

Third Quarter Ductless Heat Pump Update

September 14th, 2010



Agenda

- New emerging technology contract
- Project marketing update
- Participation form modifications
- Utility success stories
- October 1st Implementation Manual
- Utility program support
- Program contacts

Emerging Technology Contract

- BPA has awarded an emerging technology contract to monitor and evaluate additional applications for ductless heat pumps. Those applications are:

Building Type	Heating Source	# of Units
Multifamily residences	Zonal electric heat	10 units
Manufactured homes	Electric forced air furnaces	10 units
Single family homes	Electric forced air furnaces	10 units
Cold climate applications in Heating Zones 2 & 3, Single family homes	Zonal electric heat	5 units
Small commercial/business application	Electric resistance or heat pump	15 units

Emerging Technology Contract

- Timeline:
 - Feb. 1, 2011 – Metering installations complete
 - Feb. 2, 2012 – Field data collection phase completed
 - April 15, 2012 – Draft report to Bonneville
 - May 30, 2012 – Final report to Bonneville

Utility Press Kit

Developed tools to help utility communication teams

- Press Release Template
- 5 Steps to a Successful Press Release Launch
- Talking Points for Media Spokesperson
- Ductless System Features & Benefits (Sales Sheet)
- Customer Testimonials
- Images of Ductless Systems
- Available on www.nwductless.com

NOTE: Utility call-down to promote this tool is 2/3 complete

Contractor Cooperative Marketing

Two Options for Contractor Cooperative Marketing

Template Customization

- Doorhanger
- Newspaper
- Direct Mail

Submit Custom Marketing Piece

- Must meet Guidelines

Offered through November 30th, 2010

- 50% Coop up to \$2,500 per Contractor
- 59 Top Contractors Targeted (top per region)
- Informed via e-mail and phone

NW DUCTLESS HEAT PUMP PROJECT

Steps to Participate

2010 NW Ductless Heat Pump Project Contractor Cooperative Marketing Program

The 2010 Cooperative Marketing Program was established to support the top performing ductless heat pump installation contractors within participating Bonneville Power Administration utility service territories in WA, OR, ID and MT.

As a top performing contractor for the NW Ductless Heat Pump Project in your region, you are eligible to receive cooperative marketing matching funds (distributed on a first-come first-serve basis; available through 11/30/2010). The Project will reimburse up to **50%** of the cost of an approved marketing piece up to **\$2,500 per contractor** (restrictions apply). Follow the steps below to participate:

Step 1: Choose Option A or B

<div style="background-color: #006633; color: white; padding: 2px; text-align: center; font-weight: bold;">OPTION A:</div> <p style="text-align: center;">Have a Template Customized for You</p> <p>Step 2: Template Customization Form</p> <ul style="list-style-type: none"> ▪ Complete the Option A: Template Customization Form ▪ Submit the completed form with your high-resolution logo to: <p>E-mail: DHPmarketing@fluidms.com Or fax form to DHP Marketing: (503) 808-9004</p>	<div style="background-color: #006633; color: white; padding: 2px; text-align: center; font-weight: bold;">OPTION B:</div> <p style="text-align: center;">Submit a Custom Marketing Piece</p> <p>Step 2: Custom Marketing Piece Application</p> <ul style="list-style-type: none"> ▪ Review Option B: Custom Marketing Piece Guidelines ▪ Complete Option B: Custom Marketing Piece Application and submit to: <p>E-mail: DHPmarketing@fluidms.com Or fax form to DHP Marketing: (503) 808-9004</p>
<p>Step 3: Approval Process</p> <p>Upon receiving your completed form and creative assets, the Northwest Ductless Heat Pump Project will produce your customized ad. Proofs will be e-mailed to you within 7-10 business days.</p>	<p>Step 3: Approval Process</p> <p>Upon receiving your marketing piece, the Northwest Ductless Heat Pump Project will review it to make sure it meets the Project guidelines. Approval or requested changes will be e-mailed to you within 3 business days.</p>

Step 4: Submit for Coop Reimbursement

Submit the following documents for coop reimbursement within 30 days of publishing your final marketing piece:

