

The Source On Energy Efficiency

**Launching, Implementing
and Valuing Efficiency**



2009 – 2010 MEEA Board of Directors

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A MESSAGE FROM MEEA

This was a watershed year for energy efficiency in the Midwest because of an increase in federal funding through the American Recovery and Reinvestment Act (ARRA) in addition to the progressive work already underway throughout the region. MEEA estimated that just under \$1 billion would be spent annually on energy efficiency in the region by 2012, and this was before the passage of ARRA. ARRA spending will nearly triple the investment in energy efficiency with an additional \$2.86 billion in spending. State and local governments across the region are benefiting from this funding by implementing new programs to advance energy efficiency and enacting new energy efficiency resource standards and building energy codes.

MEEA is thriving because of all this activity in the region and increased support for energy efficiency. Our membership increased by more than 25 percent through 2009. We are recognized as the regional leader in energy efficiency as we continue to bridge the gap between evolving policy initiatives and program opportunities.

MEEA's program efforts have focused on supporting state energy offices, municipalities and utilities to develop program portfolios that have cost-effective efficiency programs. These programs benefit from combined resources and regional coordination and offer greater consistency within the marketplace. Our Building Operator Certification™ program leads the country in trainings. It has active programs in five states and is expanding to Kansas and Michigan in 2010. As our existing programs grow, we are developing a new suite of programs that focus on building sciences, emerging technologies and whole home solutions, including our new Home Performance with ENERGY STAR® and HVAC system performance programs.

Our policy efforts continue to expand. We promote best practices and build coalitions of stakeholders at the local, state and regional levels to ensure passage of the strongest energy efficiency policies. We have grown as a resource for legislators, regulators and other government officials, by analyzing the true impact of proposed policies. We present the case for energy efficiency by highlighting the economic impact, consumer benefits and potential environmental savings. Our Energy Expos and Thought Leadership Roundtables bring together coalitions at the state level to better understand and support energy efficiency.

In January 2010, we hosted the 8th Annual Midwest Energy Solutions conference. *Opportunity Now!* brought together nearly 400 regional leaders from the energy sector. Keynote speakers and panelists from all sectors spoke about launching efficiency programs, implementing efficiency programs and policies and valuing efficiency to ensure that we maximize on our opportunities. During the conference, we also recognized the region's efficiency leaders at the *6th Annual Inspiring Efficiency Awards*.

Thank you for your support. While the industry is booming, many challenges still lie ahead. Together we can tackle each issue and identify collaborative solutions. We look forward to 2010, the continued growth in efficiency and the support of our members.

Together, we are building a better future!

David Eijadi
Board Chair

Wendy Jaehn
Executive Director



Launching Efficiency Through Policy Advocacy

Promoting Energy Efficiency Resource Standards

MEEA is a leading champion for Energy Efficiency Resource Standards (EERS) in the region. EERS require 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 exceeding energy saving targets. Highlights of MEEA's involvement in promoting EERS in 2009 include the following:

- MEEA complemented its electric EERS with a natural gas standard in 2009. The new natural gas EERS will reduce usage by 1.5 percent annually by 2019. MEEA supplied expert analysis on the estimated savings from the proposal, educated legislators and staff on the value of efficiency and supported a coalition of business and environmental advocates. MEEA's analysis of the estimated savings from 1.5 percent annual EERS proposal would save Illinoisans \$1.2 billion per year in 2030, resulting in a cumulative savings of more than \$10 billion by 2030.
- By order of the Indiana Utility Regulatory Commission, Indiana enacted an electric EERS that will reduce electricity usage by 2 percent annually by 2019. MEEA's analysis estimates that this new policy will save Hoosiers \$1.7 billion annually by 2030.
- The Michigan Public Service Commission created an Energy Optimization Collaborative. The Collaborative provides utilities, energy efficiency industry organizations, environmental organizations, and other stakeholders a forum to share ideas and updates on the performance of Michigan utility energy efficiency programs. MEEA participates in the Program Design & Implementation Workgroup and monitors the Evaluation Workgroup.
- Ohio and Iowa began energy efficiency stakeholder meetings. In Ohio, the state's four large investor-owned utilities – AEP Ohio, Dayton Power and Light, Duke Energy and First Energy – began stakeholder processes in 2009. In addition, Iowa's investor-owned utilities also have begun stakeholder meetings, coordinated by the Iowa Office of Consumer Advocate.

