



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

**Dinner & Gala**

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**THURSDAY, FEBRUARY 21, 2019**

**CHICAGO HILTON AND TOWERS**

7:00 - 9:00 p.m.

International Ballroom South

## WELCOME TO THE 2019 INSPIRING EFFICIENCY AWARDS

The Midwest Energy Efficiency Alliance welcomes you to the 15<sup>th</sup> Annual Inspiring Efficiency Awards Dinner and Ceremony.

It is our honor to recognize the Midwest leaders who drive advancements in energy efficiency and deliver impressive energy savings across five categories: Education, Impact, Innovation, Leadership and Marketing. Each year, we also recognize a leader with the Chairman's Award for their exemplary leadership in energy efficiency and support of MEEA.

Now in our 15<sup>th</sup> year of presenting the Inspiring Efficiency Awards, our industry continues to thrive. With each passing year, we continue to be impressed with the passion and dedication that the winners and nominees have for energy efficiency. With so much exemplary work happening here, in the Midwest, we strive to highlight all these successes. Please go through the dinner program to get an overview of each nominee, so you can 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 promote supplier diversity, encourage energy savings in rural communities and reduce energy use in large facilities. The individuals recognized tonight, though from different backgrounds and sectors, have made energy efficiency a priority in their careers. In their own ways, they have impacted individuals, businesses and customers and made sure that energy efficiency is accessible to all.

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 table 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.



**Jim Jerozal**  
Board Chairman  
MEEA



**Stacey Paradis**  
Executive Director  
MEEA

# INSPIRING EFFICIENCY AWARDS

## CEREMONY PROGRAM

### WELCOME & INTRODUCTION

2019 Inspiring Efficiency Award for Education  
2019 Inspiring Efficiency Award for Impact

### DINNER

2019 Inspiring Efficiency Award for Innovation  
2019 Inspiring Efficiency Award for Marketing

### DESSERT

2019 Inspiring Efficiency Awards for Leadership  
2019 Inspiring Efficiency Chairman's Award

### Champagne Toast SPONSORED BY CADMUS

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### EMCEE

Bill Angelos  
Midwest Energy Efficiency Alliance

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*The Inspiring Efficiency through Education Award is presented to the organization that has developed and implemented a campaign, program or strategy to increase knowledge and action on energy efficiency.*

## **2019 WINNER**

### Ameren Illinois

The success of the Ameren Illinois Energy Efficiency Program depends largely on our statewide network of Program Allies. These specially trained contractors help customers access Ameren Illinois incentives to implement energy-saving measures. To strengthen and add diversity to this network, in 2017 Ameren Illinois created an Ameren Illinois Opportunities Scholarship Program to help train the next generation of workers in energy-efficient Construction Management and HVAC. Our scholarship program is unique in its focus on hands-on vocational skills versus academic performance. We look beyond a student's GPA, working closely with school instructors to identify promising minority candidates based on attitude, performance, and capability. Our Ameren Illinois Opportunities Scholarship Program reflects Ameren Illinois' strong commitment to supplier diversity, while filling a business need and boosting local economies.

#### **ACCEPTED BY:**

Keith Martin  
Director, Energy Efficiency  
Ameren Illinois

#### **PRESENTED BY:**

Scott Steiner  
General Manager, Distributed Energy Solutions  
Lockheed Martin



*The Inspiring Efficiency Impact Award is presented to an organization that has made a significant contribution to market transformation either through the implementation of a specific program or through a policy change.*

## **2019 WINNER**

### Minnesota Army National Guard

A major component of providing a ready and resilient force is providing sustainable facilities and infrastructure that serve to train and house our soldiers. Maximizing the efficiency of our facilities ensures that they are economically and environmentally sound and remain assets to our soldiers and communities. The Minnesota Army National Guard prides itself as a leader in promoting energy, water, and waste conservation and reduction practices. Our commitment to leadership in environmental sustainability serves as a vital part of being mission ready and allows us to be good stewards of our environment.

#### **ACCEPTED BY:**

Jay Brezinka  
Environmental Program Manager  
Minnesota Army National Guard - Environmental Compliance

#### **PRESENTED BY:**

Eric Flower  
Principal  
The Weidt Group



*The Inspiring Efficiency Innovation Award is presented for developing and implementing of a new innovative program, idea or policy in the Midwest.*

## **2019 WINNER**

### Focus on Energy's Strategic Energy Management (SEM) Initiative

The Focus on Energy Strategic Energy Management (SEM) Initiative was inspired in 2014 by conversations with a trusted program customer and green-lighted in 2015 by a forward-thinking program administrator. Today, 14 of the 27 participants are on track for or have already achieved ISO 50001 status. Along the way, we refined regression modeling techniques and presentation formats, adjusted our customer engagement and coaching practices, challenged program reporting and evaluation assumptions, learned a great deal about expectations and limitations of SEM as a DSM program offering, and generated excellent customer satisfaction among Wisconsin's largest energy users. With the SEM Initiative, we've laid the foundation for SEM as an ongoing Focus on Energy offering for the next wave of customers ready and committed to improving their energy performance by applying the principles and practices of continuous improvement.

