



CONTACT:
Jordan Troy
(312) 573-5506
jordan_troy@jtpr.com

FOR IMMEDIATE RELEASE

January 23, 2018

Midwest Energy Efficiency Alliance Announces 2018 Inspiring Efficiency Award Winners

CHICAGO, IL. – The Midwest Energy Efficiency Alliance (MEEA) today announced winners of the 14th annual Inspiring Efficiency Awards, honoring leaders who delivered groundbreaking advancements in energy efficiency in five categories: Leadership, Education, Impact, Innovation and Marketing. The 2018 Chairman’s Award is also presented to an individual who has provided exemplary industry leadership as well as support to MEEA throughout the organization’s history.

“This year’s Inspiring Efficiency Award winners are some of the most impressive candidates we’ve seen in our many years recognizing the innovators in the energy efficiency community,” said MEEA Executive Director Stacey Paradis. “The Midwest Energy Efficiency Alliance is committed to supporting sustainable economic development and encouraging environmental stewardship and these awardees clearly achieve those goals.”

Winners will be recognized during an awards ceremony as part of the Midwest Energy Solutions Conference in Chicago on February 8, 2018. The 2018 Inspiring Efficiency Award winners have shown exemplary leadership in advancing energy efficiency across the Midwest. In addition to organizations and power companies, this year’s awards recognize the example set by Governor Rick Snyder to reduce energy waste in Michigan.

“We have made energy waste reduction a priority in Michigan and, as a result, saved our residents and businesses billions of dollars over the past decade,” Snyder said. “Our efforts have worked in Michigan thanks to strong bipartisan support from policymakers and partnerships with leaders like Louis James – also being honored – who help us lead the charge toward a brighter energy future.”

The full list of 2018 honorees:

- **LEADERSHIP**

In Michigan, [Governor Rick Snyder](#) has emerged as a strong advocate on energy policy, ushering in legislative and programmatic changes across the state. He has described his vision for a “no regrets” energy future by 2025, calling for, among other things, an emphasis on eliminating energy waste by focusing on efficiency. As a result, Michigan’s energy system has become more resilient, less wasteful and poised for innovation.

Louis James, President and CEO of [Solutions for Energy Efficient Logistics \(SEEL\)](#), has led in his company’s effort to promote positive environmental change through managing and

implementing energy efficiency programs. As one of the few minority-owned efficiency companies in the United States, SEEL has been instrumental in making a lasting impact in the energy efficiency industry while supporting the economic development and revitalization of many historically underserved communities.

- **EDUCATION**

The **National Energy Foundation's** [Think! Energy](#) program works to educate students in grades 4-6 around energy efficiency in classrooms across Michigan on behalf of 24 energy companies. Since the program began in 2010, it has educated more than 300,000 students and encouraged them to think about energy, talk with their families about ways they can use less energy at home and make changes that will reduce energy use and save money.

- **IMPACT**

Ameren Illinois created an [income-qualified program](#) promoting energy efficiency – through deep and lighter retrofit projects – to low- and moderate-income customers. Since the redesigned offering launched in September 2016, it has saved more than \$880,000 in annual energy savings for customers most in need of reduced costs.

ComEd's [Instant Discounts](#) program encourages commercial and industrial customers to switch from incandescent or fluorescent light bulbs to LED. *Instant Discounts* has saved an estimated 1,056 GWh over the past five years.

- **INNOVATION**

ComEd is also recognized for their [Energy Force Ambassador Program](#) – the country's first energy-efficiency education program designed for and taught by people with disabilities. In 2016, the Energy Force provided energy efficiency education at 288 events, generating more than 30,000 customer interactions.

Madison Gas and Electric and **Focus on Energy's** 18-month [On Demand Savings \(ODS\)](#) pilot program included the design and development of a customer dashboard that gave participants insight into their real-time energy usage. The program allowed commercial and industrial customers to better understand and manage on-peak summertime demand.

- **MARKETING**

Ameren Illinois is also honored for their [3 Minutes to Start Saving](#) marketing strategy, which targeted low- and moderate-income customers to encourage them to apply for their Home Efficiency Income-Qualified Program. More than 500 home retrofit projects were submitted as a direct result of the campaign.

Vectren's [Energy Efficiency Program](#) school campaign provided staff that served as energy guidance counselors and supported school staff in an effort to increase their savings over a six-month period. During the campaign, schools generated nine times more therm savings than the previous six months, and continued delivering increased results into the next year.

- **CHAIRMAN'S AWARD**

Jon Williams of AEP Ohio has over 36 years of experience working with all classes of customers on energy related issues, including energy efficiency, demand response, power

quality, construction, rates and contracts. Through his leadership, AEP Ohio has focused on the design, development and implementation of the portfolio of energy efficiency and peak demand reduction programs for all classes of customers.

The annual Inspiring Efficiency Awards will take place on Thursday, February 8, during the Midwest Energy Solutions Conference in Chicago, Illinois. The awards dinner and gala will begin at 7:00 p.m. at the Chicago Hilton & Towers, 720 S. Michigan Avenue. For more information and to purchase tickets, visit <http://www.meeaconference.org/inspiring-efficiency-awards>.

~ ~ ~

ABOUT MIDWEST ENERGY EFFICIENCY ALLIANCE:

The Midwest Energy Efficiency Alliance (MEEA) is a collaborative network advancing energy efficiency in the Midwest for sustainable economic development and environmental stewardship across 13 states. MEEA is the Midwest's key proponent and resource for energy efficiency policy, helping to educate and advise a diverse range of stakeholders on ways to pursue a cost-effective, energy-efficient agenda. Through partnerships, programs and a dynamic annual conference, we curate a forward-thinking conversation to realize the economic and environmental benefits of energy efficiency. www.mwalliance.org.

#