Educating Legislators and Key Stakeholders

MEEA, with the support of the Energy Foundation and our members, hosts Energy Expos in state capital cities. These events bring together legislators, regulators, administrators and their staff with EE stakeholders, including utilities, environmental organizations, consumer advocates, manufacturers and retailers and academic and research institutions. Energy Expos promote the economic impact, consumer savings and environmental benefits of energy efficiency policies, programs and products.

- MEEA held an Energy Expo in Springfield, Illinois, in March to showcase energy efficiency as an industry. The event attracted energy efficiency businesses, advocates and policymakers.
- MEEA hosted an Energy Expo at the Ohio Statehouse in Columbus, in June, attracting hundreds of visitors and nearly 30 exhibitors.

Promoting Energy Efficiency in Building Codes

MEEA leads the debate for increased energy efficiency standards in building energy codes. MEEA also advocates for state enactment of the national model building codes for residential and commercial buildings. Highlights of MEEA's involvement include:

- Illinois enacted its first statewide residential building energy code. MEEA worked with a multi-stakeholder coalition to educate legislators and regulators about the need to establish a statewide code. MEEA continues to partner with a coalition of government officials, manufacturers, and business and environmental advocates for increased compliance with the new code to maximize energy savings. MEEA's analysis of the statewide code estimates that consumers will save between \$287 to \$677 annually when living in a home built to code.
- MEEA provided expert analysis to legislators about the consumer and environmental benefits of more efficient building codes proposals in Indiana, Michigan and Ohio.

Promoting Climate Stewardship through Energy Efficiency

- In 2009, MEEA continued to be a leading participant in the Midwestern Governors Association's (MGA) Energy Efficiency Advisory Group (EEAG). The EEAG has recommended energy efficiency programs and policies that would achieve the MGA's Energy Security and Climate Stewardship goal of reducing energy use by 2 percent annually by 2015, through energy efficiency initiatives. The final recommendations were released during the MGA's Jobs & Energy Forum in October.
- MEEA continues to chair the RE-AMP Energy Efficiency Working Group, leading more than 100 advocates to advance energy efficiency through climate and energy work in six states.

Implementing Efficiency through Energy Efficiency Programs

MEEA is a leader when it comes to promoting energy efficiency best practices, training students and professionals, advancing emerging technologies and facilitating coordination between utilities for enhanced coordination of local, state and regional programs.

Participating Energy Efficiency Contractor (PEEC) Network

MEEA launched its Participating Energy Efficiency Contractor (PEEC) network as a resource for utilities to list trained contractors to support energy efficiency programs. It also helps consumers identify utility and state incentives and contractors who install high efficiency equipment.

- Consumers can find quality contractors who have completed required utility efficiency training programs through the PEEC network Web site, www.mwalliance.org/PEEC.
- The PEEC network provides regular communications to participating contractors, letting them know about utility and state rebate programs and additional advanced training opportunities.
- Since its launch, the PEEC network, as part of the Chicagoland Natural Gas Savings Program (Peoples Gas and North Shore Gas) has conducted 15 high efficiency training sessions, resulting in 256 listed HVAC, insulation, and plumbing contractors.
- As the PEEC network continues to grow and evolve, additional trainings in other residential efficiency areas, such as air sealing and home rating, may be offered.
- MEEA seeks to make the network more comprehensive and recognizable to provide the maximum benefit to consumers, contractors, state members and utility companies.

Building Operator Certification (BOC)

BOC is a national professional certification program for building operators and engineers focusing on energy efficiency and preventative maintenance in schools, municipal buildings and commercial space.

- Lead the nation in number of trainings and certifications with 30 BOC training sessions conducted and 446 certifications issued in 2009.
- Achieved energy savings of approximately 67 million kWh and 16,500,000 therms through BOC training.
- MEEA began facilitating trainings in Kansas in 2009 and made significant progress in bringing BOC to Michigan with planned pilot programs beginning in 2010.

“MEEA engages in truly meaningful and measurable programs and offers a range of forums to bring together the people who make things happen and implement change. They are a catalyst for the industry”

- Greg Mueller, Director, International Markets, BetaLED, A Division of Rund Lighting



Lights for Learning™ (L4L)

Lights for Learning educates K-12 students across Illinois about the importance of energy efficiency. L4L helps students raise money to support their schools through fundraisers in which they sell energy-efficient products. The 2009 program included additional curriculum and activities and a larger selection of products (including smartstrips).

