

# Integrated Trade Ally Network

**BPA Brown Bag  
July 19, 2018**

Michelle Lichtenfels, Commercial Sector Lead, BPA  
Eric Wilson, Senior Program Manager, Evergreen Consulting



# Sector Update



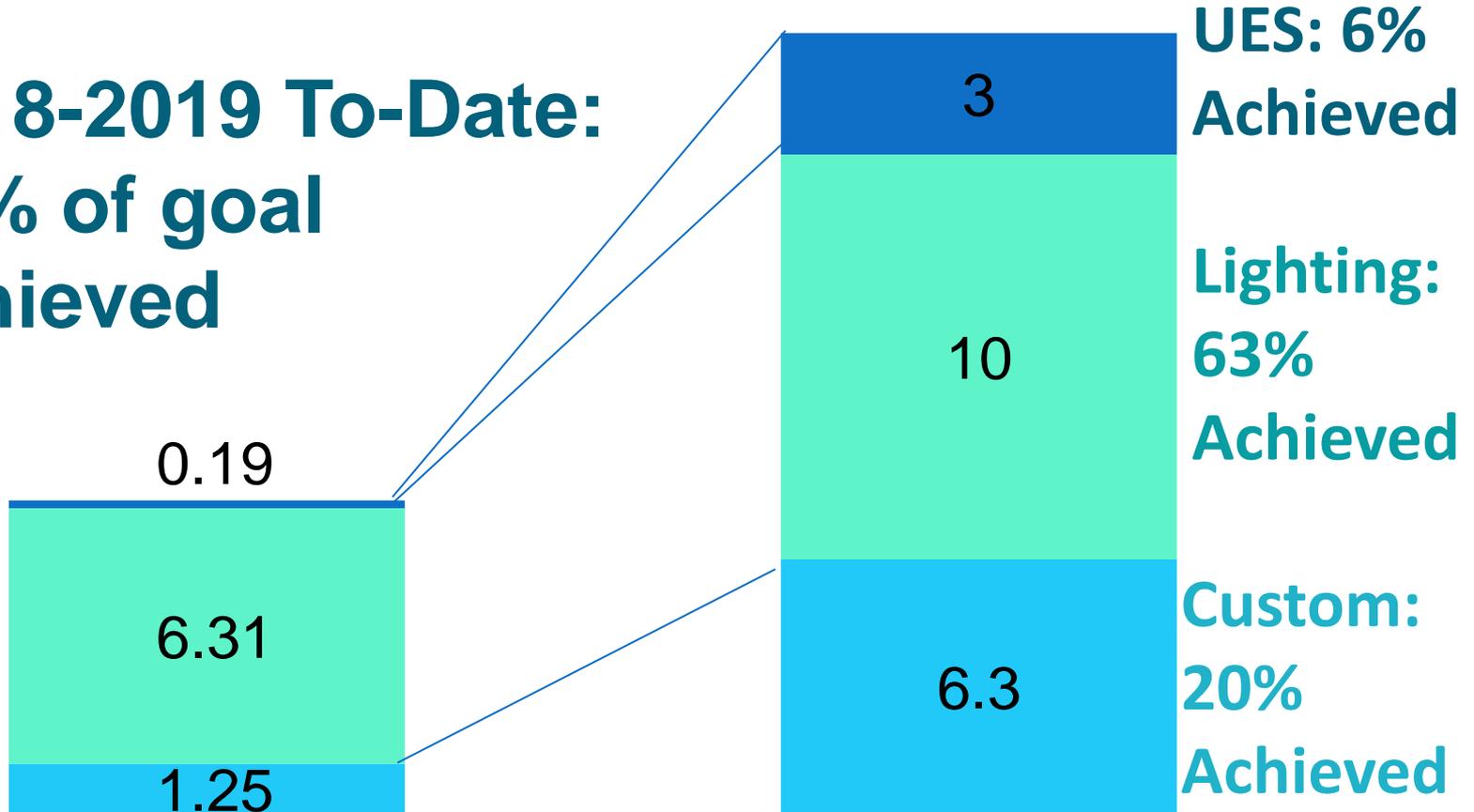
# 10,000 Foot View: Cost-effective, Diversified

- Trade ally program
- BPA Resource Program impacts TBD
- Strategic Energy Management pilot
- 2020-2021 Implementation Manual



