

Making it Happen

Midwest
Energy Efficiency
Alliance

2008 Annual Report



The Source On Energy Efficiency



A collaborative network advancing energy efficiency in the Midwest
to support sustainable economic development and environmental preservation

A MESSAGE FROM MEEA

2008 was one of great change at MEEA and great advancements for energy efficiency in the Midwest. Our membership grew by more than 30 percent in 2008 and we expanded our geographic footprint – testaments to the region’s growing commitment to energy efficiency, our strong network of members, and MEEA’s regional role as the source on energy efficiency.

Two of the Midwest’s largest states passed Energy Efficiency Portfolio Standards, while utility efficiency programs continued to expand across the region. MEEA served as the regional leader in a national campaign to increase energy efficiency standards for buildings across the country.

MEEA’s programs continued to evolve as we focused on assisting utilities in developing program portfolios while leading the dialogue in support of regional collaboration of program activities – all in addition to our existing regional programs.

MEEA led the nation in *Building Operator Certification*® trainings and facilitated the distribution of over 1.6 million compact fluorescent light bulbs through our lighting initiatives. We continued to serve as a resource for the Midwest, promoting best practices, training contractors and trainers alike, and nurturing emerging technologies.

Building on our work with the Midwestern Governors Association, the MEEA Board of Directors voted to expand our geographic region to include Kansas, Nebraska, North Dakota and South Dakota. We look forward to working in these new states, building a network for energy efficiency, growing MEEA’s membership and sharing best practices and lessons learned for programs and policies.

In January 2009, we held the *Midwest Energy Solutions Conference: Delivering Progress*, bringing together over 300 of the region’s leaders on energy issues and climate solutions. Participants learned about emerging technologies; national energy policy; measuring market transformation; and the greening of computing, building and the utility business model. In conjunction with the conference, we also recognized key regional leaders at the 5th annual *Inspiring Efficiency Awards*, honoring a governor, local utilities, lighting designers and an energy service nonprofit.

Thank you for your support. We look forward to 2009 and great growth for energy efficiency.

Together, the MEEA network is *Making it Happen!*



David Eijadi
Board Chair



Wendy Jaehn
Executive Director

2008-2009 MEEA Board of Directors

	Chair	Vice Chair	Secretary	Treasurer	
	David Eijadi <i>The Weidt Group</i>	Randy Gunn <i>Summit Blue Consulting</i>	Sarah Else <i>Alliant Energy</i>	Sam Sirkin <i>JACO Environmental, Inc.</i>	
Dave Backen <i>Ecos Consulting</i>	Mary Anne Emmons, P.E. <i>Commonwealth Edison Company</i>	Joel Freehling <i>ShoreBank</i>	Janine Midgen-Ostrander <i>Office of Ohio Consumers' Counsel</i>	Raiford Smith <i>Duke Energy</i>	
Charles Budd <i>KEMA, Inc.</i>	Jonathan Feipel <i>Illinois Department of Commerce and Economic Opportunity</i>	Marty Kushler <i>American Council for an Energy-Efficient Economy</i>	Kate Offringa <i>North American Insulation Manufacturers Association</i>	Garrett Stone <i>Brickfield Burchette Ritts & Stone, P.C.</i>	
Martha Carney <i>Outsourced Innovations, LLC</i>	Peter Feroli <i>Applied Proactive Technologies, Inc.</i>	Greg Lovett <i>Ameren UE</i>	John Sarver <i>Michigan Department of Energy, Labor & Economic Growth</i>	Susan Stratton <i>Energy Center of Wisconsin</i>	
Brian Castelli <i>Alliance to Save Energy</i>				Jim Wiet <i>Energy Resources Center – University of Illinois at Chicago</i>	

Making it Happen Through Energy Efficiency Programs



Making It Happen in Beltrami County, MN with Building Operator Certification

“After each BOC level program finished, I had close to a page full of ideas to research to determine if they would help improve the energy efficiency of our campus. Most of these items were implemented and we have seen a very significant cost savings in our operations.”