- 169 fundraisers were held.
- 2,394 students participated in L4L.
- 202 energy efficiency presentations were given at schools.
- 36,782 compact fluorescent light bulbs (CFLs) were sold.
- \$43,900 was raised for the schools.
- 13,350 MWH will be saved over the lifetime of the products sold.

ILEnergySmart.biz Website

Through a partnership with the Illinois Chamber of Commerce, MEEA has developed and launched a new business-oriented Web site on energy efficiency called ILEnergySmart.biz. The purpose of the Web site is to provide Illinois businesses with information they can use to incorporate energy efficiency into their day-to-day operations to save on energy and expenses. ILEnergySmart.biz features a number of tools for businesses including:

- An Energy Calculator to determine average annual energy usage by businesses of similar size and sector to benchmark building performance.
- A selection of targeted energy-saving tips and upgrades for businesses, including no-cost, low-cost, and sound long-term investment opportunities.

“MEEA provides keen insight into the trends in the energy efficiency industry, which helps us develop new loan and deposit products for building stronger and more sustainable communities.”

- Joel Freehling, Manager, Triple Bottom Line Innovations, ShoreBank

- Information on financial incentives available to Illinois businesses to help offset the expense of efficiency upgrades.
- A searchable database of Illinois contractors capable of providing energy-efficient building construction and upgrades. The database aggregates contractor networks of multiple Illinois utilities and programs for one-stop shopping.

Home Performance with ENERGY STAR®

MEEA was awarded a grant by the State of Illinois to create a Home Performance with ENERGY STAR (HPwES) program that uses best practices from across the country in conjunction with the existing whole home infrastructure in Illinois and U.S. EPA's HPwES team. This comprehensive program guide and implementation plan includes a work plan and time frame recommendations, program logistics, proposed budget, and a list of interested home improvement contractors. MEEA expects the State to officially launch the program in the second half of 2010.

- Working with existing and potential stakeholders across Illinois (including state and local agencies, utilities, industry/contractor groups, community colleges, weatherization groups and whole home professionals) to ensure IHPwES is comprehensive and robust.
- Determining whole-home residential efficiency contractor certification(s) to be required as part of the IHPwES program.
- Working with banking and state and local governments to identify and eliminate possible barriers to launching financial incentives.
- Coordinating with electric and natural gas utilities in Illinois to develop utility energy efficiency programs.
- Reaching out to communities through community action agencies, chambers of commerce, and municipal governments across the state to educate about the upcoming new program and prepare for program launch.
- Creating marketing materials including updated Web presence, broad-level educational handouts/sell-sheets, and recommendations for marketing the program to home improvement contractors, homeowners, and financial institutions

Indiana Appliance Recycling Program

In an effort to capture energy savings potential through appliance recycling in Indiana, MEEA spent much of 2009 working with multiple partners in the state to develop infrastructure for a refrigerator and freezer recycling program. Using an established and successful program model, consumers will be able to schedule the free pickup of old, inefficient appliances. The inefficient appliances will then be recycled appropriately and the consumers will receive a cash reward for their effort. Sponsored by Hoosier Energy in Southern Indiana and Wabash Valley Power Association in Northern and Western Indiana, the programs has broad geographical coverage in the state covering all rural cooperatives in Indiana and some in Illinois and Missouri.

Both electric cooperative associations are involved working alongside MEEA and program implementer, JACO Environmental, to launch the program in the spring of 2010. The initial pilot phase of the program is expected to last through the summer of 2010, after which a broader program rollout will take place, bringing the program to a wider pool of rural electric cooperatives.

Midwest LEDers

MEEA continues to expand upon its efforts to educate Midwestern partners seeking to make solid-state lighting (SSL) a part of their energy efficiency solutions. Through a partnership with the U.S. Department of Energy, MEEA acts as the Midwest's source for current information on SSL.

- Partnering with the U.S. Department of Energy through a one-year initiative to disseminate information on LED lighting throughout the Midwest. MEEA continues to participate in a variety of SSL conferences and meetings. MEEA conducted a series of technical webinars, developed a Midwestern SSL Plans and Perceptions survey, and expanded MEEA's Web site to act as a repository for SSL information with a regional basis.
- Co-hosting the Voices for SSL Efficiency 2009 conference with U.S. DOE in Chicago. MEEA assisted U.S. DOE in developing the program agenda, moderating a utility panel, and organizing a walking tour of several LED installations in downtown Chicago.
- Sponsoring the DesignLights Consortium, which qualifies LED products using a rigorous specification designed to assist partners in vetting LED fixtures for quality.
- Chosen by the U.S. Department of Energy to perform field assessment for the first product submission to the L-Prize. Product will be highlighted in MEEA's office and in the Merchandise Mart, the largest commercial building in the U.S.

