



Energy Services Coalition Newsletter

January 2011

In This Issue

[State Showcase - Massachusetts](#)

[Chapters in Action](#)

[Thank you to OSRAM SYLVANIA](#)

[Grow Your Business in Partnership with ESC](#)

[ESC Movin' Up](#)

[ESC Hot News](#)

State Showcase - Massachusetts



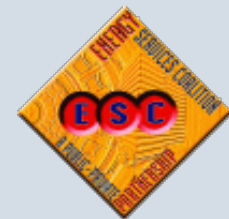
The Commonwealth of Massachusetts committed to performance contracting in a big way in 1986 when the legislature authorized three different agencies to develop guidelines for their particular sectors of state government facilities, public housing and local governments.

1. The state's energy office, the Department of Energy Resources ([DOER](#)) has a broad role across all sectors, following its motto of "creating a greener energy future for the commonwealth." Under the Green Communities Program, DOER helps local governments implement performance contracting projects.
2. The Division of Capital Asset Management ([DCAM](#)) manages and oversees most state agency and higher education projects. The *E-Team* (Energy Efficiency and Sustainable Buildings Group) helps facilities achieve optimum levels of energy and water use and implement renewable energy projects.
3. The Department of Housing and Community Development ([DHCD](#)) oversees capital energy projects in public housing.

"Performance contracting is a very mature industry in Massachusetts and there is a lot of activity in all three sectors," said Eileen McHugh, Municipal Energy Programs Coordinator, DOER. Between the three oversight agencies, 65 performance contracting projects



About the ESC



The Energy Services Coalition (ESC) is a national nonprofit organization composed of a network of experts from a wide range of organizations working together at the state and local level to increase energy efficiency through energy performance contracting.

Energy performance contracting enables building owners to use future energy savings to pay for up-front costs of energy-saving projects, eliminating the need to dip into capital budgets.

ESC Working for YOU

State Energy Offices and similar organizations: ESC's website offers a growing variety of tools and resources to aid you in accelerating performance contracting in your state. ESC's State Technical Support Liaisons can work one-on-one with you to develop a performance contracting program. Networking opportunities put you in touch with your peers in

totaling \$458 million have been completed with many more getting underway. "The Commonwealth is always striving to be a leader in energy efficiency and renewable energy, continually looking for innovative ways to approach energy efficiency projects and financing and to apply innovative technologies to provide deeper savings," said Jenna Ide, Deputy Director of DCAM's E-Team.

See the full [Massachusetts Success Story](#) recently published by ESC with support from the U.S. Department of Energy - Energy Efficiency and Renewable Energy (DOE/EERE).

Massachusetts ranks third in ESC's [Race to the Top](#), a metric of state performance contracting dollars per capita.

Chapters in Action

ESC COLORADO

by **Steve Treubner, Private Sector Co-Chair**

For its upcoming quarterly meeting on February 25th, [ESC Colorado](#)'s invited speaker is TJ Deora, newly appointed Executive Director of the Governor's Energy Office which has a successful [performance contracting program](#). The chapter is actively putting plans together for a spring outreach event.

ESC GEORGIA

by **David Godfrey, Public Sector Co-Chair**

Last November Georgia voters passed a constitutional amendment allowing state government to establish guaranteed energy savings performance contracts. The Georgia Environmental Finance Authority ([GEFA](#)) - home of the state Energy Office - is charged with creating rules and regulations for the program. No contracts can be executed until that is complete. In the meantime, [ESC Georgia](#) created a special advisory committee of its members to help advise GEFA on the program development. That work is underway.

ESC MASSACHUSETTS

by **Eileen McHugh**

[ESC Massachusetts](#) is involved in a variety of educational activities. A mini workshop for water and wastewater plants in Massachusetts is planned along with a late-February webinar on performance contracting.

ESC NORTH CAROLINA

By **Ralph Thompson, Private Sector Co-Chair**

The chapter developed a plan for 2011 to: promote commitment of all pre-qualified ESCOs to support ESC's mission in the state; team with other organizations and stakeholders to create co-education opportunities; continue to help improve the process for engaging in ESPC; and to build membership, increase involvement and create co-promotion opportunities in the state. Further, [ESC North Carolina](#) is scheduling its line-up of monthly meetings on timely topics related to ESPC: state construction, renewable energy, banking/finance, local governments commission, minority business, power company incentives, third party representatives, and owner case studies.

ESC PENNSYLVANIA

by **Bruce Stultz, Public Sector Co-Chair**

The chapter structured a quarterly outreach to target audiences. Over the next three months [ESC Pennsylvania](#) will invite school districts to one of three meetings across the commonwealth. Speakers are scheduled to address energy and operational issues focused on K-12 facility operations.