#### **Accepted by:**

Tim Dantoin  
Senior Engineer  
Leidos - Focus on Energy

#### **Presented by:**

John Boladian  
Director of Energy Efficiency and Demand Response Management  
DTE Energy



*The Inspiring Efficiency Marketing Award is presented for engaging in or supporting a marketing campaign, program, strategy or idea to increase the adoption of energy efficient products and/or best practices in the Midwest.*

## **2019 WINNER**

### Focus on Energy's Wisconsin Is In Campaign

Focus on Energy® developed the "Wisconsin Is In" campaign to specifically highlight energy efficiency initiatives in rural communities throughout the state of Wisconsin. A 2016 study by the Focus on Energy Program Administrator found that rural areas were underserved, in some areas by more than 50 percent, in comparison to urban communities regarding incentives, technical resources and services, and other Focus on Energy program benefits. In an effort to improve rural customer inclusion and increase the demand for and implementation of energy-efficient measures, Focus on Energy partnered with Brand Cool (now Verdant), a marketing agency that specializes in energy efficiency marketing research and development, to form the "Wisconsin Is In" campaign that launched in January 2018.

#### **Accepted by:**

Jolene Sheil  
Manager, Focus on Energy Portfolios  
Public Service Commission of Wisconsin

#### **Presented by:**

Adam Cooper  
Senior Director of Research and Strategy  
Institute for Electric Innovation (IEI)



*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.*

### **2019 WINNER**

Richard Mark, Ameren Illinois

Under the leadership of Richard J. Mark, Ameren Illinois' energy efficiency program has been recognized as one of the best in the country — rated #12 by ACEEE, an independent energy efficiency organization. Since Mark took the helm in 2012, Ameren Illinois has helped customers reduce energy usage by millions of megawatt-hours, saving millions.

The vision and leadership of Mark and his team have helped shape and secure progressive energy legislation and regulatory policy in the state of Illinois. Whether he's negotiating with lawmakers, donating high-efficiency air conditioners to customers in need, or championing energy efficiency in underserved communities, Mark's vision has made energy efficiency more accessible to customers and communities served by Ameren Illinois.

**Presented by:**

Mary Woolsey Schlaefer  
President & CEO  
Slipstream



*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.*

### **2019 WINNER**

Mayor Rahm Emanuel, City of Chicago

The City of Chicago under Mayor Rahm Emanuel has undertaken numerous sustainability initiatives that position the city as a national leader in energy efficiency. The Sustainable Chicago Action Agenda spearheaded by Mayor Emanuel identified energy efficiency goals and the actions to achieve them. The City of Chicago's Smart Lighting is working towards the goal of replacing 270,000 of the city's aging street lights with energy efficient LEDs and install a smart network. The new LEDs will use approximately 50% less energy than the existing lights. The project, which is the largest LED street lighting conversion in the U.S., demonstrates to residents and businesses within the City of Chicago and to communities across the nation how projects that save energy and money can also improve lives.

**Presented by:**

Shaun Dentice  
Senior Director  
CLEAResult



*The Inspiring Efficiency Chairman's Award is presented to the organization or individual who has provided exemplary leadership and support to MEEA throughout the organization's history.*

## **2019 WINNER**

### **Lauren Casentini**

Lauren Casentini is a passionate energy professional and entrepreneur who has dedicated 30+ years to energy consulting, program design and management, and policy. Her experience includes 10+ years leading energy efficiency initiatives at Pacific Gas and Electric during the early phases of energy efficiency policy development.

She brought her experience, insights and dedication to the Midwest through two companies she founded, Resource Solutions Group and now Resource Innovations. She also contributed to the Midwest's energy efficiency framework by overseeing California and Midwest program operations and national policy for CLEAResult Consulting, the largest energy efficiency consulting company in the U.S.

Lauren remains active in influencing federal and state energy policy by serving as a speaker and panelist for energy forums and events nationwide, including for ACEEE and the Illinois Energy Efficiency Stakeholder Advisory Group. Lauren is also a co-founder and long-time board member of the California Efficiency and Demand Management Council.

#### **Presented by:**

Jim Jerozal  
Director of Energy Efficiency, Nicor Gas  
Chair of the Board

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

## **EDUCATION NOMINEES**

### **Ameren Illinois, Summer 2018 Internship Program**

The Ameren Illinois Summer 2018 Internship Program provided an exclusive opportunity to fourteen college and career-transition adults with an interest in the field of energy efficiency. These energetic individuals embraced the opportunities afforded to them and were able to explore some of the various career options available throughout the industry. First-hand experience coupled with industry-related workshops and webinars ensured a comprehensive program. The unparalleled success of this pilot- program guarantees program continuation for the summer of 2019!

#### **Program Contact:**

Kristol Simms  
Ameren Illinois  
ksimms@ameren.com

### **Ameren Illinois, Student Energy Education Kit Program**

The Ameren Illinois Student Energy Education Kit Program provides a unique educational learning experience on energy efficiency and conservation strategies for students throughout the Ameren Illinois service territory. This is achieved through in-school presentations coupled with a take-home kit of energy efficient products and accompanying activities. Through the Program, students examine their current energy use and consider practical behavioral modifications while identifying the importance of environmental stewardship. Students develop a greater understanding of using energy efficiency products to reduce energy costs and the environmental benefits of doing so.