Valuing Efficiency Through Conferences and Events

MEEA is continually developing our growing network of members and allies to promote and advance energy efficiency in the Midwest.

9th Annual Midwest Energy Solutions Conference: *Opportunity Now!*

January 13-15, 2010

Midwest Energy Solutions is MEEA's annual conference and the premier event for energy efficiency in the Midwest. Participants at *Opportunity Now!* celebrated 2009 as the turning point year for energy efficiency, and also examined future goals and opportunities. The event focused on launching, implementing and valuing efficiency.

- Participation by nearly about 400 energy leaders, including utilities, energy consultants, government officials, academic institutions, nonprofits and manufacturers and retailers.
- More than 40 presentations about energy efficiency provided by utilities, government agencies, leading corporations and nonprofits.
- Exhibits from more than 35 sponsors.

6th Annual Inspiring Efficiency Awards January 14, 2010

In conjunction with the Midwest Energy Solutions conference, MEEA hosted the 6th annual ceremony honoring Midwest leaders who deliver groundbreaking advancements in energy efficiency across six categories. The 2010 winners are:

- Leadership – Janine Migden-Ostrander and Tom Casten
- Education – Commonwealth Edison and Smart Energy Design Assistance Center
- Impact – Interstate Power & Light Co, an Alliant Company
- Innovation – Ameren Illinois Utilities
- Marketing – Interstate Power & Light Co., an Alliant Company and R.L. Just & Associates, P.C.
- Chairman's Award – Illinois Department of Commerce and Economic Opportunity



“MEEA’s annual conference was a perfect place to take the pulse of energy efficiency across the Midwest, to discuss the latest developments with leading regional and national experts, and to connect with colleagues who are working to deliver a more efficient, economic energy future. Thank you, MEEA, for a job well done.”

- Robin Roy, Ph.D., VP, Projects and Policy, Serious Materials, Inc.

Thought Leadership Roundtables (TLRs)

MEEA conducts statewide Thought Leadership Roundtables to bring its members together with local stakeholders to learn about energy efficiency, identify the current status of EE in that state and outline opportunities for the future. In 2009, MEEA, with the support of members and the Energy Foundation, organized:

Missouri Thought Leadership Roundtable

Jefferson City, MO – February 2009

- More than 50 stakeholders attended
- Presentations and discussions focused on the federal stimulus debate and potential funding for EE programs and advancement and promotion of EE policies

Indiana Thought Leadership Roundtable

Indianapolis, IN – October 2009

- Nearly 80 leaders in energy efficiency attended
- Presentations highlighted current programs of MEEA members in the state
- Discussion focused on future opportunities for EE and statewide collaboration

Energy Efficiency and Technical Assistance Webinars

As the source on energy efficiency in the region, MEEA has initiated a series of technical webinars providing overviews and guidance on EE products, programs and installations. The Midwest Consumer Electronics Program Webinar in November 2009 was the first in a series of MEEA-led webinars, continuing in 2010.

Financial Overview Midwest Energy Efficiency Alliance Statement of Activities For the Years Ended June 30, 2009 and June 30, 2008

	2009	2008
Support and Revenue		
Program	\$2,327,501	\$6,670,865
Policy	841,503	234,000
Conference and Workshop Income	266,373	283,008
Membership	368,815	352,180
Other	16,066	28,643
Total Support	\$3,820,258	\$7,568,696
Expenses		
Program and Policy	\$3,002,350	\$6,965,895
Management and General	280,194	563,596
Fundraising	20,718	11,773
Total Expenses	\$3,303,262	\$7,541,264
Change in Net Assets	\$ 516,996	\$ 27,432
Net Assets - Beginning of Year	465,947	438,516
Net Assets - End of Year	982,943	465,947
Gross Revenue/Funding Diversity		
Program	61%	88%
Policy	22%	3%
Conference and Workshop Income	7%	4%
Membership	10%	5%
Other	–	–
Assets		
Current Assets		
Cash and Cash Equivalents	\$ 582,873	\$ 305,245
Accounts Receivable	938,057	596,147
Prepaid Expenses	32,080	22,327
Training Materials in Inventory	13,840	7,258
Total Current Assets	\$1,566,850	\$ 930,977
Other Assets		
Certificate of Deposit	\$ 57,548	\$ 55,065
Equipment and Furniture - Net	41,082	17,821
Leashold Improvements - Net	–	16,931
Total Other Assets	\$ 98,630	\$ 89,817
Total Assets	\$ 1,665,480	\$ 1,020,794
Liabilities and Fund Balance		
Current Liabilities		
Accounts Payable	\$ 400,406	\$ 434,444
Grants/Dues Received in Advance	192,283	85,584
Grants Payable as Fiscal Agent for Donor Organizations	47,500	–
Total Current Liabilities	\$ 640,189	\$ 520,028
Deferred Rent Payable	42,348	34,819
Total Liabilities	\$ 682,537	\$ 554,847
Net Assets		
Unrestricted	\$ 353,335	\$ 215,794
Temporarily Restricted	629,608	250,153
Total Net Assets		
Total Liabilities and Net Assets	\$1,665,480	\$ 1,020,794