# How Are We Doing?

**2018-2019 To-Date:  
40% of goal  
achieved**



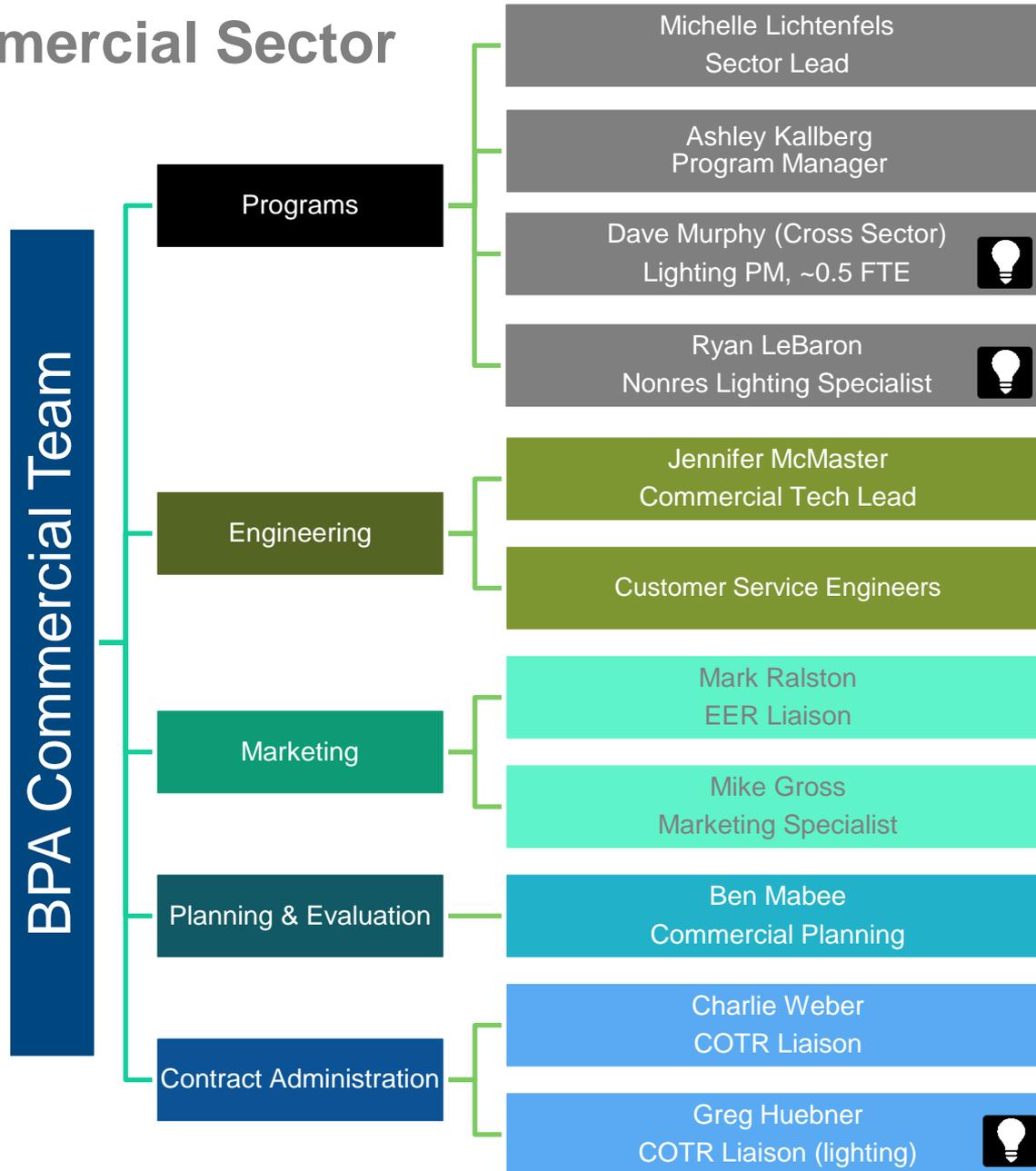
FY 2018 To-Date

Action Plan

# BPA Commercial Sector

## Org Chart

7/2018



= BPA Lighting Team

- Sustain
- Refresh
- Grow

# Trade Ally Program

# Trade Ally Contract Objectives

1. Support achievement of BPA **commercial sector energy savings targets**
2. Increase utility and Trade Ally **satisfaction**
3. Increase uptake of non-lighting kWh → **Diversify**
4. Facilitate trusted, **long-term partnerships** with Trade Allies



# Trade Ally Contract Overview

- 1. Marketing**
- 2. Training**
- 3. Field services**
- 4. Custom project services**

***NW Trade Ally Network + Air Northwest  
→ New Integrated Trade Ally Program***



Michelle Lichtenfels  
Sector Lead  
COR

Eric Wilson, SPM  
+  
Matt Gibbs, President

Ashley Kallberg  
Program Manager  
FI

Ryan LeBaron  
Lighting SME/  
Support Specialist  
FI

Jamie Anthony  
Engineer  
FI

Field Specialists  
(Lighting, HVAC  
Services)

Energy 350  
(HVAC SME,  
Custom Project  
Support)

Iris Group  
(Marketing)

