused and in high spirits, ensured success. The event that Mr. Larson developed, with less than a week to plan, ended up being much more than a Presidential reception, it turned into a “mini Davos,” with Bill Gates, Rupert Murdoch, the Mayor of Chicago, several cabinet officials, CEOs from Fortune 100 companies and celebrities in attendance. And it was flawless!

Only weeks after the POTUS visit, Mr. Larson's team was again the center of activity with a 15-company Clean Energy and Environmental Trade Mission led by MAC's Assistant Secretary. The mission garnered massive media coverage and export results. Mr. Larson positioned this mission as a cornerstone for commercial cooperation between the U.S. and Shandong province. Mr. Larson adeptly used his knowledge of the market, how Chinese government works, and his ability to influence to solidify the U.S. position and gain market access. He also worked with Caterpillar executives to develop an event highlighting their activities in the province. The result was the resolution of a long-standing \$10 million turbine sale dispute for Caterpillar/Solar, the first-ever USA Pavilion in Shangdong, and the advancement to date of \$9 million in contracts for U.S. exporters. The success of this mission, coming on the heels of the Presidential visit, is true evidence of Mr. Larson's extraordinary ability.

Mr. Larson was instrumental in developing the China Greentech Initiative, a collaborative strategic market research project involving 40 companies, associations, and government leaders who have contributed significant resources to the endeavor. As a strategic advisor to the group, Mr. Larson has not only expanded our influence and credibility in the industry, he has also

contributed to the production of what has become the most comprehensive and in-depth market research project ever in the China energy and environment sectors.

Mr. Larson has also worked with the Greentech Initiative on developing a unique publishing mechanism – “creative commons” licensing that will allow anyone to download it for free and use the material for derivative works. This counterintuitive approach (giving something valuable away for free) is designed to facilitate the real goal of the report, which is to drive development of the cleantech market in China. The idea is that this will do for the energy and environmental sectors what “The Internet Report” did for commercialization of that new medium in the mid-’90s. If it weren’t for Mr. Larson’s creativity, insight, and ability to grasp the important implications of this project and approach, it would never have even gotten off the ground.

Another excellent example of Mr. Larson’s ability is the work he did on Secretary Hillary Clinton’s first official trip overseas. Again, clean energy and environment were front and center on the agenda, and the only major public media event that the Secretary planned was a visit that Mr. Larson had developed to a power plant using a GE gas turbine. Rather than assigning a State Department officer to the task, the control officer for the visit instead requested Mr. Larson to pull off the most visible part of the trip. The Secretary’s staff characterized the power plant visit as “the measure by which success or failure of the entire trip will be determined.”

No one doubted for a second that Mr. Larson’s work would make the entire Embassy proud. Keep in mind that this is one of the largest U.S. Missions in the world, and to attract the type of positive attention Mr. Larson did from the top is exceptionally rare. The Charge d’Affaires wrote, “I am overwhelmed by the pride in your work and gratitude for your efforts. . . In my conversations with Secretary Clinton and her senior and close staff, their comments were of shock and awe.”

The Deputy Chief of the Political Section wrote of Bryan, “I can’t believe that after all we went through, we ended up with exactly the photo, in exactly the right place, with exactly the right message, broadcast in all the major media outlets worldwide. Not only did you give the Secretary just what she wanted in the plant tour, but you also saved us multiple times when we were looking for key input for the Secretary’s and Todd Stern’s speeches. The Secretary’s Deputy Chief of Staff noted to me that ‘you guys did great work advancing the power plant, we nailed one of the Secretary’s key priorities.’” Finally, a highly respected colleague in the Economic Section noted, “Bryan did an amazing job creating a showcase for a competitive American industry that has the potential to both create tens of thousands of American jobs and contribute to a cleaner environment.”

Mr. Larson is an officer who leads and inspires others in the Commercial Service and ITA to achieve great things. It is rare that an employee rises to his level of ability, professionalism, creativity, leadership, and pure competence. It is therefore with great pleasure that I nominate him for an ITA Bronze Medal for “Outstanding Program Professional.”

Nominator's Signature: _____ Date: _____

Approval of DAS or Equivalent: _____ Date: _____