ESC TENNESSEE

by **Stewart Shunk, Private Sector Co-Chair**

After a very [successful event](#) last year, [ESC Tennessee](#) is in the initial planning stages for another Green Summit (GS2).

other states.

ESCOs:

Work in partnership with public-sector representatives in states where you do business. And, work in partnership with your peers and others to break down local barriers to performance contracting and increase awareness through effective educational workshops.

Vendors, Engineers, Contractors & Performance Contracting Specialists:

Grow your business by accelerating the use of energy performance contracting.

Building Owners & Facility Managers:

Get unbiased information and how-to steps to get started and follow-through with a successful energy performance contracting project.

ESC Activities

WEBINARS

ESC presents webinars quarterly on timely topics. All will be available for viewing at any time in ESC's growing online webinar library.

NEWSLETTERS

Newsletters are distributed every several months. [Sign-up](#) for the newsletter and contact us to [contribute ideas](#).

CHAPTER ACTIVITIES

Chapters have a variety of activities. Check the chapter websites or contact chapter leaders to get involved.

Get Involved

[Join the ESC](#)

[Contact ESC](#)

[Join Our Mailing List!](#)

Recognition of Support

Market Transformation tools to accelerate energy performance contracting are made available through

Thank you to OSRAM SYLVANIA - 3-Year Funding Commitment to ESC

SEE THE WORLD IN A NEW LIGHT

SYLVANIA



Osram Sylvania has been involved in the ESC for a long time through its dedicated employees who joined ESC and actively participate in chapters, national committees and formerly on ESC's Board of Directors. Osram Sylvania and its active ESC members saw the value of ESC within the lighting and ESCO market segments, and the value in ESC's public-private bridging - people working together on common goals at both the national and state levels. "ESC's grass roots approach adds value to our industry," said Bruce Ryman, Osram Sylvania's National Sales Manager - ESCOs, "and ESC needs support to further the mission along."



Bruce Ryman,
National Sales
Manager - ESCOs,
Osram Sylvania

More than three-quarters of building and lighting professionals in the U.S. are focusing their attention on energy-efficient lighting solutions, according to a recent Osram Sylvania survey.

Osram Sylvania made a three-year commitment to help support ESC with \$5,000 each year. ESC Interim Board President, Rhonda Courtney, said, "on behalf of ESC's Board of Directors, I thank Osram Sylvania for this generous contribution and its long-term commitment to the ESC's mission."

Grow Your Business in Partnership with ESC



ESC works to increase the use of performance contracting - thus increasing the demand for products and services that are critical to the performance contracting industry. ESC seeks funding support for its core educational and outreach activities of state chapter workshops, national webinars and electronic newsletters. In return, ESC offers a variety of [opportunities and benefits](#) for equipment suppliers and others to showcase their involvement in performance contracting and gain recognition.

Bill Skosky, ESC Finance Committee Chair, said: "ESC receives an incredible amount of support from its membership. The volunteer work that members contribute continues to bring about positive results, but if we can raise additional money beyond what comes from member dues, this organization can have an even greater impact in the marketplace." If you are interested, please [contact us](#).

ESC Movin' Up

ESC Announces Its Newly Elected Board of Directors and Officers

The 18-member [Board of Directors](#) was elected this month to serve a two-year term. Representing the ESCO industry are Bill Davidson, Chuck Hall, Ray Hinson, Bill Skosky, Fred Ventresca and Tom Walther. Representing the state public sector are Joel Asrael (Colorado), Amy Butler (Michigan), David Godfrey (Georgia), and Eileen McHugh (Massachusetts). Representing the finance industry is Karen Keeler Pelzer. The category of equipment suppliers and technical service providers is represented by Rhonda Courtney and Brad Jenkins. And, nonprofit organizations and others are represented by Doug Dahle and Jim Ploger. Jim Arwood represents the National Association of State Energy Officials (NASEO).

support of the U.S.
Department of Energy, Energy
Efficiency and Renewable
Energy (DOE/EERE).



ESC Newsletter

Editor: Linda Smith, ESC
Contractor

President of ESC Board of
Directors: Rhonda Courtney

ESC welcomes your
comments and your story
ideas.

[Contact us](#).

The Board elected its officers to serve the next year: Rhonda Courtney, President; Tom Walther, Vice-President - Private Sector; Joel Asrael, Vice-President - Public Sector; Amy Butler, Secretary; Doug Dahle, Treasurer.

Dale Hahs Became ESC's Executive Director

Dale Hahs, four-term President of ESC's Board of Directors, stepped down from his board position to take the reins as ESC's Executive Director. Hahs has been instrumental in moving the organization onto the national stage, passionately presenting in regional and national forums about how ESPC can not only improve the nation's infrastructure, but advance environmental stewardship, create real jobs now for economic development, and enhance our national security by relieving our dependence on foreign fuel

sources. Hahs said: "It has been and will continue to be a joy to work with ESC's Board of Directors and membership. Nowhere else in the nation is there a group of energy experts so dedicated to the uptake of a solution with so much to offer to so many. The Executive Director role allows the opportunity and heightened focus on fulfilling our goals to ensure that ESPC takes its rightful place as a business as usual model for comprehensive energy system modernization and the significant benefits it affords."