- **Invoice to Fluid Market Strategies for 50% of the associated campaign expenses (max. \$2,500 per contractor)**
- **Print Ads only:** Copy of the published ad (hearsheet) and a copy of the original media buy invoice
- **Radio/TV only:** Copy of the broadcast log showing air dates/times and a copy of the original media buy invoice
- **Billboard/Transit Ads only:** Copy of a photo showing installed ad and a copy of the original media buy invoice

Submit these documents to:

E-mail: DHPmarketing@fluidms.com
Or fax it to DHP Marketing: (503) 808-9004

Reimbursement checks will be made out to the company name on the billing invoice, and sent to the billing address listed on the invoice. Please allow 90 days after submitting your request for processing and check distribution.

NW Ductless Heat Pump Project | p: 503.808.9003 | f: 503.808-9004 | 517 SW 4th Ave, Suite 400, Portland OR 97204 | w: nwductless.com

Success with Contractor Coop

- Took advantage of the recent Richland Senior Living Center article in the Tri-City Herald
- Ran two half page ads in the Tri-City Herald
- AC&H Received
 - 11 inquiries
 - 6 appointments
 - 2 sales

Attention Homeowners with Electric AC & Heat!






Upgrade to a new cooling & heating system and your utility will help you pay for it!

What is a Ductless Heat Pump System?
A Ductless Heat Pump is a highly efficient cooling and heating system. It is easily installed as a new primary heat source for electrically heated homes. These systems cool and heat homes at a fraction of the cost of baseboards, wall, and ceiling heaters. Ductless Heat Pumps are much safer and quieter, plus they cool and heat rooms evenly.

Ductless systems do not require expensive and invasive ductwork. They require only a three-inch opening in the wall or ceiling. Installation is as simple as mounting the indoor and outdoor units, connecting the refrigerant lines, and making a few electrical connections.

Do I qualify for a rebate?
If your primary heat source is electric baseboard, ceiling or wall heaters in your home, you might be eligible for substantial rebates.

* For a qualified installation, we will help you find out if you qualify.
** 30% of total installed cost, up to \$1,500
*** Units must meet certain ENERGY STAR® efficiency criteria. Funds to be distributed on a first come, first serve basis.

- **Save Energy & Money Every Month!**
Use 25% to 50% less energy to cool and heat your home.
- **Have a More Comfortable Home**
Evenly circulates air eliminating hot & cold spots.
- **Cools and Heats Your Home**
Be comfortable year round, and get rid of your window/wall AC unit.
- **Great Rebates Available!**

\$1,500 Utility Rebate*
\$1,500 Federal Tax Credit**
+ \$750 Cash for Appliance WA Rebate***

\$3,750 Total Potential Discount



SERVICE • DUCTLESS HEAT PUMPS
EQUIPMENT REPLACEMENT

Call today to get a quote for a more comfortable home!
1827 S Washington St, Richland • ACandH.com
509-438-6260

Regional Radio Campaign

- The 16-week campaign launched July 26th in 12 markets on 41 stations.
 - Cooling Season: 7/26-9/19
 - Heating Season: 9/27-12/5

- Driving traffic to **www.heatingandcoolingupgrade.com** or toll-free number **1-888-95-UPGRADE**.

- Campaign leverages a \$145,000 program investment into an estimated \$334,000.

- Campaign's estimated reach is 3.8 million people.



PSA & Radio: 2nd Qtr Analytics

The PSA Campaign and Paid Radio Campaign performed well in the second quarter, stimulating consumer awareness and driving traffic to the consumer website and the toll-free number.

Internet	Visits
Unique Visitors	737

Contractor Searches	Unique Visits
Washington	242
Oregon	93
Idaho	19
Montana	10
TOTAL (includes non-state specific)	383

Calls to Toll-Free #	Calls
Washington	5
Oregon	6
TOTAL	11

New Participation Forms

- Updated versions of the Homeowner Participation Form and Contractor Invoice Form are now available at **www.nwductless.com**.

