



18<sup>TH</sup> ANNUAL  
INSPIRING  
EFFICIENCY  
AWARDS

**DINNER & GALA**

**CHICAGO MARRIOTT DOWNTOWN  
MAGNIFICENT MILE**

**WEDNESDAY, FEBRUARY 2, 2022**

7:00 - 9:00 p.m.

Grand Ballroom Salon 3

## WELCOME TO THE 2022 INSPIRING EFFICIENCY AWARDS

The Midwest Energy Efficiency Alliance welcomes you to the 18<sup>th</sup> Annual Inspiring Efficiency Awards Dinner and Ceremony.

It is our honor to recognize the Midwest leaders who drive the energy efficiency industry forward and deliver outstanding energy savings across five categories: Education, Impact, Innovation, Leadership and Marketing.

Now in our 18<sup>th</sup> year of presenting the *Inspiring Efficiency Awards*, we celebrate our thriving industry. With each passing year, it remains our pleasure to recognize the passion and dedication that the winners and nominees have for energy efficiency. With so much exemplary work happening, here, in the Midwest, we are proud to highlight all these successes. Please take the time to learn about each nominee throughout this program and discover all the great work happening across the region.

The programs honored this year have proven to be examples of innovative and impactful initiatives that bring communities together, devising creative solutions to reduce energy usage, inspiring customers through engaging storytelling or providing access to clean energy solutions all during very challenging times.

The individuals recognized tonight have made significant contributions to energy efficiency in our region, spearheading legislation to strengthen and update energy efficiency policy and providing strong leadership within our industry and beyond.

We want to thank the Inspiring Efficiency Awards review committee, who spent hours reviewing applications and had the difficult task of selecting the winners from so many highly-qualified applicants. We also want to thank our sponsors for their support.

The consistent quality of all the winners and nominees from this year and years past further demonstrates the Midwest's leading role in the energy efficiency industry. Thank you for joining us in recognizing their successes! We hope you enjoy your evening.



**Kristol Simms**  
Board Chair  
MEEA



**Stacey Paradis**  
Executive Director  
MEEA

## INSPIRING EFFICIENCY AWARDS

### CEREMONY PROGRAM

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#### WELCOME & INTRODUCTION

2022 Inspiring Efficiency Awards for Education

#### DINNER

2022 Inspiring Efficiency Awards for Impact  
2022 Inspiring Efficiency Award for Innovation  
2022 Inspiring Efficiency Award for Marketing

#### DESSERT

2022 Inspiring Efficiency Awards for Leadership

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*The Inspiring Efficiency Education Award will be presented to the organization that increased knowledge of and action on energy efficiency amongst policymakers, stakeholders and customers through a local campaign or strategy.*

## **2022 WINNER**

### DTE Energy & Consumers Energy New Home Construction Programs

In the 2020 program year, the DTE and Consumers Energy New Home Construction programs collaborated to launch a co-branded monthly Technical Bulletin education campaign. This campaign was designed to provide program-participating home builders and Home Energy Rating System (HERS) raters with continuous insight into industry research, best practices, and programmatic areas of focus. These bulletins also drew upon real-world examples found during site visits to share improvements for technical approaches that will yield higher HERS scores and more efficiently built homes. Topics included whole home air sealing, insulation grading, ENERGY STAR® requirements, construction safety, and more. Participating builders and HERS raters could easily access the full inventory of technical bulletins and additional training opportunities on the DTE and Consumers Energy Efficiency Learning Centers (EELCs).

#### **ACCEPTED BY:**

Yvonne Lewis  
Senior Program Manager II  
Consumers Energy

#### **PRESENTED BY:**

Jen Rhodes  
Membership & External Relations Director  
MEEA



*The Inspiring Efficiency Education Award will be presented to the organization that increased knowledge of and action on energy efficiency amongst policymakers, stakeholders and customers through a local campaign or strategy.*

## **2022 WINNER**

### Focus on Energy

Focus on Energy developed the Real Estate Ambassador Initiative to leverage a valuable network of third-party influencers and ultimately drive program awareness and growth among a high-potential customer segment. The Ambassador Initiative partnered with real estate professionals across Wisconsin, providing them with energy efficiency education and exclusive offerings to use with their clients. In turn, Ambassadors passed along Focus on Energy information and incentives to their clients. This mutually beneficial approach helped real estate professionals differentiate themselves with new client perks and knowledge on topics that are increasingly important to homebuyers. Focus on Energy benefited from that trusted third-party endorsement as well as gaining access to an untapped customer segment that is actively spending more money on home improvement projects than the average homeowner.