#### **Program Contact:**

Debra Perry  
Ameren Illinois  
dperry2@ameren.com

## **ComEd Residential Heating and Cooling Rebates (Res HVAC) Team**

The ComEd Residential Heating and Cooling Rebates (Res HVAC) team is distinguished by its collaboration efforts with the Illinois Commerce Commission (ICC) on energy efficiency installer certification requirements, and to use that knowledge to enhance Trade Ally network capabilities. This effort has led to a significant achievement for the team and the Res HVAC offering, increasing from 0 ICC certified Trade Allies to over 450 in less than 9 months. The program team's dedication to this effort and to the Trade Allies motivated the high number of trade allies to complete the certification process.

### **Program Contact:**

Brittany Strumbel  
CLEAResult  
Brittany.strumbel@clearesult.com

## **CLEAResult, Residential ENERGY STAR® Lighting & Appliance Program**

The CLEAResult Residential ENERGY STAR® Lighting & Appliance program provides incentives to ENERGY STAR qualified LEDs, fixtures, and appliances. Since 2008, our well-trained field representatives have been instrumental in increasing consumer awareness and acceptance of ENERGY STAR lighting and appliances.

### **Program Contact:**

Stephanie Cole  
CLEAResult  
Stephanie.Cole@clearesult.com

## **ComEd® Energy Efficiency Program, Bronzeville Blitz**

The ComEd® Energy Efficiency Program recently launched several new energy-saving incentives designed to assist income eligible customers across the utility's territory. To better educate customers about the offerings, a series of community campaigns were developed. These neighborhood "blitzes" were introduced in three of the territory's key areas for customers who need assistance and they are designed to get selected neighborhoods or towns excited about sharing the savings news.

At the core of the neighborhood blitz's development is a commitment to building a more energy-efficient community. Working with local officials, community groups, businesses and other key leaders, each blitz is tailored

to specifically address the needs and activities of the specific area it serves. The first launch community was Chicago's historic Bronzeville.

### **Program Contact:**

Karin Konrath  
ComEd  
Karin.Konrath@ComEd.com

## **DTE Energy, Lighting Guide**

DTE Energy embarked on an effort to make understanding energy efficiency lighting easier. Many customers are confused by the multitude of choices they face in the lighting aisle. DTE created a campaign which coupled a print lighting guide and a tutorial style video to help walk a customer through the purchasing decision in 4 easy steps. This ensures customers can confidently make the switch to ENERGY STAR® LED lighting and be confident in their decision, all the while DTE has helped to lower the upfront cost of making this easy and impactful upgrade.

### **Program Contact:**

Alex Citron  
ICF  
Alexander.Citron@icf.com

## **Elevate Energy, National Association of REALTORS® Green Designation Trainings**

Real estate agents are trusted messengers and have a unique opportunity to be a source of information for homebuyers on how and why to make energy efficiency improvements after a home purchase. However, it can be difficult to establish a link with the real estate community. A partnership between the Midwest Energy Efficiency Alliance and Elevate Energy offers a solution by reaching agents in a familiar place: the continuing education classroom. MEEA and Elevate Energy provide National Association of REALTORS® Green Designation trainings to agents in Illinois. Over two days, students learn about energy efficiency in terms that matter to them, such as available incentives for upgrades, which measures can boost selling price, and the value of an Illinois Home Performance with ENERGY STAR® certificate.

### **Program Contact:**

Pamela Brookstein  
Elevate Energy  
Pamela.Brookstein@elevateenergy.org

## Minnesota Army National Guard, Energy Efficiency Challenge

The Minnesota Army National Guard is committed to the sustainability of its facilities. The Energy Efficiency Challenge (EEC) is a tool that has been used to determine best practices at each facility. It is the intent of the challenge to emphasize reduction, as well as assist facilities in finding solutions to decrease energy usage. This creates an opportunity to not only reduce consumption, but also save money. MNARNG's commitment to reducing energy consumption aims to achieve maximum facility operational efficiency, lowered energy related costs, and reduced maintenance costs. The EEC highlights efforts, goals, and accomplishments in raising awareness about energy conservation. This peer-to-peer competition serves to motivate and encourage facilities to achieve the greatest energy use intensity (EUI) reduction.

### Program Contact:

Lori Ruff  
Minnesota Army National Guard  
lori.a.ruff.nfg@mail.mil

## IMPACT NOMINEES

### CenterPoint Energy, Minnesota Conservation Improvement Program

In the last ten years, CenterPoint Energy's natural gas efficiency portfolio in Minnesota has seen tremendous growth. The number of programs has more than doubled from 12 to 27, participation has increased more than six hundred percent, and energy savings have increased from just over 8 million therms (or 0.5% of sales) in 2007 to more than 26 million therms (1.8% of sales) in 2017. All of this has been achieved during a period of time that saw a marked decline in natural gas prices. While program spending has naturally had to increase to achieve these results, the company has nevertheless kept the programs extremely cost-effective, achieving an average cost of well under twenty cents per lifetime therms saved.

