

**Energy Services Coalition – Colorado Chapter
Meeting Minutes – September 2005**

SAVE THE DATE - NEXT MEETING: December 13, 2005

Date: September 20, 2005

Attendees: Gary Bergard (Honeywell); John McAllister & Sandie Busby (EMC Engineers); Steve Hastings (E3); Matthew Dicket (Johnson Controls, Inc.); Amy Ellsworth & Bill LeBlanc (Center for ReSource Conservation contractors to OEMC); Linda Smith (OEMC);

This brief meeting followed a presentation on Biomass-to-energy which OEMC arranged to introduce ESCOs to local forestry experts and the possibilities for using small-diameter forest thinnings in heating plants.

MARKETING

Much of the focus was on brainstorming ideas for marketing performance contracting via OEMC's new marketing contractors, Amy Ellsworth and Bill LeBlanc from the Center for ReSource Conservation (CRC). OEMC offers continued support to the ESC for mutually beneficial efforts to market performance contracting in Colorado. Several ideas were proposed:

- Solicit opportunities to speak about performance contracting with end-users, industry groups, at conferences, and other forums as outlined below:
 - Organize webcasts/on-line seminars: these could be by target segment (schools, state/county, etc.) to promote the EPC market to industry groups
 - Get speakers to present at existing industry conferences
 - Piggy-back on conferences with smaller, targeted audience
 - Give presentations at association meetings
 - Partner with EPA to sponsor speakers at other groups' functions
- Host an annual event for industry associations and organizations sponsored by ESC.
 - Keynote speaker, awards ceremony, catered, etc.
 - Invite Colorado associations of hospitals, schools, etc.
- OEMC plans to expand, improve Rebuild website
 - Business partners directory – expand, new categories, solicit industry associations to invite constituents to participate, build database driven tool that would allow users to search, etc.
 - Increase case studies and update existing case studies
- Identify new ways to get success stories out to a broader market
 - Industry/association journals, etc.
- EPA is stepping more into the DOE/Rebuild role. There are obvious synergies with ESC objectives, particularly with Energy Star and High Performance Buildings programs. Explore ways to partner with EPA, capitalizing on cross-marketing opportunities.

DSM PROGRAMS

- There is an opportunity to make specific requests to Xcel that could potentially benefit performance contracting opportunities in the State.
 - Draft a letter to Xcel to encourage a bonus for comprehensive retrofits versus piecemeal EE measures. This could be a petition like letter with signatures from a consortium of interested energy industry parties (ESC) in Colorado, or individual letters from members or both. It is thought that a petition like letter with individual follow up letters may have the greatest impact.
 - Action item: Draft letter and distribute for sign off by members and delivery to Xcel.
 - Encourage rules that require ongoing M&V guarantees for long term performance

ESC CHAPTER ADMINISTRATION

A centralized support system is required to implement these marketing efforts, and OEMC will provide CRC's support to the chapter:

- Prepare meeting minutes from ESC meetings for ESC Chapter Secretary to follow-through
- Provide logistics and coordination for activities and events to further the mutual goals of OEMC and the chapter.