

**Colorado ESC Chapter Meeting  
December 11, 2001**

**ATTENDEES:** Jim Knutson (Co-Chair, CMS Viron), Linda Smith (Co-Chair, OEMC), Chris Youngs (Treasurer, CitiCapital), Carl Hurst (Siemens), Len Rozek, Jody Leisch (Grainger), Karen Keeler (Baystone Financial), Jack Tate (Long), James Richmond (Energy Solutions Network), Doug Dahle (NREL), Mike Mendenhall (Trane), Mike Micci (Performance Technologies, Inc.), Anne Lukanc (Johnson), James Jacobson (Johnson), Jenn Hurst (Ingenuity).

**NEXT MEETING:** February 12<sup>th</sup> (possible meeting earlier to solidify seminar plans)

**SEMINAR PLANNING:**

**Overall Goals:** Educate about performance contracting and increase the use of performance contracting.

**Audience:**

- Energy Engineers & Mechanical Engineering firms (top-level decision-makers rather than field engineers)
- Utilities (top-level decision-makers rather than customer reps.)
- Encourage firms to send more than 1 person.

**Title:** Understanding Each Other to Create Mutual Business Opportunities (proposed)

**Date:** Tentative date is Friday, March 1.

**Location:** Beaver Run Resort, Breckenridge (central location; desirable location; link with ski weekend and resort package rates)

**Event Coordinator:** Jennifer Hurst of Ingenuity, Inc. will work on a commission basis with no up-front fee to plan and coordinate meeting (handle RSVPs and attendance fees, meeting room & lodging, food, promotion, presenter preparation, etc.)

**Hospitality Suite Capability for firms to sponsor**

**Planning:**

- Need good market research to ensure we attract the desired audience and present the message in a form that fits the audience.
- E-mail responses on message/theme ideas and presentation topic suggestions
- **Complete below by December 20<sup>th</sup> for conference call on 12/20 at 2:00 pm.**
- Follow-up discussion and decisions by 1<sup>st</sup> week in January.

**Utility Audience Subcommittee** (Carl Hurst, James Richmond, Jack Tate, Linda Smith):

Audience:

- Check conflicts (utilities conferences, etc.)
- Collect membership lists/contacts on associations (WAPA, CAMU, etc.) and screen lists for desired attendees.
- Develop plan for all members to contact firms/individuals they know.

Message:

- Interview audience representatives
- Identify messages/themes of interest to this audience
- Determine how to attract top-level decision-makers instead of people trying to develop in-house ESCO services.
- Suggested messages: A new customer service -- Add performance contracting to your portfolio of recommendations for customers – learn more about it so you can inform your clients about pc opportunities. Customer service. Provide value to your customers.

***Engineering Audience Subcommittee (Jim Knutson, Len Rozek, Mike Micci):***

Audience:

- Check conflicts (ASHRAE, etc.)
- Collect membership lists & contacts on associations (ASHRAE, AEE, etc.)
- Develop plan for all members to contact firms/individuals they know.

Message:

- Interview audience representatives
- Identify messages/themes of interest to this audience
- Determine how to attract top-level decision-makers instead of field engineers
- Suggested Messages: Expand your business by partnering with an ESCO. And, expand your business by getting involved in the retrofit/renovation business (especially since new construction market is shrinking). Even get involved in follow-up work such as training client's maintenance staff. Note that ESCOs often need and use outside engineers and that ESCOs can include an engineering firm in an RFP response to ensure the engineer's role in a project. How engineers can fit into the ESCO business. A business discussion rather than engineering discussion. Ask engineers how many studies they've done that haven't turned into engineering projects, suggesting that the pc approach will help them get done.

***Fund Raising:***

Solicit funds from co-sponsors such as WAPA

Fees for trade show booths (poster sessions); could include free attendance to seminar

Attendance fees

**OTHER DISCUSSION TOPICS**

***Recent Events:***

December: AEE-sponsored seminar on "Natural Gas Strategies & Market Analysis" (Jim Knutson got ESC on the agenda and gave the presentation)

November: Wirth Chair's Pollution Prevention Energy Forum, presentation on performance contracting (Linda Smith)

***PC in New Construction:*** OEMC is providing free services to encourage sustainable design in new schools. PC will be presented as both a funding option (to expand limited budgets) and a way to bring in energy expertise (identify and specify measures). ESCOs need to drive the process, so it's important to get the ESCO involved as early in the process as possible, rather than bringing them in to bid on pre-defined scope. ESCO recommendations need to be in specifications. If the mechanical & electrical engineers are already on board, scope won't be broken up for an ESCO to participate. Another approach is to develop an alternate specification for ESCOs to bid on. Doug Dahle, Karen Keeler, & Mike Mendenhall have familiarity with pc in new construction, how it works and how to sell it.