### Program Contact:

Carter Dedolph  
CenterPoint Energy  
carter.dedolph@centerpointenergy.com

## Cincinnati Zoo & Botanical Garden, Light Up Avondale

One of America's Greenest Zoos – the Cincinnati Zoo & Botanical Garden – has teamed with key partners on an ambitious LED project to make our urban, low-income home community of Avondale the most energy-efficient neighborhood in Cincinnati, Ohio. Gaining trust, building relationships, and connecting closely to our neighbors, the project is allowing us to share the Zoo's deep experience in energy efficiency and environmental sustainability and inspiring community members to go green with us, all the while providing them with much-needed cost savings. In 2017-2018, thanks to \$725,000 in grants from the Duke Class Benefit Fund, the Zoo has transitioned our campus to 100% LED and is installing LED lighting in Avondale buildings, homes, and churches as well as lighting outdoor areas to increase public safety.

### Program Contact:

Fia Turczynewycz  
Cincinnati Zoo & Botanical Garden  
fia@cincinnati-zoo.org

## CLEAResult, Food Bank Distribution Program

CLEAResult's Food Bank Distribution Program has provided ENERGY STAR® certified LEDs and Advanced Power Strips to ComEd residential customers through three Feeding America Food Banks and their network of approximately 657 food pantries within the ComEd service territory. This program is projected to yield 30,206 net MWh savings with the distribution of 1,500,000 LEDs and over 6,000 Advanced Power Strips.

### Program Contact:

Stephanie Cole  
CLEAResult  
Stephanie.Cole@clearesult.com

## Columbia Gas of Ohio

To synchronize the growing demand of consumer technology, and the desire to lower energy costs and associated monthly bills by consumers everywhere, Columbia Gas of Ohio saw a clear sign that smart thermostats could be the energy saving devices customers were looking for. To gain program attention, we offered the Nest Thermostat E for free in Q4 when our residential customers had an audit/assessment of their home completed by one of our trained auditors. Not only did the promotion increase the overall number of completed appointments (delivering 48% of the annual appointment total in just 3 months), the thermostats alone accounted for an increase of natural gas savings



by 4,602 Mcf, contributing to 22,829 total Mcf savings in Q4, and total annual savings of 52,748 for the year.

**Program Contact:**

Tim Kern  
CLEAResult  
tim.kern@clearesult.com

**Columbia Gas of Ohio, Warm Choice Residential Program**

Columbia Gas of Ohio's WarmChoice® residential program provides no-cost energy efficiency services to customers whose income is at or below 150% of the federal poverty guidelines (FPG). The program targets homeowners and renters experiencing high natural gas usage and those with high arrearages under Ohio's Percentage of Income Payment Plan (PIPP).

Natural gas energy efficiency measures are determined through a diagnostic inspection that includes safety checks of natural gas appliances. Measures may include attic and wall insulation, floor and duct insulation, natural gas water heater insulation, water pipe insulation, strategic air and duct sealing, and repair or replacement of natural gas furnace, water heater, and/or natural gas cook stove.

**Program Contact:**

Adrian Andrews  
Columbia Gas of Ohio  
AAndrews@NiSource.com

**ComEd, Call for Ideas**

The ComEd Energy Efficiency team, working with the Local Tech Advisory Group, developed a framework and criteria for a streamlined Call For Ideas (CFI) to improve our outreach to Income Eligible (IE) customers. This was a broad, collaborative effort that reached out to a wide range of vendors and partners in innovative ways to generate a larger impact for our IE customers. The Call for Ideas was sent out to over 500 recipients and we received 109 idea submissions from a diverse group of organizations including many non-traditional sources.

**Program Contact:**

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**ComEd & Nicor Gas, Strategic Energy Management (SEM) Program**

ComEd & Nicor Gas' joint Strategic Energy Management (SEM) program successfully introduced low-to-no cost energy-saving measures into the Illinois energy market – accelerating a transition towards new energy reduction measures. The SEM program offering, which includes intensive educational workshops and one-on-one energy coaching, helps customers identify and implement behavioral changes – which are monitored by statistical energy models to track progress. ComEd & Nicor Gas' SEM work ultimately drove large savings in the utilities' territories, and it has started building a foundation for continued energy savings.

**Program Contact:**

John Mascarenhas  
CLEAResult  
John.mascarenhas@clearesult.com

**ComEd Energy Efficiency Program & CLEAResult**

The ComEd® Energy Efficiency Program partnered with CLEAResult to deliver real-time smart thermostat rebates to ComEd customers via product coupons that can be used in-store or online at the time of purchase. Through a mobile-enabled website, customers validate eligibility and then receive a unique coupon to use when purchasing a smart thermostat at a retailer of their choice. The instant coupon technology eliminates the need for post-purchase applications and paperwork, and in turn reduces the customer burden, removes participation barriers and streamlines program processes. Customers receive their rebates in a few minutes instead of a few weeks.

**Program Contact:**

Ghassan Majdalani  
CLEAResult  
Ghassan.Majdalani@clearesult.com

**Consumers Energy, Small Business Energy Efficiency Program**

Consumers Energy has supported Michigan communities with energy efficiency programs, including the Consumers Energy Small Business Energy Efficiency Program. This program has been a natural extension of the company's successful energy waste-reducing efforts since 2009. The program has excelled at serving this hard-to-reach sector, providing support for small businesses, nonprofits, shelters, and houses of worship. Although targeting small businesses and utilizing incentives isn't anything new, the program uniquely demonstrates how underserved segments can achieve drastic savings.

