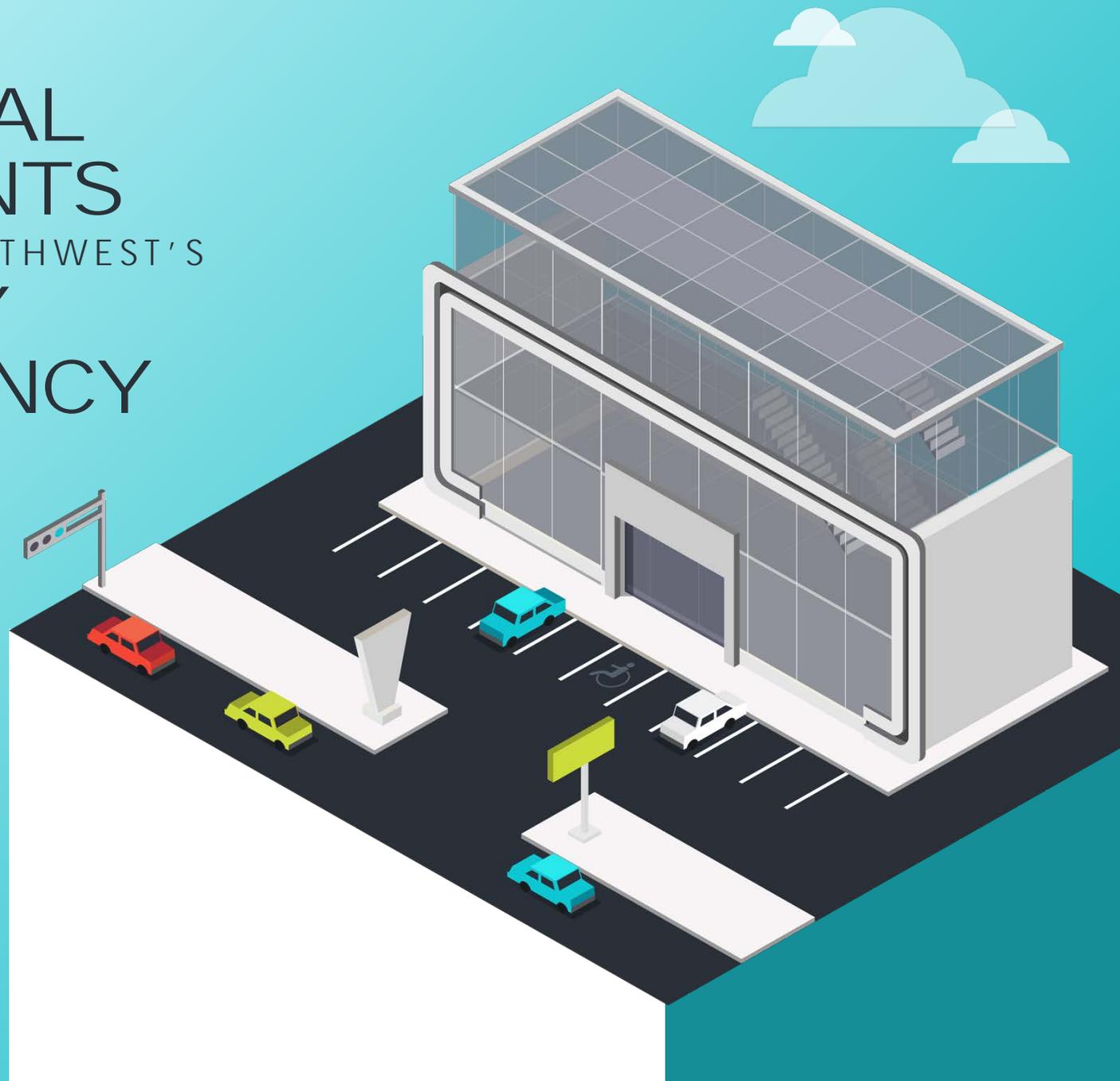




MAKING
**NATIONAL
ACCOUNTS**
INTO THE NORTHWEST'S
**ENERGY
EFFICIENCY
ALLIES**



Bonneville