Key changes include:

- Refined contractor eligibility language
- Section defining contractor removal process
- Updated effective dates
- Updated marketing survey options for better marketing tracking

34. Where did you hear about ductless heat pump systems? Utility Bill Insert Utility Website Direct Mail from a Contractor Door Hanger Radio
 Newspaper Ad Newspaper Story Search Engine Internet Ad In a Store (retail) Family or Friend Other _____

Utility Success Stories

- McMinnville Water and Light community engagement
 - Highlighting DHP technology at popular community events
 - Turkey-rama 2010
 - Utilizing lobby to show DHP units, engaging local contractors
 - Lessons learned

Utility Success Stories

- **City of Richland Luther Senior Center**
 - 25 duplexes in low income senior housing
 - City of Richland Energy Services performed energy evaluation and recommended DHPs to reduce utility costs
 - Held “town meeting” with residents to discuss the technology prior to installation
 - Combined stimulus funding with BPA incentives to minimize capital costs to property management company
 - Oriented property manager to DHP operation and maintenance
 - Many residents have voiced their compliments on the new systems, no complaints or problems
 - Lessons learned

Utility Success Stories

- City Of Richland – Luther Senior Center



October 1st Implementation Manual

- DHP program will continue through Fiscal Year 2011
- There will be no significant changes to the eligibility requirements or incentive levels in the upcoming Implementation Manual

Utility Program Support

- Templates and materials at www.nwductless.com
- Installation database
 - PTR compatible report
 - Approvals and pre-approvals updated in real time
- Electronic installation reports available to utilities monthly

The screenshot shows a web application interface for the 'DUCTLESS HEAT PUMP PROJECT'. The header is green with the project name in white. Below the header, there is a 'MAIN MENU' section on the left and a 'Installation Activity Reports' section on the right. The 'MAIN MENU' includes links for Home, Installation Activity Reports, Abbreviated Report, All Approved Install Data, Pre-approved Homes, Pending, and Ineligible. The 'Installation Activity Reports' section lists links for Abbreviated Report, All Approved Install Data, Pre-approved Homes, Pending, Ineligible, All Records, and BPA PTR.

MAIN MENU	Installation Activity Reports
• Home	Abbreviated Report
• Installation Activity Reports	All Approved Install Data
• Abbreviated Report	Pre-approved Homes
• All Approved Install Data	Pending
• Pre-approved Homes	Ineligible
• Pending	All Records
• Ineligible	BPA PTR

Program Contacts

Mark Johnson, BPA Program Manager

(503) 230-7669

mejohanson@bpa.gov

Erica Thompson, Fluid Market Strategies

Program Associate

(503) 808-9003 ext.107

ethompson@fluidms.com



NORTHWEST DUCTLESS HEAT PUMP PROJECT

September 14, 2010

Agenda

- NorthWestern cold climate DHP demonstration
- Project marketing update
- www.GoingDuctless.com modifications
- Master Installer Program
- New Technical Webinar
- Quality Assurance highlights
- Update on supply chain activity
- Utility feedback and questions
- Program contacts

NorthWestern Cold Climate Demonstration

- NorthWestern is targeting 5 residential sites in Montana for DHP installations, field monitoring and analysis
 - Homes must have zonal electric heat and minimal usage of secondary sources
 - Customers may install either one or two single-zone Mitsubishi cold climate DHPs
 - Installations to occur by October 15, 2010

Project Marketing Update

- Contractor Sales Sheet Update
 - Replaced the cost of heating chart with a heat savings graph
 - Available on NWDuctless.com
 - Approx 95,500 distributed YTD
 - NEEA & BPA Funded

How a Ductless System works. And why it works better!

Ductless Systems Have 3 Main Parts.

- 1 An indoor unit, mounted on a wall.
- 2 An outdoor unit, that sits on the ground.
- 3 A remote control that controls the unit.

The indoor and outdoor units are connected by a small bundle of cables including a refrigerant line. These cables only require a 3 inch hole in the wall for installation.

How a Heat Pump Works.
A heat pump transfers heat using refrigerant expansion and compression within a cycle...What does that mean?