#### **ACCEPTED BY:**

Karl Hilker  
Senior Market Outreach Manager  
Focus on Energy

#### **PRESENTED BY:**

Jen Rhodes  
Membership & External Relations Director  
MEEA



*The Inspiring Efficiency Impact Award will be presented to the organization that has made a significant and measurable impact through a program, campaign or strategy to reduce energy consumption (or resulted in a quantifiable positive impact on health, emissions reductions, energy burden or other societal impact) based on their target market.*

## **2022 WINNER**

### Consumers Energy

The Think! Energy program was conducted by National Energy Foundation in classrooms across Michigan on behalf of Consumers Energy and its collaborating utility partners. In 2019, 34,267 families received energy efficiency kits from Consumers Energy through Think! Energy programs, and over 35,000 students and teachers received classroom presentations. During the pandemic in 2020, 35,879 households were still able to receive in-person or virtual presentations, educational materials, and energy efficiency kits. The program teaches students in grades 4-6 to Think! About energy, Talk! To their families about ways they can use less energy and Take Action! with their energy kits and wise behaviors to reduce energy use and save money.

#### **ACCEPTED BY:**

Yvonne Lewis  
Senior Program Manager II  
Consumers Energy

#### **PRESENTED BY:**

Nick Dreher  
Policy Director  
MEEA



*The Inspiring Efficiency Impact Award will be presented to the organization that has made a significant and measurable impact through a program, campaign or strategy to reduce energy consumption (or resulted in a quantifiable positive impact on health, emissions reductions, energy burden or other societal impact) based on their target market.*

## **2022 WINNER**

### Peoples Gas Public Sector Energy Efficiency Program

The Peoples Gas Public Sector Energy Efficiency Program sought to deliver meaningful improvements to key customers with city and county buildings, schools, facilities and more. 'Beating the Barriers' originated to fit this need. This approach relied on the pivotal relationship with a key customer partner: Chicago Public Schools. The resulting two-year impacts of our approach were unprecedented program participation leading to the delivery of almost \$6 million in incentives to save 3.5 million therms within 452 public sector buildings in Chicago.

#### **ACCEPTED BY:**

Jean Gibson  
Manager Energy Efficiency Programs  
Peoples Gas and North Shore Gas

#### **PRESENTED BY:**

Nick Dreher  
Policy Director  
MEEA



*The Inspiring Efficiency Innovation Award will be presented to the nominee that has developed and implemented a successful new and innovative program, campaign or strategy or has implemented a program in a new and innovative way.*

## **2022 WINNER**

### **International Center for Appropriate and Sustainable Technology (ICAST)**

In implementing Ameren's multifamily income-eligible Demand-Side Management program, ICAST delivered whole-building, deep energy retrofits to income-eligible multifamily properties. During these retrofits, residents could remain in-unit or temporarily relocate until the work was complete. Income-eligible tenants' resources are limited, often precluding them from spending the money required to relocate. During COVID-19, ICAST recognized the need to adjust the program to minimize exposure to the virus without simply halting work. To that end, ICAST designed and implemented a relocation incentive program for IE tenants. This program provided equitable access to clean energy solutions while prioritizing tenants' health and safety. ICAST educated tenants on the benefits of energy efficiency retrofits and provided financial support to allow them to temporarily relocate to eligible properties.

#### **ACCEPTED BY:**

Nick Grahf  
DSM Manager II  
ICAST

#### **PRESENTED BY:**

Molly Graham  
Programs Director  
MEEA



*The Inspiring Efficiency Marketing Award will be presented to the nominee that has engaged in or supported a successful marketing campaign or strategy to increase the adoption or market penetration of energy efficient products and/or altered public behaviors/practices in the Midwest.*

## **2022 WINNER**

### **Nicor Gas Energy Efficiency Program**

With COVID-19 cancelling in-person outreach, the Nicor Gas Energy Efficiency Program pivoted its strategy to ensure that income-eligible customers were reached. We recognized that low-income customers needed assistance with basic needs, such as groceries and toiletries, before making energy efficiency a priority. Collaborating with several local suppliers, we delivered basic needs care packages to low-income, food-insecure customers. We wanted to empathize with them and support them as more than just a utility. The care packages, which included educational inserts on energy efficiency, increased customer interest in the program immediately. Helping to fulfill our customers' basic needs eliminated the credibility issues typically overcome through in-person outreach. We built positive relationships with customers who had never participated in the program and launched their energy efficiency journey.

