

News:

A New Home for the Energy Efficiency Business Coalition

In August, the EEBC was asked to join the Colorado Center for Renewable Energy Economic Development (CREED), which is a catalyst for economic development in Colorado through clean energy and energy efficiency innovation and entrepreneurship. As a stakeholder, the EEBC supports the creation and growth of cleantech companies throughout the state of Colorado. We are enjoying increased partnership opportunities with like-minded organizations.

In a practical sense, we are

located in a newly renovated facility that provides the EEBC with two new offices and three conference rooms of various sizes, which

make this an ideal place to meet with members and partners. We are on the NREL open campus, so there are no security badges required to enter our area.



Our November Membership Meeting is exciting for us as it is the first meeting of this size to take place in our own conference room.

We hope you'll venture over to see our new space.

10462 Denver West Pkwy
Bldg 52, 3rd FL, Suite 300
Golden, CO 80401
phone: 720-445-3728

Energy Efficiency Building Coalition
10462 Denver West Parkway
Golden, CO 80401
720-445-3728



EEBC FORECAST

Quarterly Newsletter of the Energy Efficiency Business Coalition

4th Quarter 2011

IN THIS ISSUE

Xcel DSM Program Review..... pg 1
 EEBC Board..... pg 3
 Eric Van Orden Welcome.....pg 1
 Letter from Eric..... pg 1
 Board Application Process.....pg 2
 EEBC Advisory Board.....pg 3
 EEBC New location.....pg 4

NEWS & PERSPECTIVE

EEBC Successes During Xcel 2012/2013 DSM Docket Settlement Process

The EEBC has been heavily engaged in the Xcel 2012/2013 DSM docket (11A-631EG). Here is a summary of the major wins for the EEBC:

1. Significant changes to the Home Performance with Energy Star (“HPwES”) product, including:

- Audits will change from subsidized transactions to a rebate model to show customers the value of the audit
- New separation between the implementer and contractors performing the work
- The concierge pilot to attempt to coordinate sales resulting from audits
- New Request for Proposals (RFP) for implementation

2. Rescue of the A/C tune-up product.

Slated for discontinuation, EEBC rescued this product and fought for changes to allow the product to serve both the residential and small commercial markets. Xcel will issue a RFP in the 4th Q 2011 or 1st Q 2012 for an implementer to take this product to the next level.

(continued on page 3)

Letter from Eric

Dear Members:

As the new Executive Director of the Energy Efficiency Business Coalition, I’m excited to reach out to share with you my experience and background within energy efficiency and my vision for the EEBC.



After spending the better part of my career on the contracting and implementation side of the energy business, I’m excited to take on this new role to support the industry as a whole. I’ve built three home performance businesses from the ground up to multi-million dollar organizations, while performing and managing more than 2,000 energy efficiency improvements and facilitating

(continued on page 2)

Welcome to Eric Van Orden - EEBC Executive Director

Eric Van Orden is an expert at showing home and business owners how they can lower their energy bills, and improve comfort and productivity while also benefiting from reduced carbon emissions. Eric has managed and performed more than 2,000 commercial and residential energy audits, while facilitating the installation of more than 5MW of solar photovoltaic installations.

a leader in the emerging renewable energy and energy efficiency industry.



In addition, Eric is a leader in the business of new energy solutions. As the new energy industry has evolved Eric has built multiple organizations from the ground up; creating jobs, economic activity and scalable growth for the industry. Three of Eric’s past five companies were sold to the nation’s leading home performance, smart grid and solar providers. He is widely considered an expert and

As a member of the Colorado Governor’s Energy Office Retrofit Rampup Working Group, Eric has assisted in the development of energy saving initiatives such as Boulder’s EnergySmart, Green-Print Denver and Arvada’s Sustainability programs. Eric has also developed numerous trade partnerships with progressive utilities including Xcel Energy.

Letter from Eric (cont.)

more than 5 MW of solar photovoltaic projects. As an experienced contractor in the home performance industry, I understand the challenges of generating leads, closing sales and meeting customer expectations. I look forward to working with you and your organization to help your business to succeed.

In the past, as a contractor member of the EEBC, I attended the regular membership meetings, participated in professional development classes, and provided feedback for the organization to take to the GEO and Xcel Energy. At the same time, my home performance business was supported from the EEBC's litigation with Xcel energy. The EEBC has advocated for increasing standards while holding Xcel accountable for the good of public benefit and energy efficiency business opportunities. The increasing standards set my business apart from many residential contractors. I suspect that you are a contractor that is doing the same to provide energy efficiency solutions with every insulation, HVAC, water heater, window or other home installation you perform.

