



A Lesson on Knowing Your Audience & Presenting Your Message. New TEAC 11 videos from Gordon McDowell, Copenhagen Atomics Funding Milestone. Thorium in 2023!

One final lesson and thought on 2022 from Executive Director John Kutsch:

I learned a valuable lesson a few weeks ago when I presented some basic Nuclear Energy and Molten Salt Thermal Storage concepts to the American Public Power Association (APPA).

I assumed that these cooperative power producers would be somewhat familiar with all manners of power production, and have at least a cursory knowledge of basic nuclear concepts. So, I delivered a fairly technical, high-level presentation trying to promote nuclear; especially thorium-fueled nuclear, focusing on smaller applications that would be a likely fit within the cooperative power arrangements that many of the members of this APPA organization would appreciate.

I was wrong. The APPA members buy power from bigger vendors, or they might have some local coal or natural gas generation, and occasionally some hydroelectric. All their future plans revolved around teeny tiny applications of solar and wind. . . . no nuclear at all. Absolutely none!

By not absolutely confirming who I was speaking with, I lost out on a great opportunity to provide a different perspective because the aim of the presentation missed the mark by not addressing the specific ways advanced nuclear could become part of their energy portfolio.

They were very generous with their attention, and several members showed great enthusiasm and continued the conversation that day and for the rest of the conference.

However, I instantly understood that we could have had a greater effect through communication tailored to the specific audience, and I had missed an opportunity.

So, here is my final reflection for 2022:

We must always strive to do a better job to communicate; even to technically literate audiences, to achieve the greatest results.

We must make the case why it is so critical that we adopt this most energy-dense of solutions.

We will have an abundant future of prosperity only if we clearly explain the technology and educate decision makers on these solutions.

Onward and upward in 2023! Thank you all for your endless work that you do.

We are winning, and will again next year!



Copenhagen Atomics Reaches 2022 Funding Milestone

Copenhagen Atomics announced it had raised €20 Million in 2022 to accelerate the development of thorium molten salt reactors. "There is not yet a

company in the world that has supplied #greenenergy to a billion people... we want to be that company!" - Co-founder and Chairman of the Board, Thomas Jam Pedersen announced at the Thorium Energy Alliance Conference 2022. Pedersen added, "This funding will accelerate our technology development and support our roadmap towards commercial reactors online in 2028. Copenhagen Atomics has continued to focus on developing thorium reactors for mass manufacturing and very low cost of energy."

The Thorium Energy Alliance is proud of the progress Copenhagen Atomics has made in such a short time, and we look forward to watching this company produce modular reactors and associated technologies. Keep up the great work!

Below are a few more of the recently posted TEAC 11 Videos from Gordon McDowell's

THORIUM REMIX CHANNEL:



John Kutsch - The Failure of LNT/ALARA @ TEAC11



Rusty Towell/NEXT LAB - ACU @ TEAC11



Valerie Gardner/Nucleation Capital @ TEAC11



Jim Kennedy/Caldera Holdings @ TEAC11

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So grateful for the all the Support our Membership has provided over these many years and for making TEAC11 such a success.

John Kutsch
Executive Director

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