#### **ACCEPTED BY:**

Steve Grzenia  
Manager of Customer Engagement  
Nicor Gas

#### **PRESENTED BY:**

Molly Graham  
Programs Director  
MEEA



*The Inspiring Efficiency Leadership Award is presented to the organization or individual who has served as a strong leader in support of energy efficiency in their city, state, region, company or community.*

### **2022 WINNER**

Minnesota State Senator Jason Rarick and Minnesota State Representative Zack Stephenson

Representative Zack Stephenson (D) and Senator Jason Rarick (R) fought tirelessly to pass the Energy Conservation and Optimization Act (ECO) of 2021. ECO is the first significant update to Minnesota's highly successful Conservation Improvement Program (CIP) since 2007 and the result of four years of intensive stakeholder discussions and negotiations about the shape and future of utility-funded energy efficiency in Minnesota. ECO builds on CIP's success by safeguarding traditional energy efficiency and increases customer choices by expanding CIP to include load management and efficient fuel-switching. Additionally, Rep. Stephenson and Sen. Rarick successfully championed multiple clean energy bills, including Natural Gas Innovation Act and market transformation in 2021. Their great challenge and success are underscored by Minnesota having the only divided state legislature in the U.S.

#### **PRESENTED BY:**

Jamie Fitzke  
Manager, Program and Policy  
Center for Energy and Environment



*The Inspiring Efficiency Leadership Award is presented to the organization or individual who has served as a strong leader in support of energy efficiency in their city, state, region, company or community.*

### **2022 WINNER**

Carla Walker-Miller, Founder and CEO, Walker-Miller Energy Services

Carla Walker-Miller is the Founder and CEO of Walker-Miller Energy Services (Walker-Miller). The high performing firm helps electric and gas utilities achieve mandated energy reduction goals that reduce energy waste, create local jobs, decrease energy burdens on families, and reduce harmful greenhouse gases. Carla is a visionary who leads with both empathy and tenacity and has molded Walker-Miller into one of the largest African American and woman owned energy waste reduction companies in the country. A tireless advocate for the representation of Black people and people of color, women, and historically underrepresented communities, Carla believes that the inclusion of all voices elevates business, drives sustainable policies, and creates equitable opportunities for all. As a result, she is a highly sought-after speaker on issues related to entrepreneurship, diversity, equity and inclusion, energy efficiency, workforce development, utility affordability, and sustainability.

#### **PRESENTED BY:**

Kristol Simms  
Sr. Director, Energy Efficiency & Regulatory Policy Implementation  
Ameren Illinois

*Thank you to everyone who took the time to apply and was nominated.*

## **EDUCATION NOMINEES**

### **DTE Energy Higher or Lower Game**

The DTE Comparison Tool is an online tool (whitelabeled via Enervee) that customers can use to compare appliance and energy efficient home electronics side by side to evaluate their make, model, price, specs, and various energy efficiency elements including their "Enervee Score" which shows how efficient they are over time (all scalable to fit the customer's needs). This tool was enhanced in a fun and engaging way by game-ifying it both online and at events, not only to provide additional educational resources on home products customers interact with daily, but also to drive more traffic to the tool itself and increase awareness of this DTE resource. This resulted in the creation of our "Higher or Lower" game.

#### **Program Contact:**

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## **IMPACT NOMINEES**

### **Ameren Illinois Energy Efficiency Program Small Business Direct Install Initiative**

The Small Business Direct Install (SBDI) Initiative is a subset of the Ameren Illinois Standard Business Energy Efficiency Program and coordinates direct installation of energy-saving measures by a registered Program Ally to non-residential customers with certain electric delivery rate codes. With small businesses being highly impacted by the COVID-19 pandemic, Ameren Illinois wanted to increase awareness of its SBDI Initiative and the financial and non-financial benefits that energy-efficient LED lighting upgrades provide at little to no cost to the customer through their Program. As a result, the Illuminate Campaign was developed with the goal of increasing customer participation in the SBDI Initiative by leveraging customer testimonials to build trust among the target audience and validate the benefits of the Program.

#### **Program Contact:**

Angela Holloway  
Ameren Illinois  
aholloway2@ameren.com

### **Ameren Illinois Energy Efficiency Team Senior Services Plus**

Senior Services Plus (SSP) in collaboration with Ameren Illinois offered no-cost energy efficiency installations to at-risk senior citizens in Madison, Jersey, and St. Clair Counties in Illinois who own their homes and are at or below 200% poverty level. SSP employees install energy-saving products and perform AC coil cleaning. After the installation, staff educated residents on how to utilize the new equipment. Ameren Illinois Energy Efficiency was essential in the creation and success of this program. Through their funding and guidance, Senior Services Plus has been able to complete 400 direct installs and 200 smart thermostats into more than 600 qualifying homes.