I accepted this new role because I've seen the direct benefits the organization has provided to my energy efficiency businesses and plan to continue the development of services that benefit our membership. In the near future, I know the industry and the EEBC have an opportunity to excel to the next level of growth and public adoption. Utility rebates are decreasing, but public and government support continues. I expect the next strong efforts to support energy efficiency implementation will hinge on an affordable financing solution, mandates in building codes, and more public adoption through improved professionalism in our businesses. The EEBC has developed a great reputation with leaders from the Governor's Energy Office and Xcel Energy. We plan to continue building these relationships to expand our level of influence throughout the state while also spending more time addressing the needs in your community and service territory.

In summary, the decisions that are being made at this moment are the decisions that will transform the energy efficiency industry forever. That's why the EEBC is at the forefront to ensure utilities and government agencies are designing their programs in a way that positively transforms the energy efficiency market. I look forward to continuing to build the relationship you have with the EEBC and grow it to the next level. Your participation in committees, attending your membership meetings, and commitment to our educational opportunities will all increase the personal value you will receive from your EEBC membership.

Eric Van Orden
Executive Director

EEBC Board of Directors Position Application Process

This February new Board members will be selected to serve on the EEBC Board of Directors. Necessary characteristics of successful candidates include:

- Innovative and creative skills
- Ability to commit time to the organization
- Willingness to utilize the resources at one's disposal for the betterment of our organization

Our mission statement is "EEBC is a coalition of leading businesses collaborating to develop a profitable and sustainable energy efficient market." We provide our member companies real and impactful access to policy makers in the public and private sector. We keep members informed on relevant issues and topics that will affect their businesses." If you feel you are able to support this mission and have what it takes to be a successful candidate, we look forward

to receiving your board application.

Applications can be found on our website, www.eebco.org, under the tab "Board Application".

EEBC Successes During Xcel 2012/2013 DSM Docket Settlement Process (cont.)

3. RFP for innovative products –

EEBC worked with its third-party implementer members to develop an RFP to serve niche or underserved customer segments- the roll out of this RFP will be in 1st Q 2012 or sooner and will seek approximately 10 GWh of energy savings in 2013.

4. Significant reform of the Insulation Rebate Product –

EEBC advocated for important changes to this product including a written commitment to develop a \$150,000 quality assurance program. In addition, Xcel will develop an air-sealing threshold that must apply before a rebate can be given for this product. These changes will

hopefully solve an issue with poor quality control to which many EEBC members have commented. Thank you to the members for their input on this product.

5. An Audit of Residential Energy Product –

In 2010, EEBC partnered with Xcel to implement the Whole House Study Pilot – an upgrade of 10 area homes utilizing the ‘house as a system’ method. EEBC successfully received a commitment from Xcel to use the results of this Pilot Study to inform its whole-scale audit of the home energy product in 2012.

6. Certification –

BPI certification has been added as a requirement to participate in either the

Residential Home Energy Audit (“RHEA”) or HPwES.

Due to its advocacy in the “Strategic Issues” docket earlier this year, EEBC and its members will continue to be able to vet new product ideas with Xcel and continue to work on the market transforming ideas surrounding consistent and thorough contractor education programs throughout the state. Additionally, the EEBC supported negotiations that include a stakeholder process to get Xcel to back a financing program for DSM retrofits and a building code upgrade program by the utility.

By Mark Detsky, Attorney with Dietz & Davis

Board of Directors:

Co-President
Dave Schrock
Comfort Air

Co-President
Seth Portner
WellHome

Vice President
Paul Bonow
Champion Windows

Treasurer
Patricia Rothwell
Owens Corning

Jim Meyers
SWEEP

Jim Knutson
In Consensus

Robby Schwarz
Energy Logic

Energy Efficiency Business Coalition forms Advisory Council

Former Colorado Governor Bill Ritter Jr., former Governor’s Energy Office (GEO) Director Tom Plant, and Shaun McGrath, Director of the American Solar Energy Society have all graciously accepted appointments on the Energy Efficiency Business Coalition’s (EEBC) first ever Advisory Council. By utilizing the combined experience of these industrious individuals coupled with their desire to improve Colorado’s energy economy, the EEBC is poised to push the energy efficiency industry to the next level. The coun-

cil will assist in directing the efforts of the EEBC and promoting its mission - to develop a profitable and sustainable energy efficient market.