– Steve Shadrick, Facility Operator
Beltrami County, Bemidji, MN

As a result of his Building Operator Certification (BOC) training, Mr. Shadrick was able to implement a number of projects that resulted in savings of over \$82,500, lowering natural gas usage by over 45,000 therms and electrical usage by over 341,000 kWh.

MEEA has a long history of working with states, communities and utilities in designing, administering and implementing energy efficiency programs.

Early on in our history, MEEA pioneered many energy efficiency programs now commonplace throughout the region. Today, MEEA serves as a resource promoting best practices, training students and professionals, advancing emerging technologies and facilitating coordination between utilities for enhanced coordination of local, state and regional programs.

MEEA’s programs seek to achieve the following:

- **Support emerging and established efficiency programs.** Assist utilities, communities and states in developing energy efficiency programs.
- **Advance regional coordination.** Pursue regional coordination of programs and adoption of best practices for contractor and engineering professionals and code officials.
- **Enhance consumer awareness.** Coordinate education and training programs that educate children on the value and importance of energy efficiency and assist consumers in accessing efficiency products and contractors.
- **Promote emerging technologies.** Develop pilot demonstrations and programs that advance emerging efficiency technologies that may not yet pass cost tests, in order to develop new markets and savings.

2008 Key Program Accomplishments

Building Operator Certification (BOC)

BOC is a professional certification program for building operators and engineers focusing on energy efficiency and preventative maintenance in schools, municipal buildings and commercial space. Highlights of MEEA’s BOC program in 2008 included the following:

- Led the country with 26 BOC training sessions across five states.
- Trained nearly 600 operators.
- Achieved energy savings of approximately 90 million kWh and 22,000,000 therms through BOC training.

Change a Light, Change the World (CAL)

CAL is a lighting campaign of the USEPA that serves as a framework for cooperation between national, regional, and local ENERGY STAR® partners in delivering a coordinated message to the public regarding the energy-saving benefits of qualified lighting products. MEEA has been involved in the program for eight years. Highlights of MEEA’s CAL participation in 2008 included the following:

- MEEA secured 12 Midwest sponsors across three states.
- The Midwest campaign leveraged over \$47,000 in matching rebate dollars from the lighting manufacturer.
- 77 retailers participated in the campaign.
- 86,356 compact fluorescent light bulbs (CFLs) were sold in the region.
- A savings of 30,889,478 kWh will be realized over the life of the CFLs – equivalent to keeping 37,067 tons of CO₂ from being released into the atmosphere or removing nearly 5,000 cars from the road.

Lights for Learning (L4L)

L4L educates children in kindergarten through 12th grade about the importance of energy efficiency and helps them raise money to support their schools through fundraisers in which they sell energy efficient products. Highlights of MEEA's L4L program in 2008 included the following:

- 99 fundraisers were held.
- 2,140 students participated in the program.
- 130 energy efficiency presentations were given at schools.
- 35,700 compact fluorescent light bulbs (CFLs) were sold.
- \$43,800 was raised for the schools.
- 12,769,900 kWhs will be saved over the lifetime of the CFLs.

Northern Illinois Energy Project (NIEP)

NIEP – an initiative administered by the Illinois Citizens Utility Board (CUB), the City of Chicago, and Cook County – engaged MEEA in a multi-year residential lighting program in ComEd's service territory. Highlights of MEEA's NIEP participation in 2008 included the following:

- Financial incentives helped retailers sell 969,840 compact fluorescent light bulbs (CFLs) during spring and fall promotions.
- 1.5 million CFLs were given away.
- 883,461,768 kWhs will be saved over the lifetime of the CFLs.

Midwest Emerging Technology Offering

MEEA continued development of this program that researches technologies and national programs in order to offer opportunities for utilities, communities and states to demonstrate pilot technologies or administer programs promoting emerging technologies.

