

ACEEE/CEE
Market Transformation Symposium

Initiatives for the Next Decade

Commercial & Industrial

March 25, 2002



Northwest Energy Efficiency Alliance

Themes for Today



- Listen
- Decision Makers
- Speak their language
- National Reach



Listen to the Market



- “Be Smarter”
- Packaging of the solution
- Be flexible

Learning's:

- Bac-Gen BioWise
- “Retro” Cx
- DrivePower Initiative



Get to the Decision Makers

- Commercial Buildings
 - Who makes the decision
 - How do they make decisions
- MicroElectronics Initiative
 - Find a Champion
 - Trusted Relationships
 - Timing



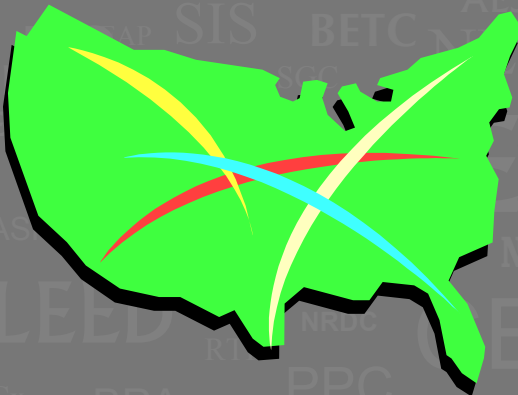
Speak the Market's Language



- In meaningful terms
- Brings value to them
- Don't add to the clutter
- Business Model
- Learning's:
 - DrivePower Initiative
 - Commercial Buildings



National Reach



- **National Markets**
 - Share learning's
 - Coordinate efforts
 - Unified front
- **MDM Campaign**
- **EnergyStar**
- **CEE**
 - Schools Workshop on Wednesday



Tomorrow



- “Be smarter”
- Role of Services
- Applied training
- Going to the market
- Relationships