#### **Program Contact:**

Angela Holloway  
Ameren Illinois  
aholloway2@ameren.com

### **CenterPoint Energy, Energy Federation Inc. and Fannie Mae's No Cost Google Nest Thermostat E**

Fannie Mae, Energy Federation Inc. (EFI) and CenterPoint Energy (CNP) partnered to promote and distribute no cost smart thermostats to CNP customers who are Fannie Mae home loan recipients with incomes up to 80% of area median income (AMI). Fannie Mae offered this program to help their customers save money through energy efficiency. EFI, the implementor of CNP's DIY Home Efficiency program, delivered the offer through their marketplace website for the DIY program. Qualified customers selecting a smart thermostat on EFI's marketplace had the CNP rebate subtracted from the standard cost and the balance of the cost covered by Fannie Mae.

#### **Program Contact:**

Carter Dedolph  
CenterPoint Energy  
carter.dedolph@centerpointenergy.com

### **ComEd Streetlights in Distressed Communities**

The ComEd Energy Efficiency Program developed an initiative to help communities located in distressed areas upgrade their municipal streetlights to LED. Forty-one municipalities were eligible to receive free LED streetlight installations to help their communities attain the benefits of LED lighting, which included but were not limited to reduced energy and operating costs, improved neighborhood lighting, and enhanced lighting control. The initiative is expected to save participating municipalities approximately 13,443 net MWh in energy annually and provide these communities experiencing economic hardship an opportunity for more equitable participation in ComEd's energy efficiency programs.

**Program Contact:**

Ashley Harrington  
ComEd  
ashley.harrington@comed.com

### **Consumers Energy – Kalamazoo Attainable Homes Partnership All-Electric New Homes**

Launched in 2020, the All-Electric New Home Pilot is a model for serving communities and protecting the environment. The pilot is a collaboration between Consumers Energy and the National Resources Defense Council to foster scalable production of affordable, high-performance, solar-ready single-family homes. Phase 1 of the pilot was a joint effort with the Kalamazoo Attainable Homes Partnership and community non-profits to bring high-quality, affordable, and sustainable housing with low utility and maintenance costs to underserved or low- and moderate-income neighborhoods. This work integrated foundational elements necessary to drive market transformation with the key success factors of increasing the accessibility of clean technology to all customers, exposing home builders and contractors to zero net energy homes, and commitment from partners to build to a higher standard.

**Program Contact:**

Sheryl Tembe  
ICF  
sheryl.tembe@icf.com

### **International Center for Appropriate and Sustainable Technology (ICAST): Ameren Missouri Multifamily Income-Eligible and Market-Rate Demand-Side Management Programs**

The ICAST Multifamily Demand-Side Management programs delivered whole-property, deep retrofits to MF housing to maximize energy savings for income-eligible residents. ICAST provides education and technical assistance to multifamily owners to increase program enrollment and provided Ameren a pay-for-performance contract wherein rebates are tied to the energy savings achieved. This ensured a cost-effective program and encouraged Ameren to offer rebates for all possible energy efficiency measures—allowing ICAST to customize its services per property. In implementing this program, ICAST achieved an average of 30% energy bill savings per participating IE multifamily property. ICAST's work improves LI household health, reduces tenant utility bills, and mitigates greenhouse gas emissions—generating triple bottom line (social, economic, environmental) benefits for income eligible communities in Missouri.

**Program Contact:**

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ICAST  
ravim@icastusa.org

## **INNOVATION NOMINEES**

### **Ameren Illinois Energy Efficiency Program Competitive Large Incentive Project**

The Competitive Large Incentive Project (CLIP) is an offering launched one time per year by the Ameren Illinois Energy Efficiency Program. This initiative is offered to the “Top 1000” customers of Ameren Illinois (based on usage) and allows them to submit multiple projects on one application. A typical applicant would be a large manufacturer, medical complex, or large office buildings. There are many other advantages for applying for CLIP such as: no minimum payback requirement, standard and custom project can be included, incentives based on annual operating hours rather than an assumed rate and finally, up to 85% of the project costs are covered – customers may also include early completion bonuses toward their projects which can further raise the percentage of project costs covered.

**Program Contact:**

Angela Holloway  
Ameren Illinois  
aholloway2@ameren.com

### **Ameren Illinois Smart Homes Initiative**

Ameren Illinois' vision of “Energy Efficiency for All” has become increasingly important in light of the financial crisis caused by the COVID-19 pandemic. Over a 30-day period, Ameren Illinois partnered with Google to offer residential customers a Google Nest smart thermostat for \$0-\$14, saving up to \$169 off the retail price. Customers could access these discounts in two ways: through the Smart Savers Initiative or Marketplace. With a goal of distributing 15,000 smart thermostats, the blitz distributed 16,145 smart thermostats during one of the most unpredictable times in recent history. This highly successful blitz helped thousands of customers improve the comfort in their home, manage their energy usage, and reduce their monthly utility bill for many years to come.

