



The People Of Distinction Humanitarian Foundation Honors Samuel K. Burlum

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Extreme Energy Solutions' CEO and President, Samuel Burlum is presented the Unsung Hero Award of 2014 by the People Of Distinction Humanitarian Foundation

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The People of Distinction Humanitarian Foundation names Samuel K. Burlum one of this years Unsung Heros who were honored at the People of Distinction Awards Ceremony on Tuesday, October 28, 2014, at The City University of New York Graduate Center in New York City.

Burlum joins an impressive cast of other honorees including actress Dee Wallace, actor Johnathon Schaech, US Marine Chief Warrant Officer 4 Nick J. DAndrea, Dr. William Karesh, Academy Award winning actress Celeste Holm and several other distinguished individuals who have made a significant contribution to their community and society.

The People of Distinction Humanitarian Foundation is led by author, talk radio host, musician, and public speaker, Al Cole. Cole is a ten year veteran of CBS Radio and wrote the books The Spirit of Romance, and Al Coles Romance for Women. In addition, Cole continues to host his independent radio talk show, People of Distinction.

Samuel is an incredible human being. He understands how important it is to uplift the human family and has done so with the founding of Extreme Energy Solutions, Cole offered, He and his company are doing remarkable things to be of benefit to society.

Besides helping the environment, Burlum has taken steps to help displaced and homeless veterans. He has done amazing things to aid his community from assisting and donating to local 5k runs that benefit the local first responders to hiring veterans, creating jobs, to helping promote and preserve the arts. He has proven he is a Person of Distinction and we are proud to add him to this years roster of honorees, added Al Cole.

I am very touched that I was nominated by the People of Distinction, added Burlum, its a true honor to be standing with such a distinguished group of individuals.

Burlum was nominated by Vera Anne Matty, a recipient of the People of Distinction Honor in 2013. Ms. Matty is an artist and writer who is a member of the Board of Directors of the United Nations Unesco. Ms. Matty was honored in 2013 for her work with the New York Unemployment Project. We need more Samuel Burlums in the world, professed Ms. Matty, he is a wonderful young man who leads a company that is providing technology that helps address important societal concerns.

He cares about his community, country, and fellow man, continued Matty, his story is inspiring and is one that needs to be told.

Sam Burlum is the CEO and President of Extreme Energy Solutions of Ogdensburg, New Jersey, a company

which researches, develops, manufactures, markets, and services green technology. Burlum created many company policies aimed to establish his company as a positive influence in the community.

Under Burlums leadership, the company vowed in 2011 that the majority of its products would be Made in the USA, thereby contributing to the much needed job growth of the country. The company also created a policy to give preference to veterans during the hiring process. Today 70% of the Extreme Energy Solutions staff and leadership are veterans.

Recently, Burlum introduced a cause marketing platform to the company. The company has contributed to many local causes, including Ogdensburgs own historic 5k run, known as A Major Race in a Miner Town. Extreme is also a huge advocate of veteran causes and helped orchestrate the A Salute To Our Vets event in partnership with local non-profit Spirit of the Arts Foundation.

The event raised more than \$4000 for veteran service organizations. Extreme Energy Solutions recently contributed another veteran cause, Save a Warrior Foundation.

Burlum has spoken at various colleges and universities, sharing his knowledge and insight in a multitude of areas including entrepreneurship and business management and has offered technical advisement for other academic related activities. Professor Dr. Lovely Thornton, of Towson University, had Samuel Burlum speak to her students on diversity in business. His global exposure and position as president of Extreme Energy Solutions has served as a great frame of reference as he shared his vision and path to success noted Thornton.

Sam Burlum and his staff provided sponsorship and advisement to the Clarkson University Clean Snowmobile Team during the 2013 SAE Clean Snowmobile Challenge. Clarkson used the Smart Emissions Reducer in that years competition, which led to the team winning first place in the fuel economy challenge. Later in the year, Extreme teamed up with KAUST University in Saudi Arabia to address the air pollution concerns in their country.

Burlum has served a number of organizations including the Informal Business Owners Group of Northern Jersey (a not-for-profit club) as an officer-secretary (2014) and served as Board Secretary for the Spirit of the Arts Foundation (a 501c3) in 2012 and 2013, led by Director and Chair, Sandy Mitchell.

This man does not know the meaning of quit, Mitchell shared at a gathering in 2012 at Extremes headquarters, we really appreciated his contribution. He was a real asset to SOTA.

Beverly White, CEO/President of the consulting firm, BKW Transformations has also worked with Burlum and even shared the stage with him at The Councils Sustainability Summit in 2012.

Samuel is an innovative and creative guy. He looks for solutions to problems where everyone feels they won at the end of the day, White provided, He is one of the few CEOs that understands the importance of Main Street. He has an understanding of the global village and extended his companys reach to the Middle East and China, where they are still coming to terms with tackling environmental issues.

Other people have offered a vote of confidence in Samuel Burlum as well. An automotive industry legend, former CEO and Chairman of Chrysler, Lee Iacocca, wrote a letter to Mr. Burlum citing that your (Burlum) resume is impressive.

New York Assemblyman Clifford Crouch also recognized Burlum in saying that You are paving a way to create a greener environment, along with supplying our state with needed jobs. I commend you for your efforts and offer my endorsement of your initiatives here in New York State.

Sam Burlum and his company were also honored in 2013 by the World Green Energy Symposium as the winner of the 2013 NOVA Award. Professor Robert Gallagher, Executive Chair of the WGES mentioned Extreme Energy Solutions was chosen for the honor on its potential impact on reducing emissions from existing gasoline and diesel engines that currently comprise the majority of vehicles on the road today. Their flagship product, the Smart Emissions Reducer is found to be a cost effective retrofit providing an immediate solution for todays environmentally conscious consumers. The innovation is a here and now solution.

On behalf of Extreme Energy Solutions, Burlum was also presented a proclamation by Passaic Valley Fraternal Order of Police Lodge 181 naming Extreme as Passaic Countys 2013 Company of the Year in the area of Professional Environmentally Friendly Energy Products.

Burlum, a graduate of Berkeley College, with a degree in business management, also lends his expertise to other emerging businesses that need advisement. He has provided commentary for a number of public policy measures and advocates for small business as a member of the Leadership Council-National Small Business Association.

Burlum was also featured on Today in America, hosted and Narrated by NFL Football Legend Terry Bradshaw, which aired nationwide on the Discovery Channel and other major networks.

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