It means it takes cold air and makes it warm - and takes warm air and makes it cold, when you want it and where you want it!

More Efficient.
The diagram below shows how a Ductless System compares with other heating systems. It uses less energy and provides more heat for every dollar you spend - That's technology!

More Comfortable.
Ductless Systems have an ultra-quiet fan that circulates air evenly throughout living areas, eliminating hot and cold spots.

More Flexible.
In addition to lowering your heating bill, and providing air conditioning, adding a Ductless System increases the flexibility of your home's heating system. You can install a Ductless System in your main living area and keep your existing heating system in place to ensure your bedrooms and bathrooms remain at the desired temperature even on the coldest days.

System	Energy Usage (%)	Energy Cost (\$)
Ductless Heat Pump System	25%	\$250
Baseboard Heating System	75%	\$750

The system will pay for itself!
Using 25% to 50% less energy to heat your home adds up fast! That kind of savings, coupled with utility rebates and tax credits, will pay for your ductless system quickly.

Learn more at www.GoingDuctless.com

Project Marketing Update

- Updated Contractor Templates
 - Updated messaging and images
 - Six direct mail templates
 - Six newspaper templates
 - Six door hanger templates

YOUR LOGO
and contact information here

Attention Homeowners
with Electric Heat!

**Reduce your heating bill
and be more comfortable.**

If you have electric heat, your local utility
may help you pay for an affordable ductless
heating and cooling system.

- **Have a More Comfortable Home**
Ductless systems have an ultra-quiet fan that evenly circulates air, eliminating hot and cold spots.
- **Save Energy & Money**
Save up to 50% on your heating bill.
- **Low-Cost Easy Installation**
Installation is quick, simple and inexpensive.
- **Get Air Conditioning**
Systems come standard with air conditioning!
- **Utility Rebates & Tax Credits!**
Get up to 60% off the cost of installation with utility rebates and tax credits on qualified units!

*Restrictions apply. Contact us for more information.

YOUR LOGO
and contact information here

Contact us for a quote on a quality installation.
(503) 555-1212

**Experience comfort
and savings with a
ductless heating and
cooling system!**

A More Comfortable Home
Ductless systems have an ultra-quiet fan that evenly circulates air, eliminating hot and cold spots.

Save Energy & Money
Install a ductless heating and cooling system and save up to 50% on your heating bill.

Low-Cost Easy Installation
Installation is quick, simple and inexpensive, which means little to no disruption to your home.

Air Conditioning!
Systems come standard with air conditioning, so you can get rid of those window units!

Utility Rebates & Tax Credits!
Many utilities are offering up to \$1,500 for qualified installations. If the primary heat source in your home is electric, you might be eligible for a rebate from your local utility.

Plus, a federal tax credit up to \$1,500 for a qualifying unit, now through December 31, 2010!

Contact us to find out if you qualify!

**Your comfort deserves an
upgrade and your utility may
help pay for it!**

A DUCTLESS HEATING AND COOLING SYSTEM

**The solution to
uncomfortable
electric heat.**

Install a ductless heating/cooling system

- Have a more comfortable home
- Quick and easy to install
- Save money every month
- Get A/C without window units!

Get up to 60% off the cost of installation with utility rebates and tax credits on qualifying units!

YOUR LOGO
and contact information here

Contact us for a quote on a quality installation.
(503) 555-1212

Project Marketing Update

- **NEW Utility Bill Insert Templates**
 - Horizontal format
 - Additional cooling messages developed
 - Available on NWDuctless.com

Be more cool & comfortable.

Install a ductless heating and cooling system!

- Have a more comfortable home
- Save money every month
- Quick and easy to install
- Get A/C without window units!

Get a \$1500 rebate from:

Utility Logo
Adjust contact information as needed.

Contact us to learn more!
(555) 555-5555

(and we'll help you pay for it!)

Why Upgrade to a Ductless Heating and Cooling System?

A ductless heat pump is a highly efficient heating and cooling system. It is easily installed as a new primary heat source for electrically heated homes. These systems heat and cool homes at a fraction of the cost of baseboards and wall heaters. Ductless heat pumps are much safer, quieter and heat rooms evenly (no more hot or cold spots!).