MEEA's intent is to take technologies that may not yet be cost effective or market ready but will likely be the energy efficiency solutions of the future.

In 2008, MEEA initiated the Emerging Technologies Program by developing the *Midwest LEDers* program, designed to achieve the following:

- Inform MEEA members about light emitting diodes (LEDs).
- Match potential pilots and installations with MEEA's vetted vendor pool.
- Assist sites in installation and performance verification, as needed.

In the future, MEEA will broaden its emerging technologies focus to include whole home, industrial and plug load products.



Making it Happen Through Policy Advocacy



MEEA strives to be the source on energy efficiency in the Midwest. In our policy work, MEEA provides expert analysis, promotes efficiency and supplies best practices to all stakeholders in the legislative, regulatory and administrative processes.

Promoting Energy Efficiency Portfolio Standards

MEEA is a leading champion for Energy Efficiency Portfolio Standards (EEPS) in the region. An EEPS requires electric and natural gas utilities to create energy efficiency programs to meet certain annual energy savings targets. MEEA endorses utility cost recovery and supports incentives for beating energy savings targets.

Highlights of MEEA's involvement in promoting EEPS in 2008 included the following:

- Michigan enacted an EEPS that will reduce electricity usage by 1 percent and natural gas usage by .75 percent annually by 2012. MEEA supplied expert analysis on the estimated savings from the EEPS proposals, educated legislators and staff on the value of efficiency and developed a coalition of business and environmental advocates.
- Ohio enacted an EEPS that will reduce electricity usage by 2 percent annually by 2019. MEEA provided expert analysis of energy savings and educated legislators on the financial and environmental benefits of energy efficiency. MEEA and the Ohio Environmental Council worked with the Public Utility Commission of Ohio during EEPS rulemaking to ensure that the most cost-effective energy efficiency programs were employed to realize significant energy and demand savings.
- Illinois electric utilities began efficiency programs to meet targets set in 2007 legislation to reduce electricity usage by 2 percent annually by 2015. As an active member of the stakeholder advisory group in Illinois, MEEA continued to provide input and recommendations for current and planned efficiency programs.

Promoting Energy Efficiency in Building Codes

MEEA leads the debate for increased energy efficiency standards in building energy codes and advocates for state enactment of the national model building codes for residential and commercial buildings.

Highlights of MEEA's involvement in promoting energy efficiency in building codes in 2008 included the following:

- Michigan enacted an updated residential energy efficiency building code after the state won a lawsuit that had been filed to block the new code. MEEA intervened in the lawsuit to support the code proposed by the Michigan Department of Energy, Labor, and Economic Growth. We continue to partner with a coalition of manufacturing, business and environmental advocates for increased compliance with the new code to maximize energy savings.
- MEEA was the Midwest leader in a national campaign to increase energy efficiency by 30 percent in the national residential model energy code. Although the coalition fell short of our goal, energy efficiency standards were increased by 14 percent, which will save homeowners hundreds of dollars each year.
- MEEA provided expert analysis to legislators on building code proposals in Indiana, Illinois, and Ohio on the consumer and environmental benefits of more efficient model codes.

Promoting Climate Stewardship through Energy Efficiency

In 2008, MEEA continued as a leading participant in the Midwestern Governors Association's (MGA) Energy Efficiency Advisory Group (EEAG). The EEAG developed programs and policies to successfully implement the MGA's Climate Change Stewardship Goal of reducing energy use by 2 percent annually by 2015, through energy efficiency initiatives.

In 2008, MEEA also increased our role in RE-AMP, a collaborative of Midwestern environmental organizations working on energy and climate issues, assuming leadership of the Energy Efficiency Working Group.

Making it Happen Through Conferences and Events



In 2008 and early 2009, we hosted a variety of events to promote best practices, identify areas of growth and opportunity for energy efficiency, and bring together the region's leaders.

As the source on energy efficiency with a growing membership, MEEA seeks to utilize our network of members and allies to promote and advance energy efficiency in the Midwest.

