



Northwest Trade Ally Network
Commercial & Industrial Lighting

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WWWVWH

Roger Spring or Brent Barclay
Evergreen Consulting Group, LLC
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WHAT?

- “A network of electrical contractors, distributors, manufacturer’s representatives, manufacturers, lighting designers, and others who influence the sales and installation of commercial and industrial energy efficient lighting across the Pacific Northwest”



WHY?

- Significantly increase the number of completed lighting projects in the region
- Trade Ally Networks = proven approach
- Support utility local conservation goals
 - ✓ 62% of regional savings is from commercial/industrial market
 - ✓ 49% of that amount is from lighting!
- Save businesses \$ on their energy bills
- Improve the quality of lighting

WHO?

- All of you!
- Electric Utilities and Energy Efficiency Organizations
- Bonneville Power Administration
- Evergreen Consulting Group



WHEN & WHERE?

- Starting now!
- Applicable to *MOST* commercial & industrial customers of public utilities, investor owned utilities, and the Energy Trust of Oregon
- Oregon, Washington, Idaho, western Montana, parts of California, Nevada, Wyoming and Utah

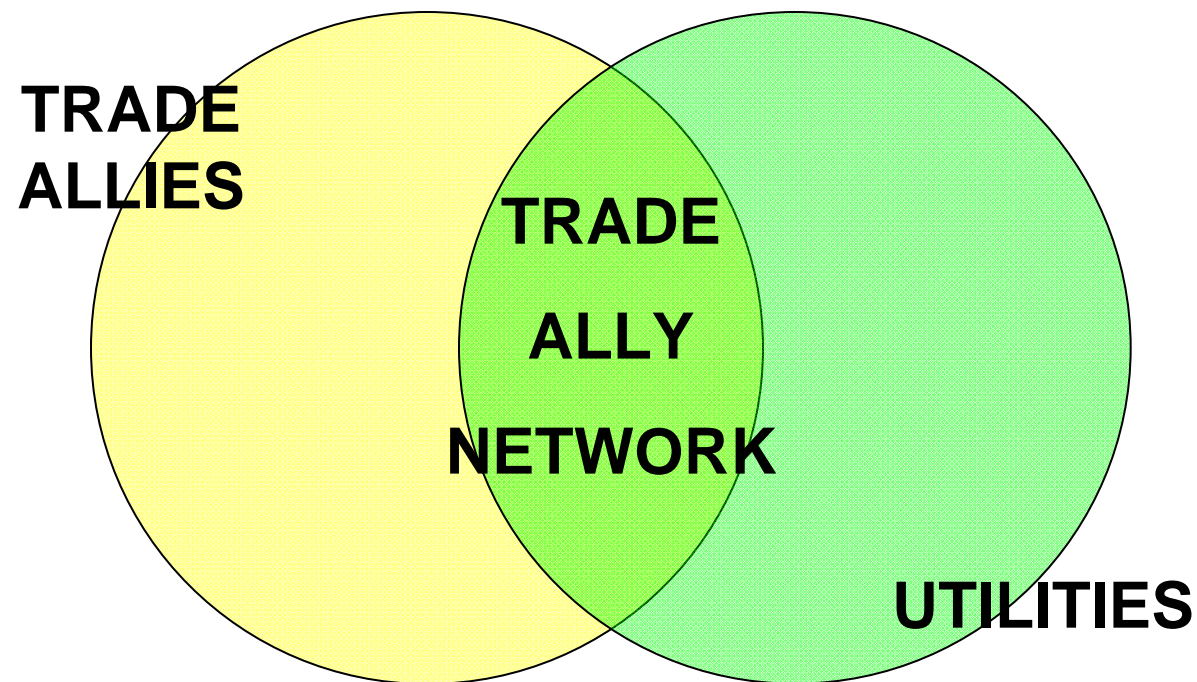
HOW?

Working with trade allies, utilities and energy efficiency organizations:

- Awareness
- Training
- Tools & Support
 - ✓ Website
 - ✓ Newsletter
 - ✓ Technical support
 - ✓ Networking & Information sharing



Working as Business Partners





The Support Team

Roger Spring - Director

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Brent Barclay - Manager

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Doug Oppedal, LC - Technical Lighting Expert

- doug.oppedal@northwest-lighting.org, 503.746.5325

Gwen Lusk - Trade Ally Coordinator

- gwen.lusk@northwest-lighting.org

Toll Free Hotline 1-888-205-5756



Participant Enrollment

- ✓ Download form or request hard copy
- ✓ Business contact information
- ✓ Business type
- ✓ Geographic markets served
- ✓ Electrical contractors license #
- ✓ References - 3 completed C&I lighting projects
- ✓ Acceptance letter & certificate



Trade Ally Newsletter

- ✓ Trade allies are the primary audience
- ✓ E-mail format with links
- ✓ Completed project features
- ✓ Technology articles and information
- ✓ Utility program updates
- ✓ Upcoming training and industry events
- ✓ Marketing & promotion tips



www.northwest-lighting.org

- ✓ FAQ's
- ✓ Enrollment forms
- ✓ Utility locator tool
- ✓ Trade ally locator tool
- ✓ Utility service area maps
- ✓ Retrofit design guides
- ✓ Calculation spreadsheet
- ✓ Training & event calendar
- ✓ Newsletter archive
- ✓ Industry links
- ✓ Sales collaterals order form
- ✓ Tax credit information
- ✓ Recycle & disposal info
- ✓ Toll free hotline



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Questions?

Comments?



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Utility Program Introductions