- **Have a More Comfortable Home**
Ductless systems have an ultra quiet fan that evenly circulates air, eliminating hot and cold spots.
- **Save Energy & Money**
Install a ductless heating and cooling system and save up to 50% on your heating bill.
- **Low-Cost Easy Installation**
Installation is quick, simple and inexpensive.
- **Get Air Conditioning**
Systems come standard with air conditioning, so you can get rid of those window units!
- **How do I know if I qualify for rebates?**
If the primary heat source in your home is electric, you might be eligible for a rebate from your local utility. Contact your utility to find out if you qualify!

Project Marketing Update

- Cooperative Opportunities with Manufacturers
 - No Cooling Season participation due to budget cycle
 - Mitsubishi participating in Heating Season Radio Campaign (\$15,000)
 - All 5 manufacturers have indicated interest in participating in coop opportunities in 2011



Internet Advertising: 2nd Quarter Analytics

- Fisher Broadcasting (TVnews.com)
 - The 300x250 banner ad ran on select Fisher Broadcasting Tvnews.com websites
 - Geo-targeted select zip codes with high population of electric resistance heat homeowners
 - Targeted Portland, Eugene, Boise and Idaho Falls.

Region	Website	Impressions	Clicks	Click Rate
Portland	KATU.com	81,731	40	0.05
Eugene	KVAL.com	92,266	43	0.05
Boise	KBOI2.com	91,276	56	0.06
Idaho Falls	KIDK.com	4,848	4	0.08
-	-	270,121	143	.06 (average)

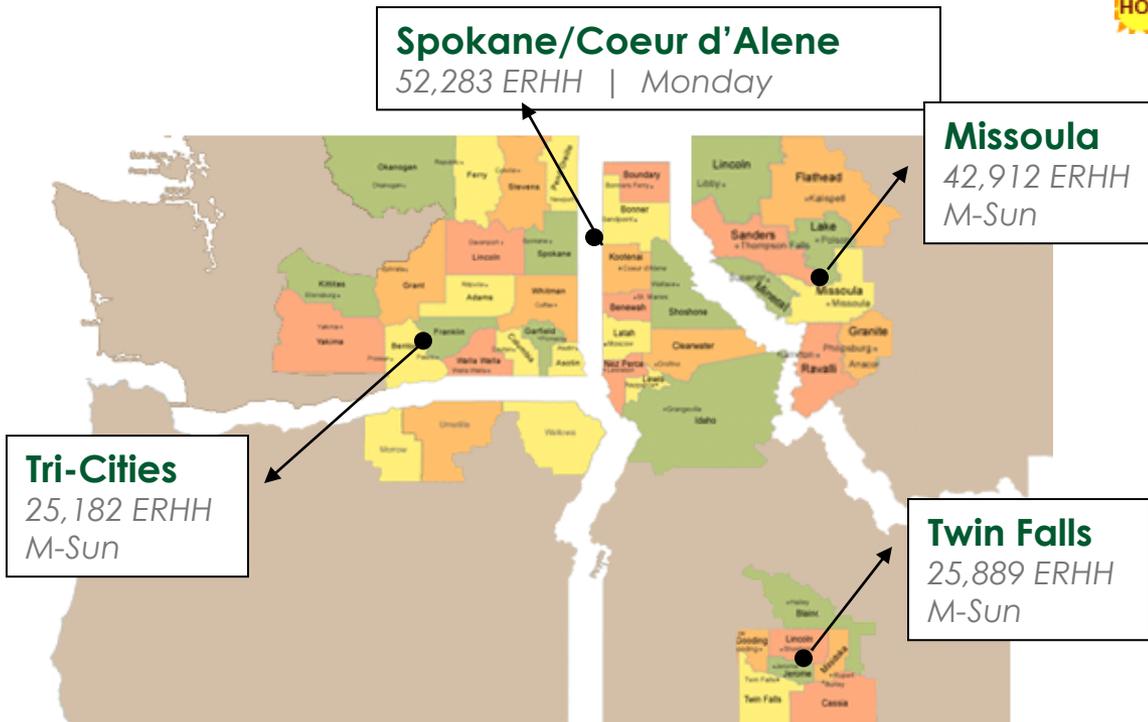


Internet Advertising: 2nd Quarter Analytics

Comcast.net

- The 300x250 banner ad ran on geo-targeted Comcast.net pages in the 2nd quarter.
- Two text link versions also ran on these sites.