The program targets small businesses and subsectors such as nonprofits and shelters with usage at or below 400,000 kWh per year. It consists of multi-faceted approach including; walk-through energy assessments, direct measure installation, and trade ally-driven project participation at little or no cost to the customer.

**Program Contact:**

Chad Miller  
Consumers Energy  
Chad.D.Miller@cmsenergy.com

**SEEL, LLC, Appliance Recycling Program**

SEEL is a Service Disabled Veteran Owned Business as well as a certified Minority Business Enterprise that takes pride in our ability to service hard to reach customers that have been historically underserved. Additionally, we dedicate ourselves to finding alternative ways to help these communities through innovative program design and differentiated approaches to program implementation. As a submission to MEEA's 2019 Impact Award we are nominating our Appliance Recycling Program, that we run for DTE Energy, to receive this prestigious honor. We have met and surpassed our recycling goals with this program since inception, all while taking an egregious amount of care towards disposing of hazardous materials in accordance with EPA policy by using RAD certified recyclers to protect the environment from harmful exposure.

**Program Contact:**

Louis E. James  
SEEL, LLC  
ljames@seellc.com

**Sieben Energy**

As the business environment increasingly embraces data analytics to enhance performance, productivity, and profit, buildings too can employ new technologies to monitor operating performance more granularly than ever before to achieve energy efficiency improvement. Sieben Energy Associates (SEA) has been a leader in data-driven energy analytics, also referred to as monitoring-based commissioning, since 2011, employing data analytics to drive HVAC system optimization at heretofore unattainable levels. SEA's embrace of data analytics and its resulting success in identifying energy saving opportunities influenced ComEd in 2014 to incorporate monitoring-based commissioning into its suite of energy efficiency incentives and influenced many of the firm's clients to begin analyzing large, granular HVAC performance data to prompt new insights about their buildings, leading to significant energy savings and improved performance.

**Program Contact:**

Jerry Burin  
Sieben Energy  
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**Sitton Energy Solutions**

In an effort to promote continuous and sustainable energy efficiency, Sitton Energy Solutions has developed a program of collaboration with utilities and their large C&I customers that involves two key components: 1) development and implementation of a Comprehensive Energy Strategy (CES) that drives continuous, never-ending energy efficiency, and 2) the application of data analytics to maximize and sustain the energy savings, all to maximize the customer's and utility's return-on-investment. The program ensures the customer is aware of all energy efficiency opportunities, and their relative ROI, at all times, so they can make the best financial decisions.

Sitton uses its CES program to market and bring customers to the utility incentive programs, and provides input on how incentivizing data analytics can be win-win (customer and utility).

**Program Contact:**

Darla James  
Sitton Energy Solutions  
djames@sittoncg.com

**UIC Energy Resources Center, LIKE Program**

ERC's LIKE program distributes energy efficiency kits to income eligible residents throughout ComEd territory, free of charge. By teaming with area community action agencies who serve LIHEAP enrollees, ERC leverages its strong community ties to effectively and efficiently bring energy efficiency to hard to reach markets. These are easy to install, easy to use measures that include LED lamps, a smart power strip, bathroom aerators and a nightlight. Product information, feedback forms, and a customer service hotline are provided in English and Spanish, so that LIKE is accessible to as many people as possible. Because of the partnerships that ERC has developed with community agencies, LIKE is a very efficient, low-cost program that has realized tremendous savings.

**Program Contact:**

Oscar Mora-Diaz  
UIC Energy Resources Center  
Omorad2@uic.edu

# INNOVATION NOMINEES

## AEP Ohio, Community Assistance Appliance Replacement Program

AEP Ohio combined the best practices from their Community Assistance Program (income eligible) and their Appliance Recycling Program and created the Community Assistance Appliance Replacement (CAAR) program. CAAR is a seamless, turnkey solution for appliance replacement in income eligible programs. It involves a delivery model that includes a central platform for order placement, fulfillment, tracking/program data, reliable and consistent service, and a portfolio/suite/catalog of ENERGY STAR® products at highly competitive prices. Units collected under CAAR are recycled under the Appliance Recycling program in a state-of-the-art de-manufacturing plant in Lima, Ohio. The synergies of combining excellent qualities of these two programs increases customer satisfaction, while driving down costs enabling the Appliance Recycling Program to offer higher customer incentives with no budget increases.

### Program Contact:

Debbie Reed  
AEP Ohio  
dlreed@aep.com

## Agentis Energy, Business Energy Analyzer Platform

The Agentis Customer Engagement Portal delivered impressive savings results due to behavioral change for the second year in a row, based on a new study by Navigant, a consultancy. Business customers saved 276,462 MWh, roughly the equivalent of burning 34,000 tons of coal. These results are the first ever independent third-party verified savings for a behavioral program targeting C&I customers, reinforcing the value of digital engagement for business energy consumers.

The Business Energy Analyzer (BEA) platform is a digital tool designed for ComEd by Agentis Energy (Agentis) that is opt-in and free to use for business customers. BEA enables ComEd customers to leverage the energy usage data collected through advanced metering infrastructure (AMI) and automated meter reading (AMR) meters. These data sources help customers gain insight into electricity use, improve energy efficiency, and reduce utility bills.

