



Northwest Trade Ally Network  
Commercial & Industrial Lighting

# Northwest Trade Ally Network Commercial & Industrial Lighting

# WWWVWH

Roger Spring

Evergreen Consulting Group, LLC

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## *WHAT & WHO?*

- “A network of electrical contractors, distributors, manufacturer’s representatives, manufacturers, lighting designers, and others who work with utilities to 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



## *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



# *The Support Team*

Roger Spring - Director

- [roger.spring@northwest-lighting.org](mailto:roger.spring@northwest-lighting.org), 503.590.0330

Brent Barclay - Manager

- [brent.barclay@northwest-lighting.org](mailto:brent.barclay@northwest-lighting.org), 503.366.8078

Doug Oppedal, LC - Technical Lighting Expert

- [doug.oppedal@northwest-lighting.org](mailto:doug.oppedal@northwest-lighting.org), 503.746.5325

Gwen Lusk - Trade Ally Coordinator

- [gwen.lusk@northwest-lighting.org](mailto:gwen.lusk@northwest-lighting.org)

**Toll Free Hotline 1-888-205-5756**



# *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](http://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