8th Annual Midwest Energy Solutions Conference: Delivering Progress January 7-9, 2009

Midwest Energy Solutions is MEEA's annual conference and the premier event for energy efficiency in the Midwest. *Delivering Progress* explored energy efficiency programs, policies, and emerging technologies. Highlights of the conference included the following:

- More than 300 energy leaders attended, including utilities, energy consultants, government agencies, academic institutions, nonprofits and manufacturers.
- More than 30 sponsors exhibited.
- Nearly 40 presentations on energy efficiency were provided by recognized leaders.
- Development and launch of conference Web site, www.meeaconference.org

5th Annual Inspiring Efficiency Awards January 8, 2009

In conjunction with the *Midwest Energy Solutions Conference*, MEEA hosted our 5th annual ceremony honoring Midwest leaders who deliver groundbreaking advancements in energy efficiency across the following six categories:

- **Leadership** – Jim Doyle, Governor, Wisconsin
- **Education** – Interstate Power and Light Co., an Alliant Energy company
- **Impact** – Orion Energy Systems, Inc.
- **Marketing** – Wisconsin Focus on Energy
- **Innovation** – Keyser Visual, a Division of the Keyser Group
- **Chairman's Award** – Janet Streff, State Energy Office, Minnesota

ArchLED '08

November 12-14, 2008

ArchLED '08 was a MEEA event in partnership with *Architectural SSL* magazine to explore new and emerging solid-state lighting technologies. Highlights of ArchLED '08 included the following:

- More than 300 people attended, including designers, architects, engineers and government agency representatives.
- Nearly 40 presentations were provided by lighting technology professionals, government officials and manufacturers.
- 35 sponsors exhibited, highlighting commercially available and state-of-the-art solid-state lighting technology.

Iowa Thought Leadership Roundtable

Iowa Energy Center, August 6, 2008

MEEA's Thought Leadership Roundtables are informal, invitation-only events designed to bring together all stakeholders in a state around the immediate issues and future opportunities for energy efficiency.

Nearly 50 energy efficiency stakeholders attended the 2008 Iowa Thought Leadership Roundtable. The Roundtable focused on Iowa's new programs to promote energy efficiency and efficient building energy codes, and examined the impact of catastrophic flooding on the building and housing industry.

FINANCIAL OVERVIEW

Midwest Energy Efficiency Alliance

Statement of Activities For the Years Ended June 30, 2008 and June 30, 2007

	2008	2007
Support and Revenue		
Program	\$6,670,865	\$6,231,448
Policy	234,000	237,974
Conference and Workshop Income	283,008	157,055
Membership	352,180	321,756
Other	28,643	48,382
Total Support	\$7,568,696	\$6,996,615

Expenses

Program and Policy	\$6,965,895	\$6,311,149
Management and General	563,596	532,979
Fundraising	11,773	–
Total Expenses	\$7,541,264	\$6,844,128

Increase (decrease) in Net Assets

	\$27,432	\$152,487
Net Assets – Beginning of Year	438,516	286,029
Net Assets – Ending of Year	465,947	438,516

Gross Revenue/Funding Diversity

Program	88%	89%
Policy	3%	3%
Conference and Workshop Income	4%	2%
Membership	5%	5%
Other	–	1%

Assets

Current Assets

Cash and Cash Equivalents	\$305,245	\$494,390
Accounts Receivable	596,147	666,733
Prepaid Expenses	22,327	30,489
Training Materials in Inventory	7,258	–
Total Current Assets	\$930,977	\$1,191,612

Other Assets

Certificate of Deposit	\$55,065	\$52,769
Equipment and Furniture – Net	17,821	26,375
Leasehold Improvements – Net	16,931	19,047
Total Other Assets	\$89,817	\$98,191
Total Assets	\$1,020,794	\$1,289,803