### Program Contact:

Brad Cain  
Agentis Energy  
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## City of Westerville – Electric Division

The City of Westerville - Electric Division does not rely on chance to secure reasonable electric rates for customers. The Division purchases power from the market, but the cost of transmission and other bill components are largely out of Westerville's control. Those prices are based on, among other things, the highest peak consumption days in any given year. Therefore, the overall cost of power in the future will be partially based on the highest days of power consumption leading up to that year. It is the Westerville way to look ahead and secure a safe, affordable future for residents and businesses. In 2018, the City of Westerville Electric Division teamed up with Nest, the Google-owned producer of smart thermostats to bring Rush Hour Rewards to residents and businesses.

### Program Contact:

Chris Monacelli  
City of Westerville  
Chris.monacelli@westerville.org

## CLEAResult, Instant Rebates Platform

CLEAResult's instant rebates platform provides discounts for utility customers to use in store or online at time of purchase. Through a mobile-enabled website, customers validate eligibility and then receive a unique coupon to use when purchasing a qualifying energy-efficient product at a retailer of their choice. Our instant product eliminates the need for post-purchase applications and paperwork, which reduces the burden on the customer and streamlines participation in energy efficiency programs. Customers receive their rebates in a few minutes instead of a few weeks.

### Program Contact:

Stephanie Cole  
CLEAResult  
Stephanie.cole@clearesult.com

## Columbia Gas of Ohio

To synchronize the growing demand of consumer technology, and the desire to lower energy costs and associated monthly bills by consumers everywhere, Columbia Gas of Ohio saw a clear sign that smart thermostats could be the energy saving devices customers were looking for. To gain program attention, we offered the Nest Thermostat E for free in Q4 when our residential customers had an audit/assessment of their home completed by one of our trained auditors. Not only did the promotion increase the overall number of completed appointments (delivering 48% of the annual appointment total in just 3 months), the

thermostats alone accounted for an increase of natural gas savings by 4,602 Mcf, contributing to 22,829 total Mcf savings in Q4, and total annual savings of 52,748 for the year.

**Program Contact:**

Tim Kern  
CLEAResult  
Tim.kern@clearesult.com

**ComEd® Energy Efficiency Program, Small Business Offering**

The small business offering within the ComEd® Energy Efficiency Program is a trade ally-driven, prescriptive incentive approach for private businesses with <100KW peak demand. The small business offering has grown from a savings goal of 9,000 MWh in 2011 to a goal of 189,018 MWh Gross savings per year in 2018. We achieved this growth by working closely with trade allies and customers to ensure their needs are being met. This includes right-sizing incentives to ensure small businesses can afford to participate, driving market transformation through measure and customer segment focuses, targeting outreach campaigns in under-participating communities, and developing partnerships with the trade allies to help them grow and develop along with the offering.

**Program Contact:**

Neal Latham  
ComEd  
Neal.Latham@comed.com

**Consumers Energy, Small Business Marketplace**

Consumers Energy developed an innovative, self-service small business marketplace to appeal to those in underserved areas. A custom propensity model was developed for this online marketplace, based on past participant data from the Small Business Direct Install program, to score, segment and micro-target eligible customers. This user-friendly marketplace is marketed digitally and via cross-program marketing. Rebates are applied instantly; online chat, blogs and downloadable resources are available to help with product selection; and products are shipped directly to the businesses. It provides an opportunity for even the smallest small businesses, or those in remote areas, to participate in an energy efficiency program. The marketplace has helped Consumers Energy efficiently serve businesses in every corner of their service territory, achieve savings and improve customer service.

**Program Contact:**

Alyssa Zingaro  
AM Conservation Group  
azingaro@amconservationgroup.com

**Consumers Energy, Zero Net Energy Program**

The Zero Net Energy (ZNE) pilot program is the most comprehensive energy efficiency initiative adopted by Consumers Energy. The program's purpose is to educate on the importance of an integrated design process in achieving zero net energy buildings. This program promotes ZERO NET ENERGY as a post-occupancy, measurable goal by providing a suite of financial incentives and rebates to fund engineering support, cost-benefit analysis and post-occupancy measurement and verification.

**Program Contact:**

Joseph Wadel  
Consumers Energy  
Joseph.f.wadel@cmsenergy.com

**Delta Institute, Lumin**

We are nominating Delta Institute's use of the human centered design approach to develop Lumin for the Inspiring Efficiency Innovation award. Lumin is a mobile phone notification system developed by Delta Institute and targeted at low and moderate income utility customers that 1) helps them reduce or avoid arrears by allowing them to pay their bill more frequently in smaller amounts, 2) assists in accessing smaller, more frequent subsidies when they have trouble paying their bill, and 3) enables them to become more easily connected to incentives and programs to help lower their bill. Lumin was made for income-eligible customers but can be used by any customer with a smart meter and a mobile phone. Lumin was developed using a human centered design approach to answer the question - "How might we help low- and moderate- income customers take advantage of the smart grid?" This approach has provided Delta Institute with benefits beyond Lumin, and we continue to use it to refine Lumin. We think this approach is widely applicable to a variety of energy programs here in the Midwest.