POWER ADMINISTRATION





NATIONAL ACCOUNT CUSTOMERS

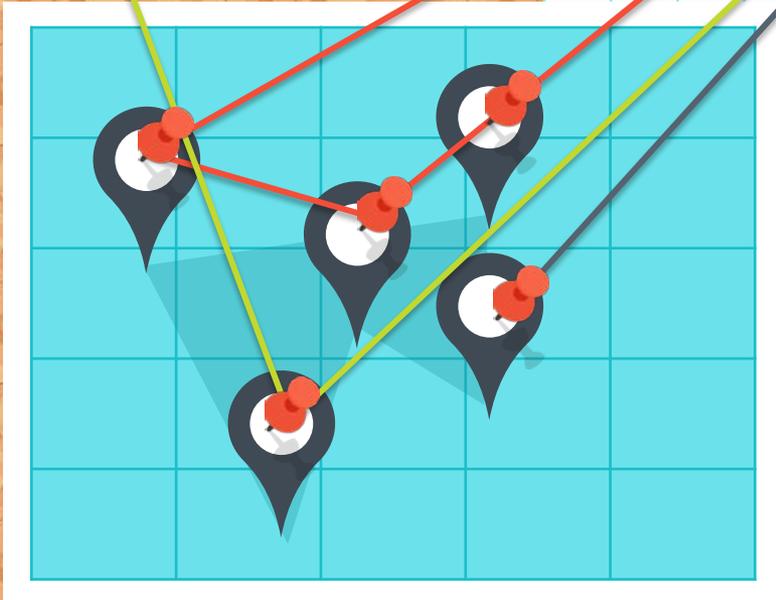
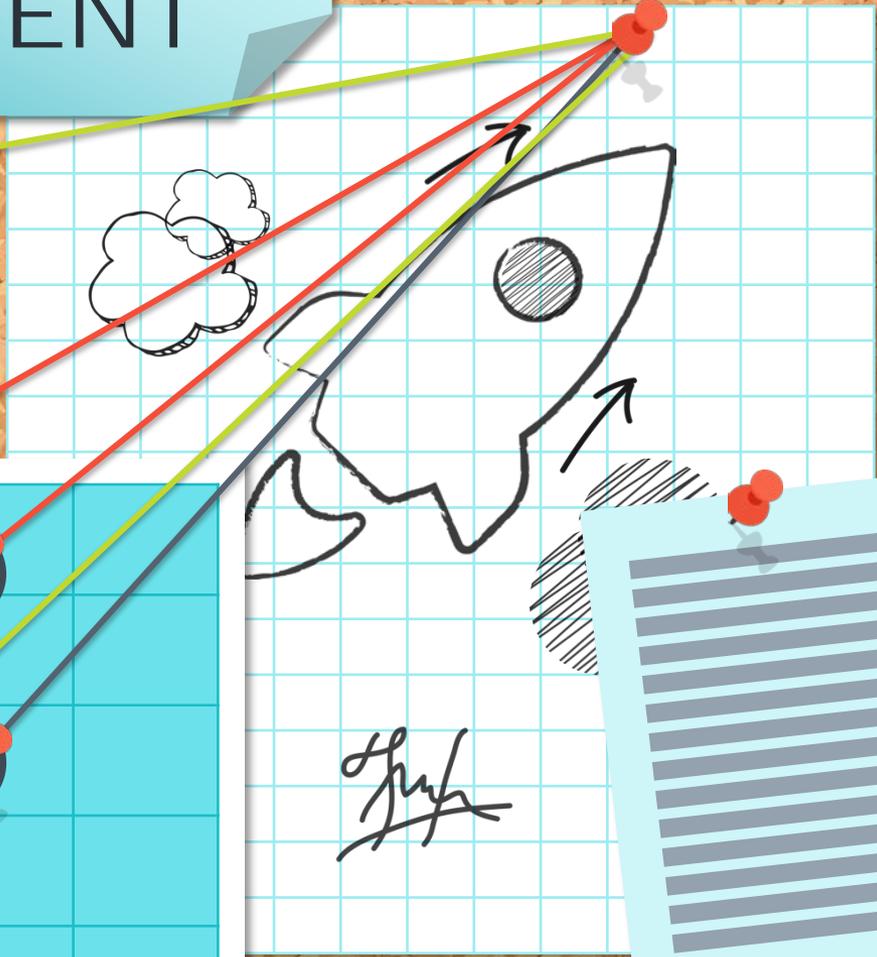