**Program Contact:**

Angela Holloway  
Ameren Illinois  
aholloway2@ameren.com



## ComEd Digitizing the Facility Assessment Process

Facility Assessments are the first step in identifying energy saving opportunities and projects for customer participation in the ComEd energy efficiency program offerings. The success of the facility assessment process is reliant on the energy efficiency engineer's knowledge of all building systems (i.e. HVAC, Lighting, Process, etc.), industrial processes, operations and ability to capture this information during an in-person or virtual customer site walkthrough. The previous approach of having the energy efficiency engineer taking notes with pen and paper and utilizing Microsoft Excel-based calculators has been replaced with digital platforms, increasing consistency and accuracy. Engineers use to take up to a month after the walkthrough visit to deliver the FA to the customer. With the digital platforms, delivery can occur within a week. The energy efficiency Engineering Team worked with ANB SYSTEMS to develop a tablet-based facility assessment application for collecting data and creating energy saving recommendations along with a web-based calculator portal for evaluating energy savings. These tools are integrated into EE's CRM providing an easily accessible repository for the collected customer information (i.e. building, equipment and operational data).

### Program Contact:

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## ComEd Research and Development Initiative

The goal of the ComEd Research and Development Initiative is to increase energy efficiency across Northern Illinois by identifying, testing, and incorporating new energy saving equipment, technologies, and program design approaches into the ComEd Energy Efficiency Program. Since its launch in August 2018, Research and Development has partnered with 65 implementation contractors, national laboratories, universities, consulting firms, and community-based organizations on over 100 individual projects centered around research or pilot deployment of new energy efficiency measures and program designs that are either under-utilized or not currently offered through the ComEd Energy Efficiency Program. The projects are focused on proof testing new energy saving offerings that will drive the evolution of the ComEd Energy Efficiency Program, allowing ComEd to continue to meet customer needs and their legislatively mandated energy savings targets cost-effectively. Together, these pilots and research projects target a wide spectrum of market segments and ComEd customers, including income-eligible, multifamily, residential, commercial, and industrial. The budget for Research and Development is up to \$13 million annually and follows the same four-year planning cycle as the remainder of the ComEd Energy Efficiency portfolio.

### Program Contact:

Mark Milby  
ComEd  
mark.milby@comed.com

## Consumers Energy – Kalamazoo Attainable Homes Partnership All-Electric New Homes

Launched in 2020, the All-Electric New Home Pilot is a model for serving communities and protecting the environment. The pilot is a collaboration between Consumers Energy and the National Resources Defense Council to foster scalable production of affordable, high-performance, solar-ready single-family homes. Phase 1 of the pilot was a joint effort with the Kalamazoo Attainable Homes Partnership and community non-profits to bring high-quality, affordable, and sustainable housing with low utility and maintenance costs to underserved or low- and moderate-income neighborhoods. This work integrated foundational elements necessary to drive market transformation with the key success factors of increasing the accessibility of clean technology to all customers, exposing home builders and contractors to zero net energy homes, and commitment from partners to build to a higher standard.

### Program Contact:

Sheryl Tembe  
ICF  
sheryl.tembe@icf.com

## Otter Tail Power Company C&I Heating System Electrification Studies

Otter Tail Power Company along with Michaels Energy, created a Heating System Electrification pilot program in 2020. This program focused on commercial and industrial customers, uncovering cost-effective opportunities for electrification of heating and processing systems. The program provided an engineering assessment of options to cost-effectively replace end-of-life and burdensome fossil-fueled heating systems with electric options such as ground or air source heat pumps, heat recovery, electric boilers, and electric-related processing equipment. Participants included customers using coal, propane, or fuel oil as a significant source of energy, who were interested in evaluating options that might decrease costs, decrease carbon emissions, create easier maintenance requirements, and improve operational comfort. Prior to this pilot program, these customers did not have the resources to evaluate these options.

### Program Contact:

Chris Waltz  
Otter Tail Power Company  
cwaltz@otpc.com

## **TRC Trade Ally Advisory Board (TAAB)**

The Trade Ally Advisory Board (TAAB) was an initiative that facilitated meaningful engagement among utilities, program implementers, and high performing Trade Allies (energy efficiency service providers). Specifically, it allowed TRC, as an implementer, to obtain actionable feedback from Trade Allies and integrate that feedback into program improvements which drove participant satisfaction and greater energy savings. While biennial roundtables and diligent program improvement tracking are not new, creative actions in themselves, the TAAB is, by definition, an innovative initiative in its ability to reliably drive the practical implementation of ideas, resulting in new and improved offerings. Throughout the pandemic, the genuinely trusting environment and mutual accountability fostered by the TAAB enabled TRC and Trade Allies to continue to support one another throughout changing, challenging circumstances.