Liabilities and Fund Balance

Current Liabilities

Accounts Payable	\$434,444	\$307,330
Grants/Dues Received in Advance	85,584	521,686
Total Current Liabilities	\$520,028	\$829,016

Deferred Rent Payable	34,819	22,272
Total Liabilities	\$554,847	\$851,288

Net Assets

Unrestricted	\$215,794	\$171,396
Temporarily Restricted	250,153	267,119
Total Net Assets	\$465,947	\$438,515

Total Liabilities and Net Assets

\$1,020,794	\$1,289,803
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MIDWEST ENERGY EFFICIENCY ALLIANCE MEMBERS

Aclara Software	City Utilities of Springfield, Missouri	Illinois Department of Commerce and Economic Opportunity	Orion Energy Services
Alliance to Save Energy	City Water, Light & Power – Springfield, Illinois	Indianapolis Power & Light	Outsourced Innovations, LLC
Alliant Energy	Columbia Gas of Ohio	Iowa Department of Natural Resources	Portland Energy Conservation, Inc.
Alternative Energy Systems Consulting, Inc.	Columbia Water and Light	JACO Environmental, Inc.	Putnam Price Group, Inc.
Ameren	Commonwealth Edison Company	KEMA, Inc.	Resource Solutions Group
American Council for an Energy-Efficient Economy	Conservation Services Group	Kentucky Governor's Office of Energy Policy	Serious Materials
American Electric Power	District Energy, St. Paul	KO Solutions, LLC	Schools for Energy Efficiency – a division of Hallberg Engineering, Inc.
Applied Proactive Technologies, Inc.	DTE Energy	Lockheed Martin	ShoreBank
ARCA	Duke Energy	Michigan Department of Energy, Labor & Economic Growth	Sieben Energy Associates
Associated Electric Cooperative Inc.	Ecos Consulting	Michigan Electric Cooperatives Association	Southern Minnesota Municipal Power Agency
Association of Illinois Electric Cooperatives	Edison Electric Institute	MidAmerican Energy Company	Staples Communications
Association of Professional Energy Consultants	Energy Center of Wisconsin	Minnesota Department of Commerce	Suez Energy Resources, NA
Bass and Company Management Consultants	Energy Education Council	Minnesota Energy Resources	Summit Blue Consulting
Beta LED/Kramer LED	Energy Federation Incorporated	Minnesota Power	Vectren Energy Delivery
BlueStar Energy Services	Technical Consumer Products, Inc.	Minnesota Project	Wabash Valley Power Association
Borealis Lighting – a division of Polybrite International	Energy Resources Center – University of Illinois at Chicago	Missouri Botanic Gardens Earthways Center	The Weidt Group
Brickfield Burchette Ritts & Stone, P.C.	Energy Solutions, Inc.	Missouri Department of Natural Resources	Wisconsin Department of Administration
The Cadmus Group, Inc.	Environmental Law & Policy Center	National Energy Education Development Project	Wisconsin Energy Conservation Corporation
Cardinal Glass Industries	Franklin Energy Services	National Fenestration Ratings Council	Wisconsin Public Service
Cenergy, LLC	Future Energy Enterprises, LLC	Niagara Conservation Corporation	Xcel Energy
Center for Energy and Environment	General LED	Nicor Services	
Chicago Park District	H. Gil Peach & Associates	North American Insulation Manufacturers Association	
Citizens Energy Group	GoodCents	Office of Ohio Consumers' Counsel	
City of Chicago	Guardian Industries Corporation	Ohio Department of Development	
City of Saint Paul	Hoosier Energy	Opinion Dynamics Corporation	
	ICF International		

Member list as of April 30, 2009



MEEA is a recipient of an ENERGY STAR Award for “Special Recognition – Outstanding Contributions Improving the Quality of Efficient Lighting.”



MEEA's offices have earned the certification “Leadership in Energy and Environmental Design for Commercial Interior” (LEED-CI), from the U.S. Green Building Council for energy efficiency, materials selection and indoor environmental quality.



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