NATIONAL
ACCOUNTS ARE
DIFFERENT
FROM OTHER BUSINESSES



1

SOPHISTICATED MANAGEMENT





2

PURCHASING
POWER



3



EARLY
ADOPTERS



4 MANY INFLUENCERS AND DECISION MAKERS



Equipment Mfg & Sales



**Energy-Efficiency
Strategy & Project Mgmt**



Specification & Design



Distribution & Logistics



Project Implementation



Rebate Administration



COMPLEX DECISION- MAKING PROCESS

5



Project
Selection



Roll-out
Prioritization



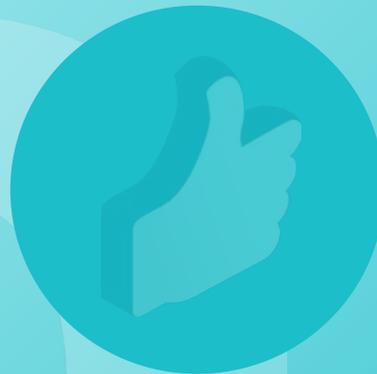
Implementation



COMPLEX DECISION- MAKING PROCESS



**Project
Initiation**



**Executive
Approval**



**Roll-out
Prioritization**



Implementation



COMPLEX DECISION- MAKING PROCESS



**Project
Initiation**



**Executive
Approval**



**Roll-out
Prioritization**



Implementation

COMPLEX DECISION- MAKING PROCESS



**Project
Initiation**



**Executive
Approval**



**Roll-out
Prioritization**



Implementation

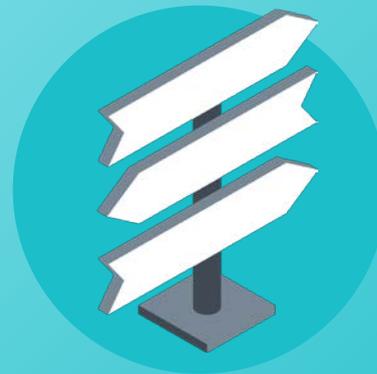
COMPLEX DECISION- MAKING PROCESS



**Project
Initiation**



**Executive
Approval**



**Roll-out
Prioritization**



Implementation



SPECIALIZED SUPPLY CHAIN

6



Specialized
Distribution



Installation
Firms



Turnkey
Providers

SPECIALIZED SUPPLY CHAIN



**Specialized
Distributors**



**Installation
Firms**



**Turnkey
Providers**

SPECIALIZED SUPPLY CHAIN



**Specialized
Distributors**



**Installation
Firms**



**Turnkey
Providers**

SPECIALIZED SUPPLY CHAIN



**Specialized
Distributors**



**Installation
Firms**



**Turnkey
Providers**



HOW DO UTILITY PROGRAMS

FIT INTO THIS WORLD?