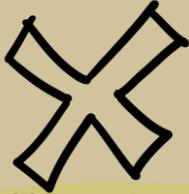
Cadeo  
(Reporting, Special  
Projects)



# Helping the Region One Trade Ally at a Time

- Utilities
- End-Use Customers
- BPA
- Trade Allies

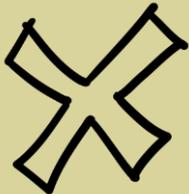
# Field Specialists



**Jeff Anderson**  
**Andy Gerde**



**Nancy Roth**



**Mike Hughes**



**Kandice Bray**

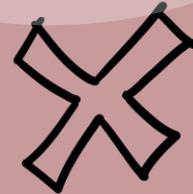


**John Wilmoth**



**Nick Jones**

**Region-wide  
HVAC  
engagement:  
Kevin Campbell**



**Dan Kuhl**

Marketing  
Transition

*Late June 2018*

USB Meeting

*July 11, 2018*

Utility Kickoff  
Meetings

*Aug-Oct 2018*

Contract Start

*June, 2018*

Field Services  
Start

*July 2018*

Utility Brownbag

*July 19, 2018*

# TRANSITION PLAN

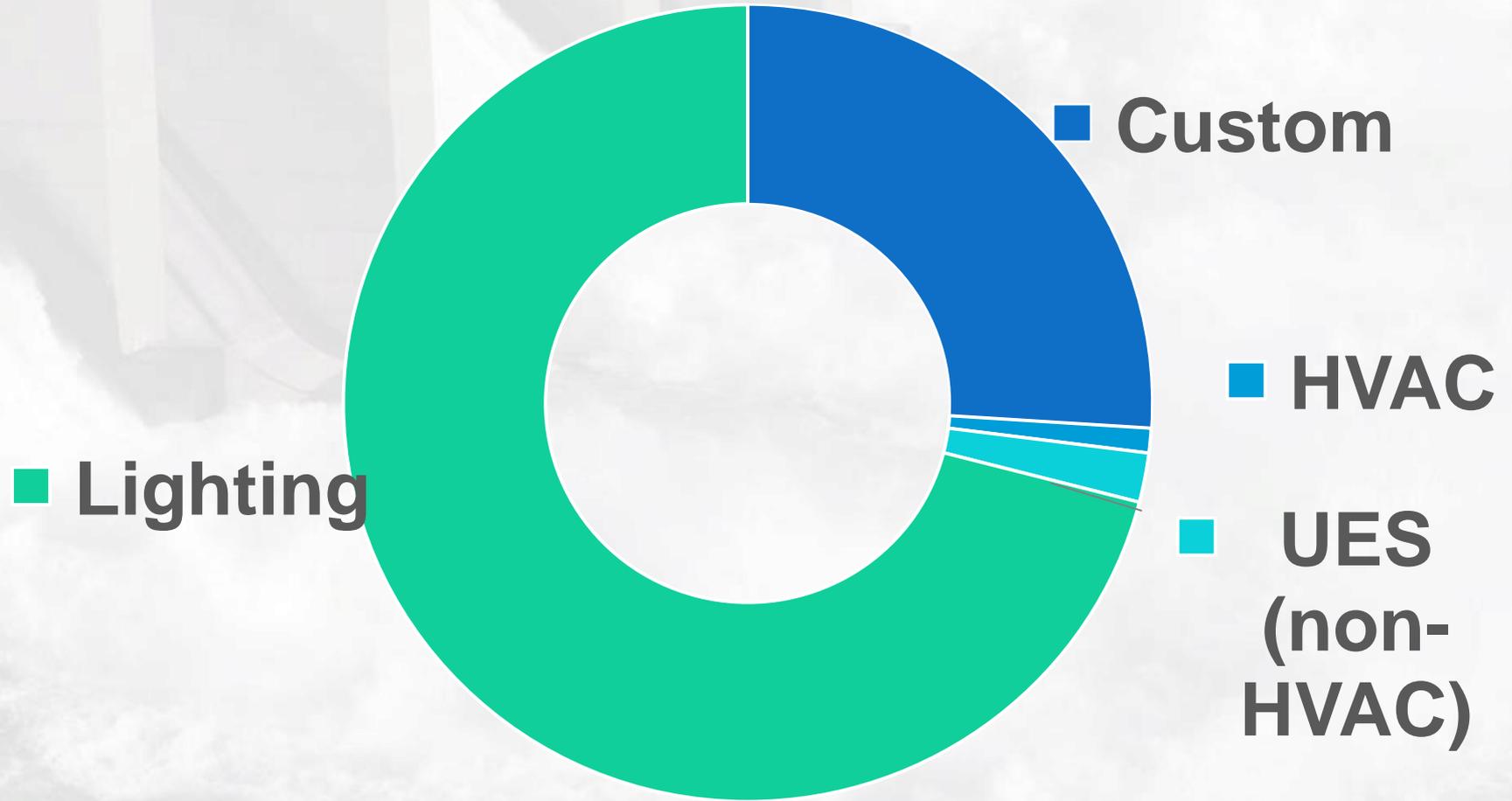


# Building a New Identity

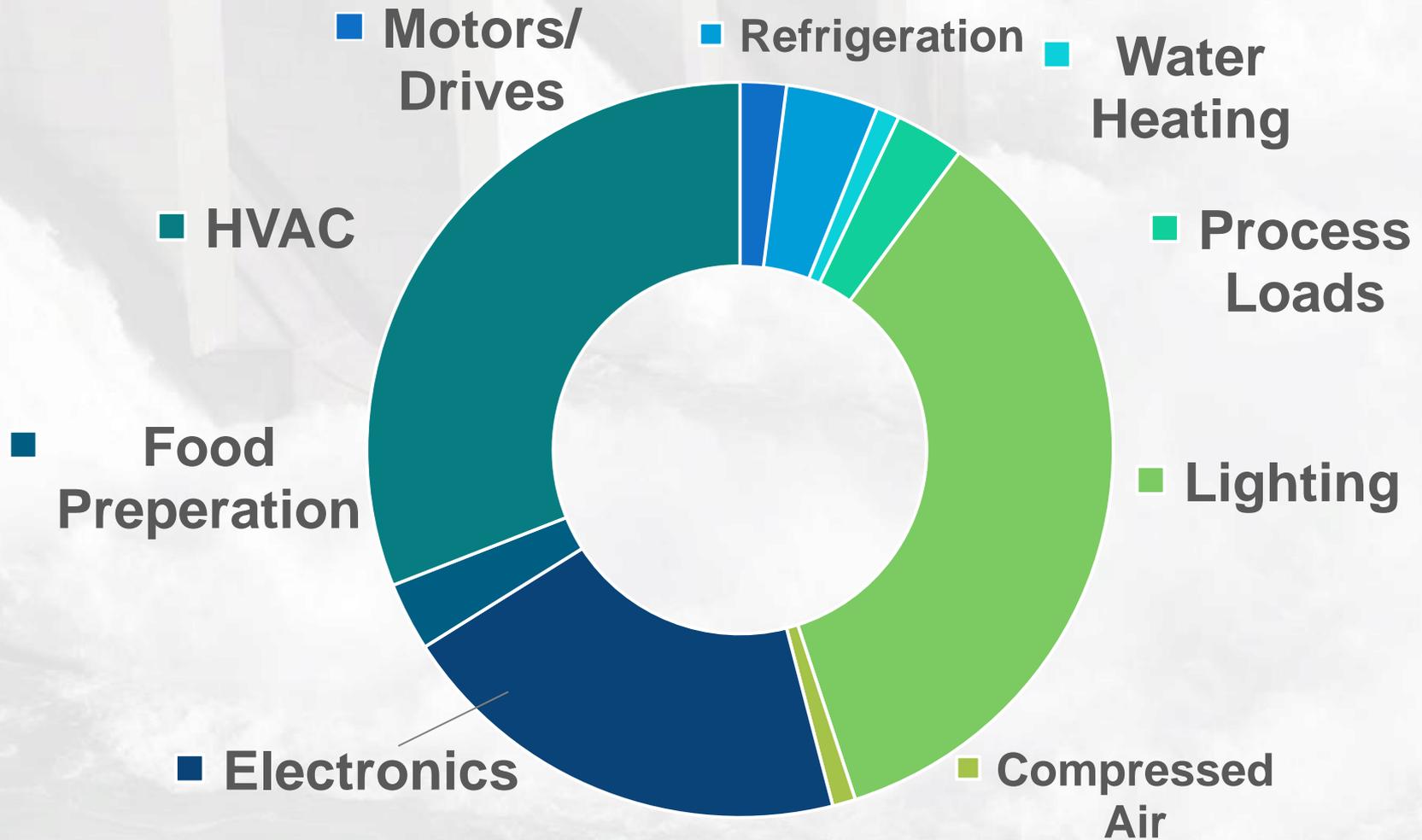
# Activities

- Re-branding
- Understanding needs & funding levels of utilities
- Planning for Kickoff meetings
- Market research
- Website change

# Where We Are...



# Where We Are Going...



# HVAC Approach

- Manufacturer outreach
- Distributor outreach
- Maintenance contractor outreach
- Design professional engagement



# HVAC Approach

- Leverage existing Air NW materials
- Focus on key technologies
  - Connected thermostats
  - Ductless heat pumps



# Training Techniques

*eLearning & In Person*



# Questions?

# Thank you!

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