### **Program Contact:**

Maddie Emerson  
TRC Companies  
memerson@trccompanies.com

## **LEADERSHIP NOMINEES**

### **City of Cincinnati Office of Environment and Sustainability**

The City of Cincinnati has long demonstrated concrete achievements in energy efficiency and is now leading cutting edge energy efficiency efforts to fight climate change and imbedded inequities. All energy efficiency and other efforts have been guided by The Green Cincinnati Plan (GCP) with the most recent iteration passed in 2018. The GCP includes 80 strategies to reduce Cincinnati's carbon footprint by 80% by 2050. The GCP is both ambitious and on track to achieve these strategies. Without significant leadership capacity and leverage ability, this level of progress would not be feasible. As a leader, the City has demonstrated the sincere desire to learn and adapt, the willingness to set audacious goals, the capacity to communicate and design for impact, and the ability to rally partners toward a common purpose. The City continues to lead by enacting best practices and taking risks in the energy efficiency realm.

## **Marlon McClinton, Utilivate Technologies, LLC**

Marlon McClinton founded Utilivate Technologies in 2001. Utilivate was an early provider of strategic energy management services with the Illinois Department of Commerce for organizations throughout Illinois and pioneered the introduction of BPI home performance training and testing in Illinois for a broad range of home performance certifications. Utilivate provided important leadership in extending program outreach to include businesses, municipalities, and at-risk populations from traditionally under-served and under-represented communities. Utilivate shifted its corporate focus to serve as a Program Implementor for a broad range of energy efficiency service offerings to private and public sector organizations. Under Marlon's leadership, Utilivate has been successful in conducting outreach to involve a broad, diverse cross section of the Illinois population in utility energy efficiency programs.

### **Sandrine Schultz, Director of Energy and Sustainability, Chicago Public Schools**

Since coming to Chicago Public Schools, Sandrine has worked tirelessly and effectively toward the ultimate goal of achieving net zero emissions at CPS by first reducing energy consumption through aggressive energy efficiency measures, securing resources to support system-wide efficiency upgrades, and ensuring that changes last by establishing standard operating procedures and institutionalizing policies and best practices. Sandrine has instituted a culture of savings vs. wasting throughout CPS, and Sandrine's infectious spirit has enabled her to work with principals, teachers and students on broader climate change mitigation efforts. Sandrine's vision for reaching net zero emissions incorporates the new CPS Goes Solar! initiative, designed to maximize solar installations on CPS buildings, procure renewable energy, and educate students about climate change and workforce possibilities related to energy efficiency and solar.

## MARKETING NOMINEES

### CenterPoint Energy MN Conservation Improvements, 25 plus years of doing more to use less

The multimedia campaign, which is ongoing, specifically highlighted CenterPoint Energy's Conservation Improvement Program (CIP) and its 25-year plus record of success in helping Minnesota residential and business customers reduce their energy use and save money through rebates and other energy-saving initiatives. The campaign thanks CNP customers for "doing more to use less" energy. The goal was to promote broadly our energy efficiency programs and the positive environmental and economic benefits they provide to our customers. Positioning CNP as a trusted source of information, the campaign uses local, recognizable, and sometimes amusing and nostalgic facts to demonstrate the incredible energy savings and associated environmental gains CenterPoint Energy, together with our customers, have achieved for over 25 years.

**Program Contact:**

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CenterPoint Energy  
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Carter Dedolph  
CenterPoint Energy  
carter.dedolph@centerpointenergy.com

### DTE Energy, Tune-Up with DTE

DTE Energy, ICF, and Ignite Social Media collaborated to produce a multi-faceted marketing campaign ("Tune-Up with DTE") focused on raising awareness for customers on how they can save energy and money with DTE Energy. Guided by the changing seasons and customer demand for heating, ventilation, and air conditioning (HVAC) services, marketing was produced to inform customers about the rebates DTE offers for furnace and AC tune-ups. Digital, email, and social media advertising were used to educate, remind, and drive participation in the HVAC tune-up rebate programs.

