

Colorado ESC Chapter Meeting
October 9, 2001

NEXT MEETING: December 11th, 9-11 (we meet every over month on the 2nd Tuesday)

ATTENDEES: Jim Knutson (Co-Chair); Linda Smith (Co-Chair), Chris Youngs (Treasurer), James Jacobson (former Co-Chair), Jim Crossman, Marion Simpson, Carl Hurst, Jenny Chizmar, Len Rozek, Karen Keeler.

ESC PURPOSE: We revisited the purpose of the ESC questioning if the focus should be solely on performance contracting or a broader energy efficiency message. ESC will maintain a focus on performance contracting, because this focus distinguishes the ESC from other organizations, and because the membership's top stated goals are to educate about performance contracting and break down barriers to increase the use of performance contracting.

BUDGET ISSUES

Marketing was the number one interest for participating chapter members. In order to take advantage of marketing opportunities, funds are potentially needed to sponsor events (food, meeting place, meeting planner, booth space, etc.).

We are developing an operating budget. Through fee collection at the Distributed Generation seminar co-hosted by AEE & ESC, AEE awarded ESC with \$500. As of November 1, the Colorado state chapter will begin to collect 25% of the national dues for each Colorado-based member (\$50 for each ESCO member). Funds will be collected and managed by the national organization.

Ways to attract additional funds were discussed. See Marketing Strategies, where a nominal charge for events (\$40) could cover all costs plus add to the budget.

MARKETING STRATEGIES

Events to Date

- Distributed Generation seminar, co-hosted with AEE (May, 2001)
- EPA seminar, co-sponsor & panel presentation (July 2001; Linda Smith-OEMC, Carl Hurst-Siemens, Joe Artry-Johnson, Dan Gacnik-Long, Jim Knutson-Viron, Chris Youngs-CitiCapital??)
- Rocky Mountain Seminar of the National Association of Housing & Redevelopment Officials. Presentation in a 1-hour performance contracting segment and a 2-day trade show booth. (August 2001; Linda Smith-OEMC, Jim Knutson-Viron, Water & Energy ESCO)
- Northwest Council of Governments (September 2001; Linda Smith-OEMC)
- Colorado Association of School Business Officials (CASBO) & Colorado School District Energy Managers (CSDEM). Presentation in a 90-minute performance contracting segment with ESC panel. (September 2001; John Canfield-OEMC, Jim

Knutson-Viron, Jenny Chizmar-Johnson, Gene Farnsworth-Wastren, Jeff Schuster-Ennovate, Carl Hurst-Siemens, Jack Tate-Long, Chris Youngs-CitiCapital)

- Tri-State Generation & Transmission with Delta Montrose Electric Association – Brightening Your Bottom Line With Savings (October 2001; Linda Smith-OEMC)
- Council on Education Facilities Planners International. Round-table informal presentation/discussion (October 2001; Linda Smith, Jeff Schuster-Ennovate, Joe Artry-Johnson)
- DOE FEMP Seminar, Creating Effective State Programs for Promoting Energy Performance Contracting. (October 2001; Linda Smith-OEMC, Doug Dahle-NREL)

Upcoming Events

- November 1: Fall Pollution Prevention Forum: Business Opportunities in Energy Technologies.
- January: Colorado Association of School Executives conference. Presentation (pending)
- January: National forum on improving efficiency in universities/colleges, sponsored by Wirth Chair. Presentation (pending)

Potential Future Strategies

The winning strategy: Hold regularly scheduled events, alternating with AEE events. Plan for a January/February seminar. Audience: Energy engineering firms. Theme: Partnering with ESCOs (how energy engineering firms can bring leads to ESCOs and help develop and participate in a larger scope project).

Other Event Ideas

- Hold audience-specific seminars (engineers, utility reps, public officials, etc.)
- Hold a seminar between each AEE seminar,
- Approach AEE about future co-hosting opportunities (such as December 6th natural gas seminar). ESC contributions could include: advertising, participating in an ESCO panel, sponsoring a break-out session.
- Piggy-back on other association meetings (long-range plan)
- Utilize Rebuild America to co-sponsor events.
- Attract a broader audience with a theme beyond performance contracting (keeping in mind that ESC's purpose is to educate about performance contracting)

Implementation Strategies

- Solicit opportunities at association seminars to give panel presentations, place a newsletter article, etc. OEMC volunteered this service for now.
- Hire a meeting planner. AEE succeeded in building membership & events using a hired coordinator to plan and handle meetings. The coordinator would be reimbursed through collected fees. Services would include: advertising, fee collection, presenter confirmation/interaction, site coordination/payment, etc. We will have a conference call to discuss the services needed and the process to get started and to pay for it. Jenny Chizmar also volunteered her services free of charge.

- Develop an ESC flyer to distribute to organizations/associations to attract speaking opportunities.
- Develop a membership directory to bring value to members.
- Solicit ideas from membership on key market sectors, dates, themes.

PARTNERING OPPORTUNITIES: Wirth Chair at UCD: The Wirth Chair focuses on businesses and has a Business Partnership group. A specific interest is businesses in Adams County through the Northeast Metro Pollution Prevention Alliance (NEMPPA). ESC will investigate partnership opportunities. Jim Crossman suggested (and volunteered to participate) holding an energy education meeting for businesses following already-existing neighborhood meetings.

ACTION ITEMS

Jim K: Schedule and moderate a conference call on needs/services for hiring a specialist to help market and oversee events.

Linda: Identify current ESC members and develop a directory of members, working with national organization.

Linda/OEMC: Continue to solicit opportunities to give presentations or place newsletter articles.

Linda: Develop an ESC press release that can also be distributed to solicit speaking opportunities.

Linda: Explore opportunities to partner with the Wirth Chair.

Chris/Doug: Continue developing a possible chapter budget.

All: Develop ideas for a Jan/Feb seminar for engineers (format, location, theme, speakers, partnering organizations)