Tom Walther, Vice President - Private Sector, remarked, "the addition of an Executive Director with the caliber of Dale Hahs positions the ESC to take the next step in leading the performance contracting industry with a clear mission and focus. Dale's passion for the business, his national and federal relationships and his unending work ethic make him the logical and best choice for this role - a lot like PC is the first and best conservation choice - it just makes sense!"



ESC's Executives: left to right, Tom Walther, Private Sector Vice-President of the Board of Directors, Rhonda Courtney, President of the Board of Directors, and Dale Hahs, Executive Director.

Rhonda Courtney Elected President of ESC's Board of Directors.

The Board of Directors elected [Rhonda Courtney](#) as President to fill the vacancy left by Hahs and re-elected her for the upcoming term. Courtney got involved with the ESC 10 years ago when she approached the State of Tennessee to start an ESC State Chapter. As an early champion of ESC's public-private partnerships, Courtney participated in the Florida, Alabama, Arkansas, North Carolina and Michigan chapters. She was elected to the Board of Directors two years ago, representing the category of equipment suppliers and technical providers. As a new board member, she immediately stepped-up to chair the Education Committee and set a new and invigorating tone by involving a broad spectrum of ESC members in the national committee which launched ESC's successful series of webinars.

ESC is Participating in DOE's ESPC Technical Assistance Focus

ESC was awarded a contract with ICF International as one of the Technical Assistance Providers supporting the U.S. Department of Energy through Oak Ridge National Laboratory. The program provides hands-on assistance to grantees of the State Energy Program (SEP) and Energy Efficiency Conservation Block Grant (EECBG) in using ESPCs. This programmatic and project support builds on ESC's past work to establish best practice tools and resources - with the potential to grow the ESPC industry to ten billion dollars a year.

ESC Recognized its Founders and Early Leaders

ESC's three co-founders got together in Salt Lake City to go down "memory lane" along with its first executive director, in the [ESC Beginnings](#) webinar. Mike Glenn, former director of the Utah Energy Office, and Bret Hunter, formerly in



ESC's Co-Founders: Mike Glenn (center), Bret Hunter (right) and Linda Smith (left) presenting the *ESC Beginnings* webinar.

the ESCO industry, described starting the public-private partnership in Utah. Linda Smith, formerly with the Colorado Governor's Energy Office, shared how Colorado's interest in Utah's partnership spurred a regional public-private partnership in other western states. "It took off like wildfire," said Smith. and before long nearly all western states had

participated in gatherings. Formalized as the Western Regional Coalition, with support from the U.S. Department of Energy, Michael Army got involved through DOE's early ESPC educational programs and led the Western Regional Coalition to become the national Energy Services Coalition. The recent ESC Board of Directors honored its early founders with plaques.

ESC Hot News

RACE TO THE TOP

State rankings of "performance contracting dollars per capita" in ESC's [Race to the Top](#):

- #1: Idaho
- #2: Hawaii
- #3: Massachusetts
- #4: Utah
- #5: Kansas
- #6: Colorado



WEBINARS

Coming Soon: Chapter Showcase - Colorado, Tennessee and North Carolina. Members of these chapters will share their perspectives on why they value the chapter and what makes their chapters work.

STATE SUCCESS STORIES

ESC published a series of success stories: *State Success - A Performance Contracting Program* showcasing [Colorado](#), [Hawaii](#), [Massachusetts](#), [Pennsylvania](#), [Utah](#) and [Washington](#) with funding support from the U.S. Department of Energy - Energy Efficiency and Renewable Energy (DOE/EERE). DOE/EERE also posted these on the DOE Solution Center - [ESPC](#).

WEBINARS

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ESC Webinar Library - View past webinars.

Check out ESC's other past webinars at the [ESC webinar library](#).

VIDEO CLIPS

Watch It! Watch this collection of [ESC videos](#) to hear performance contracting insights from industry professionals, government officials and end-users.

Featured Video:

[ESPC Success Stories - Schools](#)

Take just a few minutes to check out these featured video clips. Two schools decision-makers talk about their experiences with performance contracting:

- Jay P. Collier, Director of Facilities, Prescott Unified School District, Prescott,

AZ (\$2.8 million project paid for through \$280,000 in annual savings starting in 2005 for 10 years)

- Todd Stephenson, Business Manager, Buhler Unified School District, Buhler, KS (\$1.1 million project paid for through \$68,000 in annual guaranteed savings starting in 2005 for 20 years.)

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