**Program Contact:**

Brandi Royal Washington  
Ignite Social Media  
brandi.washington@ignitesocialmedia.com

## THANKS TO THE 2022 INSPIRING EFFICIENCY AWARDS REVIEW COMMITTEE

MEEA would like to thank all of our members and Board Members who spent hours promoting the 2022 Inspiring Efficiency Awards and reviewing the nominations. We had 29 applications this year in the five categories. There was great diversity among the applications from across the Midwest representing a wide variety of industries. The Inspiring Efficiency Awards represent the best in the Midwest and all of the great work you are doing.

Please join us in thanking our members for their time and service:

Monica Thilges Cochran, APTIM  
Cathy Milostan, Argonne National Laboratory  
Dr. Amalia Hicks, Cadmus  
Jon Blaufuss, Center for Energy and Environment  
Jamie Fitzke, Center for Energy and Environment  
Danielle Hauck, Center for Energy and Environment  
Brittany Zwicker, CLEAResult  
Rich Hacker, GDS Associates  
Kevin Duffy, ICF  
Quinn Zeagler, ICF  
Mark Stover, Leidos  
Rick Morgan, Morgan Marketing Partners  
Kelly Mulder, Mulder Consultants  
Chanda Rowan, Nicor Gas  
Bradley Campbell, Opinion Dynamics  
Christina Pagnusat, People's Gas and North Shore Gas  
Scott Yee, Resource Innovations  
Randy Gunn, Tierra Resource Consultants  
Scott Steiner, TRC Companies  
Eric Flower, Xcel Energy

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**THE INSPIRING EFFICIENCY AWARDS  
RECOGNIZE ORGANIZATIONS AND  
INDIVIDUALS FOR THEIR EFFORTS TO  
INCREASE ENERGY EFFICIENCY AWARENESS  
AND PRACTICES IN THE MIDWEST REGION.  
MEEA EXTENDS A SINCERE THANK YOU  
TO THE INSPIRING EFFICIENCY AWARDS  
SPONSORS AND PATRONS WHO MADE THIS  
EVENT POSSIBLE:**

**AMEREN ILLINOIS**

**CENTERPOINT ENERGY**

**ComEd ENERGY EFFICIENCY PROGRAM**

**CONSUMERS ENERGY**

**DTE ENERGY**

**FOCUS ON ENERGY**

**NICOR GAS ENERGY EFFICIENCY PROGRAM**

**PEOPLES GAS & NORTH SHORE GAS**

**RESOURCE INNOVATIONS**

**SEEL, LLC**

**XCEL ENERGY**

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## **IEA PAST WINNERS**

### **CHAIRMAN'S AWARD**

2021: Nick Mark  
2020: James J. Jerozal Jr.  
2019: Lauren Casentini  
2018: Jon Williams  
2017: Jeanine Penticoff  
2017: Llona C. Weiss  
2016: Randy Gunn  
2015: Tim Melloch  
2014: Alecia Ward  
2014: Wendy Jaehn  
2014: Jay Wrobel  
2013: Sam Sirkin  
2012: Commonwealth Edison  
2011: David Eijadi  
2010: Illinois Department of Commerce  
and Economic Opportunity  
(DCEO)  
2009: Janet Streff  
2008: Sara Ward  
2006: Mary O'Toole  
2005: David Leishman  
2004: Val Jensen

### **EDUCATION AWARD**

2021: Ameren Illinois Energy Efficiency  
Program  
2020: School Energy Manager Project  
(SEMP), Kentucky School Boards  
Association  
2019: Ameren Illinois  
2018: National Energy Foundation, Think!  
Energy  
2017: Xcel Energy  
2016: Alliant Energy  
2016: Columbia Water & Light  
2015: Nicor Gas  
2014: AEP Ohio  
2014: Wisconsin K-12 Energy Education  
Program (KEEP)  
2013: AEP Ohio  
2013: Xcel Energy, BOMA Greater  
Minneapolis, and BOMA St. Paul  
2012: Advanced Technology  
Environmental and Energy Center  
(ATEEC)  
2011: Energy Center of Wisconsin  
2010: Commonwealth Edison and  
Chicago Urban League  
2010: Commonwealth Edison and  
US EPA ENERGY STAR Change  
the World  
2010: Smart Energy Design Assistance  
Center (SEDAC)  
2009: Interstate Power & Light Company  
2008: Schools for Energy Efficiency  
2006: Missouri Botanical Gardens  
EarthWays Center  
2005: University of Illinois Energy Resources  
Center  
2004: Wisconsin Focus on Energy  
Residential Programs