UTILITY
PROGRAMS
AFFECT
ROLL-OUTS

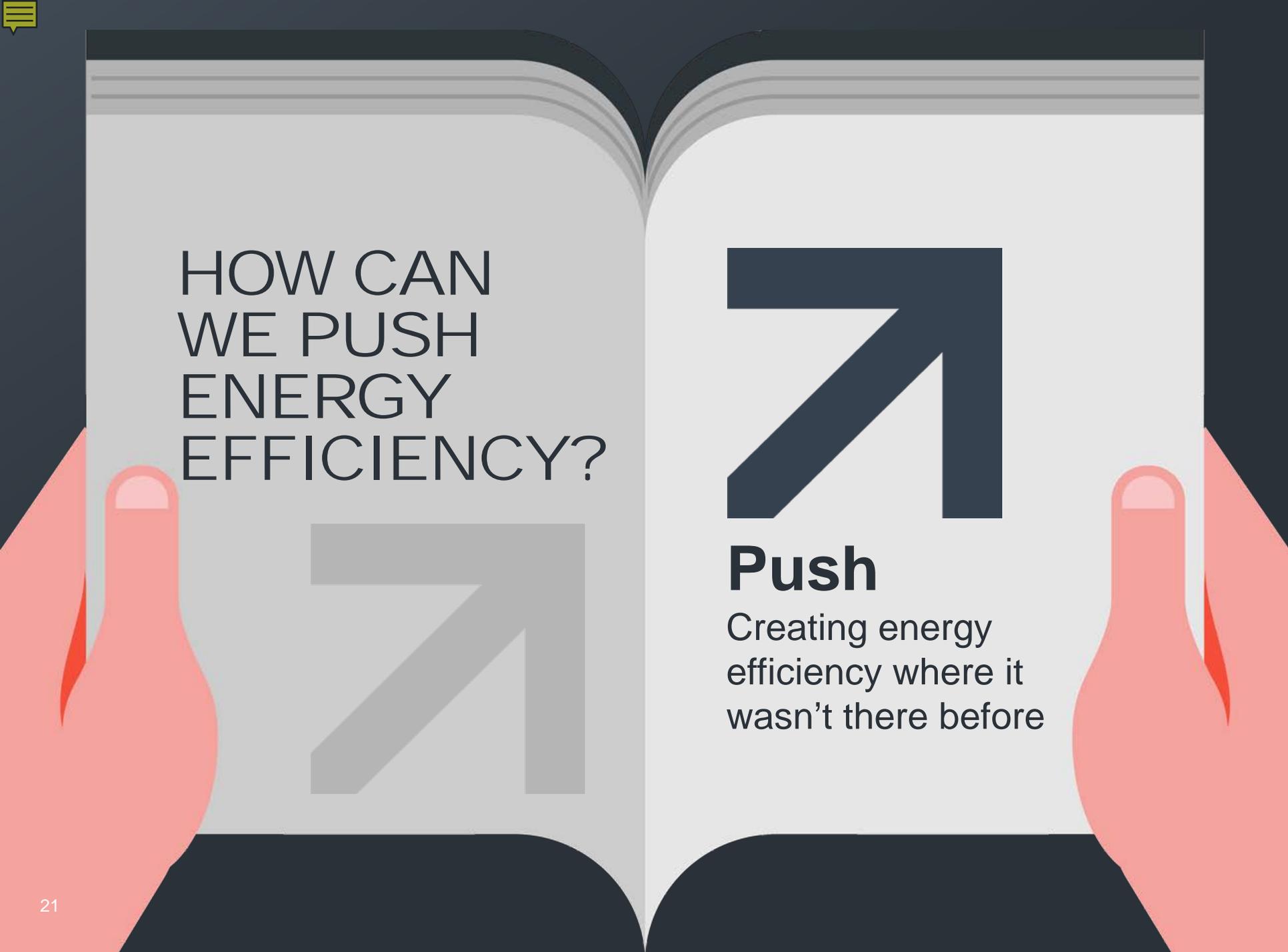


NATIONAL ACCOUNTS
WANT SOME
IMPROVEMENTS



WHAT'S THE
GOAL?





HOW CAN
WE PUSH
ENERGY
EFFICIENCY?



Push

Creating energy
efficiency where it
wasn't there before

STRATEGY ONE



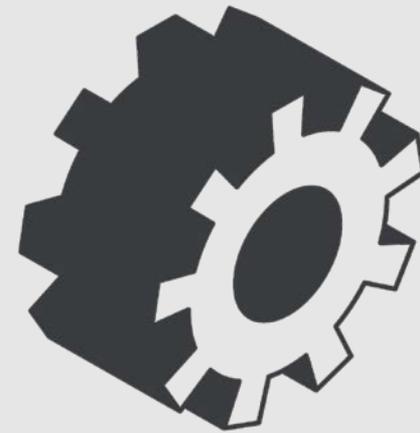
Tipping
the scales to favor
the Northwest