Midwest Energy Efficiency Alliance Members

Aclara Software
Alliance to Save Energy
Alliant Energy
Ameren Illinois Utilities
Ameren UE
American Council for an
Energy-Efficient Economy
American Electric Power
APOGEE Interactive, Inc.
Applied Proactive Technologies, Inc.
ARCA
Associated Electric Cooperative, Inc.
Association of Illinois Electric Cooperatives
Association of Professional Energy Consultants
Bass & Company Management Consultants
Beta LED, a division of Ruud Lighting
BlueStar Energy Services
Borealis Lighting – a division of
Polybrite International
Brickfield Burchette Ritts & Stone, P.C.
Bulb Star
The Cadmus Group, Inc.
Cardinal Glass Industries
Cenergy, LLC
Center for Energy and Environment
CenterPoint Energy
Chicago Park District
Citizens Energy Group
City of Chicago
City of Saint Paul
City Utilities of Springfield, Missouri
City Water, Light & Power –
Springfield, Illinois
Columbia Gas of Ohio
Columbia Water and Light
Commonwealth Edison Company
Conservation Services Group
DTE Energy
Duke Energy
E Source
Ecos Consulting
Edison Electric Institute
Electric Power Research Institute
Energy Center of Wisconsin
Energy Education Council
Energy Efficiency Programs, Inc.
Energy Federation Incorporated
Energy Solutions, Inc.
Environmental Law & Policy Center
Fluid Market Strategies
Franklin Energy Services
Future Energy Enterprises, LLC
GDS Associates
General LED
GoodCents
Green Dream Group, LLC
Guardian Industries Corporation
H. Gil Peach & Associates
Honeywell Utility Solutions
Hoosier Energy
ICF International
Illinois Dept of Commerce and
Economic Opportunity
Illinois Power Agency
Indianapolis Power & Light
Itron, Inc.
JACO Environmental, Inc.
KEMA, Inc.
Kentucky Governor's Office
of Energy Policy

KO Solutions, LLC
Lockheed Martin
Maxlite
Michigan Department of Energy,
Labor and Economic Growth
Michigan Electric Cooperatives Association
MidAmerican Energy Company
Minnesota Department of Commerce
Minnesota Energy Resources
Minnesota Power
Missouri Botanical Garden's EarthWays Center
Missouri Department of Natural Resources
Morgan Marketing Partners
Mountain Association of Community
Economic Development
National Energy Education Development Project
National Fenestration Ratings Council
Niagara Conservation Corporation
Nicor Services
North American Insulation Manufacturers Association
Office of Ohio Consumers' Counsel
Ohio Department of Development
Opinion Dynamics Corporation
OPOWER
Outsourced Innovations, LLC
Owens Corning
Portland Energy Conservation, Inc.
PowerHouse Services
Putnam Price Group, Inc.
QDI Strategies, Inc.
Resource Solutions Group
Rexorce Thermionics, Inc.
Rinnai
Schools for Energy Efficiency –
a division of Hallberg Engineering, Inc.
Serious Materials
Service Concepts
ShoreBank
Sieben Energy Associates
Southern Minnesota Municipal Power Agency
Staples Communications
Suez Energy Resources NA
Summit Blue Consulting
Technical Consumer Products, Inc.
University of Illinois at Chicago Energy
Resources Center
Utilivate Technologies
Vectren Energy Delivery
Wabash Valley Power Association
The Shaw Group, Inc.
The Weidt Group
Wisconsin Energy Conservation Corporation
Wisconsin Public Service
Xcel Energy

Member list as of May 7, 2010



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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.