## IMPACT AWARD

2021: DTE Energy Efficiency Assistance (EEA) Program  
2021: Greenlite Lighting Corporation USA  
2020: Cincinnati Zoo & Botanical Garden's Light Up Avondale Program  
2019: Minnesota Army National Guard  
2018: Ameren Illinois  
2018: ComEd Energy Efficiency Programs  
2017: Focus on Energy  
2017: Michigan Saves  
2016: ComEd  
2016: MidAmerican Energy  
2015: City of Chicago - Retrofit Chicago  
2015: Illinois Public Housing Authority Efficient Living Program - Illinois Energy Now  
2014: Commonwealth Edison and Nicor Gas  
2014: Columbia Gas of Ohio  
2013: Xcel Energy  
2012: Association of Illinois Electric Cooperatives  
2011: Commonwealth Edison  
2010: Interstate Power & Light Company, an Alliant Energy Company  
2009: Orion Energy Systems, Inc.  
2008: MiraCit Development Corporation  
2006: Alliant Energy- Wisconsin Power & Light Co.  
2005: MidAmerican Design Assistance  
2004: The Compressed Air Challenge

## INNOVATION AWARD

2021: City of Minneapolis Home Energy Disclosure  
2021: ComEd Energy Efficiency Program  
2020: Focus on Energy Disaster Relief Offerings  
2020: Virtual Commissioning™ Program  
2019: Focus on Energy's Strategic Energy Management (SEM) Initiative  
2018: ComEd Energy Efficiency Programs  
2018: Focus on Energy and Madison Gas and Electric (MGE)  
2017: AEP Ohio  
2017: Iowa Economic Development Authority  
2016: AEP Ohio  
2015: AEP Ohio's Continuous Energy Improvement Program  
2015: DTE Energy, DTE Insight  
2014: Focus On Energy  
2013: Ohio Development Services Agency  
2012: Ohio Hospital Association  
2012: Energy Innovation Corridor (Xcel Energy & CenterPoint Energy)  
2011: DTE Energy  
2011: Missouri Department of Natural Resources  
2010: Ameren Illinois Utilities, Watts Solution Program  
2010: Ameren Illinois Utilities, LED Refrigerated Case Project  
2009: Keyser Visual, Inc. and Florida Plastics International, Inc.  
2008: George Bialecki, Jr., Alternative Energy Builders (AEB)  
2006: District Energy St. Paul  
2006: The Cleveland Green Building Coalition  
2005: Center for Technology Transfer, Inc.  
2004: Community Energy Cooperative's Energy-Smart Pricing Plan

## LEADERSHIP AWARD

2021: Ohio Environmental Council  
2021: Winneshiek Energy District  
2020: Senator Megan Hunt, Nebraska State Legislature  
2019: Mayor Rahm Emanuel, City of Chicago  
2019: Richard J. Mark, Ameren Illinois  
2018: Louis James, SEEL, LLC  
2018: Governor Rick Snyder, State of Michigan  
2017: George Malek, ComEd  
2017: Kim Winslow, KCP&L  
2016: Rick Sites, Ohio Hospital Association  
2015: Jim Jerozal, Nicor Gas  
2015: Carol Stemrich, Public Service Commission of Wisconsin,  
2014: The Honorable Toni Preckwinkle, Cook County (IL) Board President  
2013: Commissioner Cheryl Roberto, Public Utilities Commission of Ohio  
2012: Jennifer Easler, Iowa Office of Consumer Advocate  
2011: Commissioner Monica Martinez, Michigan Public Service Commission  
2010: Janine Migden- Ostrander, Office of the Ohio Consumers' Counsel  
2010: Tom Casten, Recycled Energy Development  
2009: Governor Jim Doyle, Wisconsin  
2008: State of Minnesota  
2008: State of Illinois  
2008: City of Ann Arbor, Michigan  
2006: Diane Munns, Iowa Utilities Board  
2006: Robert L. Cowles, Wisconsin State Senate  
2005: Governor Jennifer Granholm, State of Michigan  
2004: Governor Tim Pawlenty, State of Minnesota

## MARKETING AWARD

2021: Focus on Energy  
2020: Nicor Gas Energy Efficiency Program, Unexpected Love Story Campaign  
2019: Focus on Energy's Wisconsin Is In Campaign  
2018: Ameren Illinois  
2018: Vectren Corporation  
2017: Nicor Gas  
2016: Consumers Energy  
2015: Nicor Gas  
2014: Ameren Illinois  
2013: Nicor Gas  
2012: DTE Energy  
2012: AEP Ohio  
2011: Xcel Energy  
2011: Prairie Power  
2010: Interstate Power & Light Company, an Alliant Energy Company  
2010: R.L. Just & Associates, P.C. Architect  
2009: Wisconsin Focus on Energy  
2008: Rochester Public Utilities  
2006: MidAmerican Energy  
2005: Interstate Power & Light Co.

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