Ad	Impressions	Clicks	Click Rate
300x250 Banner Ad	342,858	176	0.05
Text Link	758,089	39	0.005
TOTAL	1,100,947	215	



UNCOMFORTABLE?
1/2OFF AC TODAY!



UNCOMFORTABLE?
GET A/C TODAY!

Text Link Versions



7/1-7/21 300x250 Ad (reduced)

Unique Marketing Opportunities

2nd Quarter Analytics

■ Public Radio Segment

- Ductless Heat Pumps were featured in a Public Radio news segment beginning in late May.
- The on-line article referred 153 visitors in May alone. There was also a significant spike to the www.HeatingAndCoolingUpgrade.com website on May 25th
- From May 1 through July 31st, publicbroadcasting.net referred 256 visitors and OPB referred an additional 27.

05/25/2010

"Ductless Heat Pumps" Could Replace Baseboard Heaters



Homeowner Emily Watrous with her newly-installed ductless heat pump

Traffic Source	Visits
Publicbroadcasting.net	256
News.opb.org	27

PSA Radio Campaign

- Public Service Announcement (PSA) Campaign
 - All radio stations were contacted throughout the 4-state region to secure free placement of the Project created PSA
 - Estimated value of current campaign is over \$500,000

State	Total # of Stations	Total # of Stations Playing PSA	% of Stations Playing PSA	# of Paid PSA Stations	Estimated # Plays / week	Total # Plays / June-Dec	Total PSA Seed Funding	Total PSA Value (7 month)
WA	252	64	25%	2	485	13,650	\$1,440	\$208,377
OR	220	47	21%	0	298	8,344	\$0	\$112,184
ID	106	45	42%	0	286	6,772	\$0	\$153,100
MT	46	20	43%	0	128	3,584	\$0	\$52,612
TOTALS:	624	176	28%	2	1,197	32,350	\$1,440	\$526,273

Radio Campaign

- Paid Radio Campaign

Funded by NEEA, BPA, and Mitsubishi

Strategic media buys were placed on top-rated stations to significantly raise consumer awareness and drive traffic to www.heatingandcoolingupgrade.com or the toll-free phone number 1-888-95-UPGRADE.

(Details discussed in BPA presentation)



\$145,000

\$15,000

**TOTAL VALUE
= \$334,000+**

PSA & Radio: 2nd Quarter Analytics

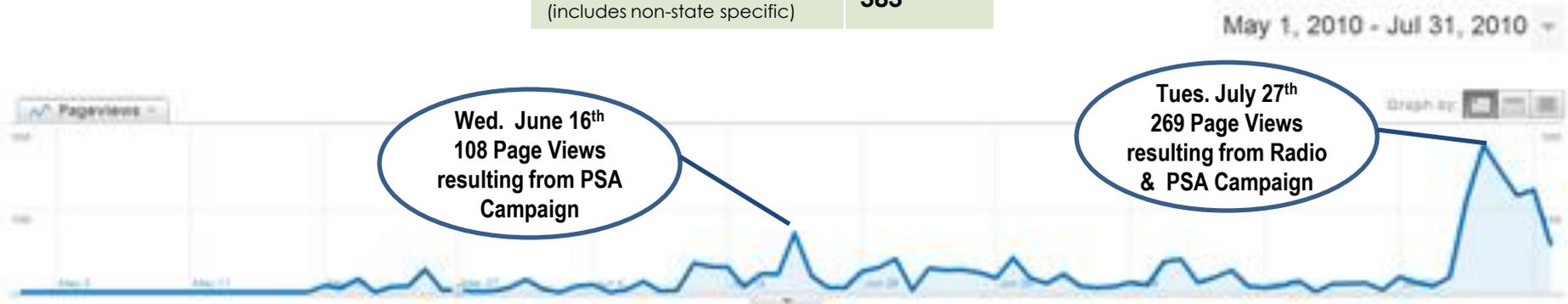
Website Analytics: HeatingAndCoolingUpgrade.com