**Program Contact:**

Amy Yanow  
Delta Institute  
ayanow@delta-institute.org

## Energy Bank, FUSION

FUSION™ – LED powered directly by the sun. Patents-pending FUSION is a completely new way of using solar power to directly energize LED fixtures in commercial/industrial applications. It is the latest breakthrough in economically viable renewable energy. FUSION puts the power of the sun into illuminating a facility by using the DC power output from solar panels to directly energize LED fixtures – eliminating the inefficient, expensive and complex conversion process from DC to AC back to DC. Photons in, photons out. No conversion losses. This allows businesses to reduce lighting operating costs to nearly zero during a portion of the day during peak utility rates.

### Program Contact:

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## Sitton Energy Solutions

In an effort to promote continuous and sustainable energy efficiency, Sitton Energy Solutions has developed a program of collaboration with utilities and their large C&I customers that involves two key components: 1) development and implementation of a Comprehensive Energy Strategy (CES) that drives continuous, never-ending energy efficiency, and 2) the application of data analytics to maximize and sustain the energy savings, all to maximize the customer's and utility's return-on-investment. The program ensures the customer is aware of all energy efficiency opportunities, and their relative ROI, at all times, so they can make the best financial decisions.

Sitton uses its CES program to market and bring customers to the utility incentive programs and provides input on how incentivizing data analytics can be win-win (customer and utility).

### Program Contact:

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## Voltus Energy

Voltus won the first ever Illinois Power Agency capacity procurement award as a demand response provider, delivering hundreds of MWs of clean capacity to Illinois at the lowest possible market price. The commercial, institutional, and industrial customers behind this award form a “virtual power plant” with the use of Voltus technology to deliver

load reductions when the grid faces the potential for a blackout. Additionally, this capacity has the direct, competitive effect of accelerating the retirement of uneconomical, central power stations.

### Program Contact:

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## LEADERSHIP NOMINEES

### Franklin County Board of Commissioners

As elected leadership for Franklin County, the Board of Commissioners establishes strategic direction and fiscal priorities for the 31st largest county in the nation and encompasses the 14th largest city - Columbus, Ohio. Increasingly, energy is a focus to address their highest priorities of community safety, job creation, health, sustainability and fiscal responsibility. In addition, the Commissioners have prioritized energy efficiency among their economic development initiatives, such as the EnergyWorks program that provides financial capital for commercial scale energy-saving projects. The Commissioners are also expanding the reach of PACE financing, and the adoption of LEED as a standard in municipal construction. Their commitment remains evident in the release of the Franklin County Energy Study, which provides the foundation to align regional energy initiatives.

### Scott Pigg, Seventhwave

Scott Pigg is an expert in all aspects of residential energy consumption. Over the past 28 years, he has designed and led numerous field studies investigating space heating, air conditioning, water heating and plug-load energy use. He excels at conceiving and implementing research projects that use a combination of survey data, on-site data collection and utility billing data to understand the user's effect on energy efficiency. Scott is nationally recognized for his expertise in designing rigorous statistical studies, analyzing customer billing data and conducting complex data analysis. Scott has led the residential-sector analysis for several energy efficiency potential studies, has conducted residential characterization studies, and led a large national study examining the impacts of home weatherization on indoor air quality.

## U.S. Green Building Council – Missouri Gateway Chapter

The USGBC-Missouri Gateway Chapter believes that everyone deserves to live, work, and learn in a green and healthy building. Through education and outreach, they engage community leaders in sustainable projects that provide environmental, health, and economic benefits in Missouri and Southern Illinois.

Founded in 2001 by 15 volunteers with a passion for green building, volunteers are still at the core of the organization, contributing nearly 4,000 hours annually. Volunteers and staff work with members, sponsors, partners, and the community to advance the quality of life in the region - educating about green building, advocating for healthier environments, and establishing lasting partnerships to improve our built environment. USGBC-Missouri Gateway works to make the vision of healthy and efficient buildings a reality, benefiting all.

## MARKETING NOMINEES

### ComEd® Energy Efficiency Program

The ComEd® Energy Efficiency Program uses facility assessments to build awareness and participation in the energy efficiency program. To increase facility assessment participation, ComEd embarked on an advertising campaign in 2017 which resulted in a 290% increase in total business facility assessments over the same period last year (SPLY).

These assessments are offered free to businesses and public-sector customers with peak electrical loads of > 100 kW to identify energy-saving opportunities throughout their facility, whether it's lights, HVAC systems, chillers, motors or other electrical components. ComEd is a utility leader that markets assessments as the first step for customers to save money and energy.

**Program Contact:**

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## Consumers Energy

Consumers Energy's Residential Participating Contractor Network was established in 2011. In 2017, the Contractor Badge Ranking System was created to encourage increased participation and recognize outstanding performance in our residential Home Performance with ENERGY STAR®, HVAC, and Insulation and Windows programs. The ranking system includes four designations: gold, silver, bronze, and Energy Auditor.

Corresponding badges were developed for each level to let eligible contractors easily promote their status to their customer bases. Contractors are able to earn an updated ranking annually.

This effort gained further momentum in 2018 with the introduction of The Preferred Contractor Marketing Kit. The kit displays stickers, magnets, and window decals available and the proper use. Contractors receive funding to order marketing materials based on badge level.