STRATEGY TWO



Finding
the hard-to-
reach pockets

STRATEGY THREE



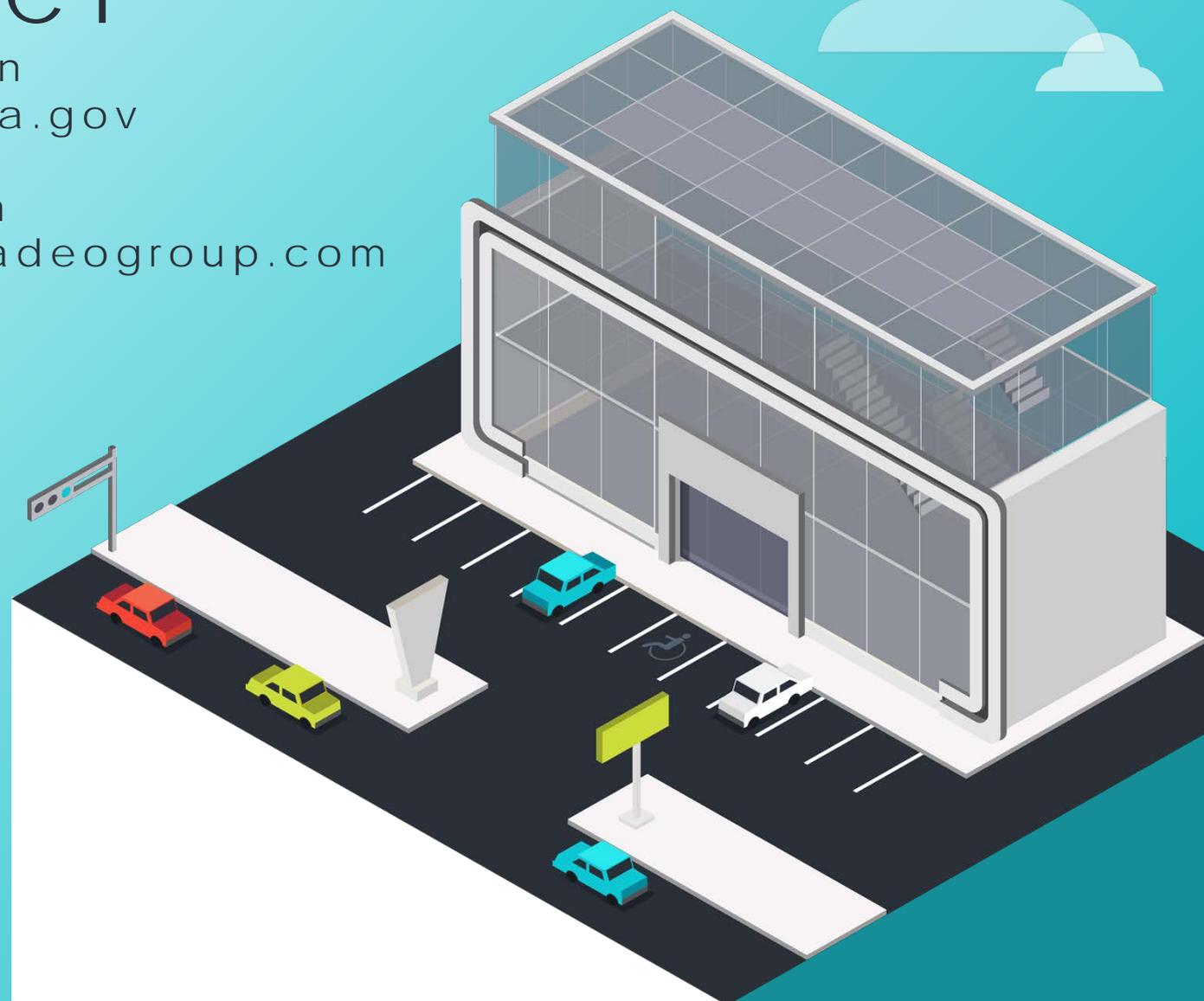
Using
national accounts
to help shape
the future



CONTACT

Bonnie Watson
bfwatson@bpa.gov

Kate Bushman
kbushman@cadeogroup.com



Bonneville
POWER ADMINISTRATION