**Program Contact:**

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Consumers Energy  
Amanda.Day@cmsenergy.com

### DTE Energy, DTE Insight

DTE Insight, which began as a home energy use smart phone application, is expanding to include home energy management. DTE Energy invested early and wisely to ensure the long-term success of DTE Insight. In this way, they continue to be mavericks in defining smart home opportunities—and customer engagement strategies—in the utility space.

Knowing that brand and product expansion is not a simple task, DTE Energy created a long-term, data-informed product and marketing strategy. This approach included mixed-methods hybrid research, a segmentation study, a comprehensive customer database, and modeling to support adaptive market engagement through micro-targeting. With the insights from this approach, the team developed brand, campaign, and messaging strategies to prepare the market for home energy management services.

**Program Contact:**

John Boladian  
DTE Energy  
john.boladian@dteenergy.com

## DTE Energy, Home Energy Consultation Program

The DTE Energy Home Energy Consultation (HEC) program is a residential energy assessment program that includes free in-home installation of energy-saving products and a home energy report.

In an effort to better target customers, DTE Energy adopted Mosaic – a household-based, consumer-lifestyle segmentation scheme that helps anticipate customer behavior and preferences.

Using a segmented marketing strategy and learnings from Mosaic, we drastically improved our HEC program marketing return on investment compared to direct mail and email campaigns implemented the previous year.

In short, we targeted 409,799 fewer customers – and yet drove significantly more responses. Specifically, we saw a 28% higher conversion rate among natural gas customers and 47% higher conversion rate among combo (natural gas and electric) customers.

### **Program Contact:**

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## DTE Energy, Lighting Campaign

DTE Energy embarked on an effort to make understanding energy efficiency lighting easier. Many customers are confused by the multitude of choices they face in the lighting aisle. DTE created a campaign which couples a print lighting guide and tutorial style video to help walk a customer through the purchase decision in 4 easy steps. This ensures customers can confidently make the switch to ENERGY STAR® LED lighting and be confident in their decision, all the while DTE has helped to lower the upfront cost of making this easy and impactful upgrade.

### **Program Contact:**

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ICF  
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## Indianapolis Power & Light Company, eScore Program

In June 2018, Indianapolis Power & Light Company (IPL) launched eScore™, a new residential home assessment program, using a multifaceted marketing campaign aimed at driving customer awareness and conversions for this new offering.

Program goals were aggressive, and a mid-year launch made the initial success of our marketing efforts even more critical. Therefore, we devised a strategy to maximize reach and drive program demand from the onset. This strategy, which included a mix of email, direct mail, billboards and events in conjunction with the development of program collateral and a customer portal, was incredibly successful at driving new appointment bookings. It also led to a reduction in appointment cancellations—which was crucial to reaching key program milestones in the first three months after launch.

### **Program Contact:**

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## Nicor Gas, energySMART

At energySMART, a Nicor Gas program, our portfolio was designed with a guiding principle in mind – that all customers have a way to participate and engage in our program. In June 2017, energySMART started serving additional markets, including income-qualified households, previously served by the State of Illinois Department of Commerce and Economic Opportunity. Within this group, saving money and providing a warm comfortable home were identified as major benefits that energySMART could provide to those that need it most. With this need in mind, the energySMART marketing team developed and implemented the income-qualified marketing strategy to increase awareness and access to energySMART offerings. In this year alone, low-income customer participation has increased by 48%.

### **Program Contact:**

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# THANKS TO THE 2019 INSPIRING EFFICIENCY AWARDS REVIEW COMMITTEE

MEEA would like to thank all of our members and board members who spent hours reviewing the nominations for the 2019 Inspiring Efficiency Awards. We had 50 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 winners and nominees represent the best in the Midwest and the wide range of quality work in the industry.

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

David Tabata, AEP Ohio  
Brad Cain, Agentis Energy  
Monica Thilges, APTIM  
Scott Yee, APTIM  
Cathy Milostan, Argonne National Laboratory  
Jamie Fitzke, Center for Energy and Environment  
Brittany Zwicker, CLEARResult  
Chanda Rowan, Franklin Energy  
Rich Hackner, GDS Associates  
Kevin Duffy, ICF  
Bobbi Fey, ICF  
Kelly Mulder, ILLUME  
Mark Stover, Leidos  
Scott Steiner, Lockheed Martin  
Kevin DeMaster, Mitsubishi Electric  
Rick Morgan, Morgan Marketing Partners  
Josh Arnold, Navigant  
Randy Gunn, Navigant  
Rob Geltner, Nexant  
Ashley Lucier, SEEL, LLC  
E'Lois Thomas, SEEL, LLC  
Eric Flower, The Weidt Group

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**MEEA extends a sincere thank you to the Inspiring Efficiency Awards sponsors and patrons who made this event possible:**

AEP OHIO  
AMEREN ILLINOIS  
CLEARRESULT  
COMED  
DTE ENERGY  
NICOR GAS  
LEIDOS  
RESOURCE INNOVATIONS  
XCEL ENERGY

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# IEA PAST WINNERS

## CHAIRMAN'S AWARD

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

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

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

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

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

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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