- The PSA Campaign and Paid Radio Campaign drove traffic to www.heatingandcoolingupgrade.com (directing traffic to www.GoingDuctless.com) and the toll-free number 1-888-95-UPGRADE.
- Note: The following numbers are from May 1 through July 31st, showing only 1 week of results for the paid radio campaign:*

Internet	Visits
Unique Visitors	737

Contractor Searches	Unique Visits
Washington	242
Oregon	93
Idaho	19
Montana	10
TOTAL (includes non-state specific)	383

Calls to Toll-Free #	Calls
Washington	5
Oregon	6
TOTAL	11



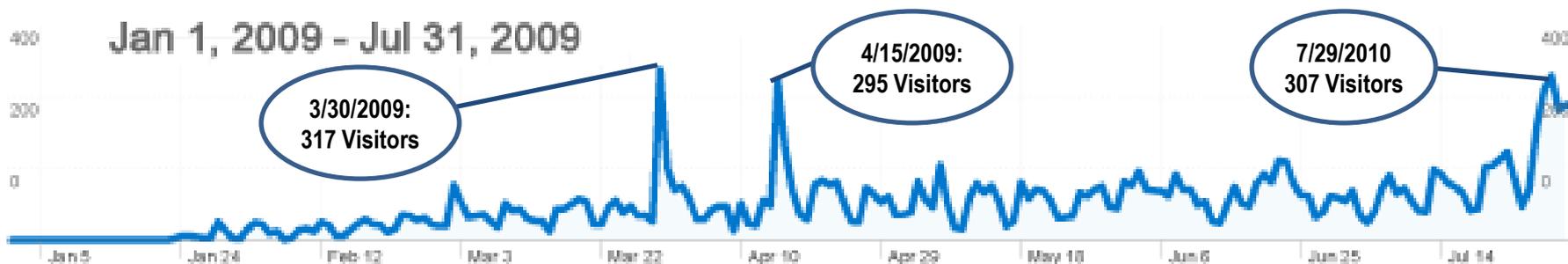
Marketing Analytics

Year-Over-Year Traffic Comparison

- **GoingDuctless.com**

- Traffic to the consumer website increased 134% in 2010 compared with the same dates in 2009.

Visitors Overview	1/1-7/31 2009	1/1-7/31 2010	% Change
Unique Visitors	11,391	26,684	134%
Contractor Searches	7,418	7,309	-1%



Consumer Website Updates

- New features at www.GoingDuctless.com
 - Spanish translation
 - List of participating utilities
 - Updated state rebate information
- Contractor finder refinements
 - New criteria for being listed in the contractor finder:

Master Installer Program

- **Goals of the Master Installer Program**
 - Broaden the reach of the Project's Quality Assurance effort
 - Further promote best practice installations
 - Address known market barriers, including:
 - Lack of line set protection
 - Poor consumer education
 - Increase levels of customer satisfaction
- **Participation Requirements**
 - Contracting company must sign a contractor agreement certifying compliance with the following criteria:
 - Attend the Project's DHP Installation Best Practices Webinar for Contractors
 - Complete a "best practices installation"
 - Orient customers on the operation of their DHP equipment
 - Have had 2 successful on-site inspections since the Project launch

Master Installer Program

- **Removal Procedure**
 - Removal will occur if a Master Installer receives a deviation or a failure during an on-site inspection
 - Reinstatement only after successfully passing a QA site inspection
 - Removal will be communicated in writing to the affected installer
 - If an installer is removed from the Master Installer program more than two times, the third removal will be permanent
- **Contractor Benefits**
 - Priority and Master Installer Identifier on GoingDuctless.com
 - Eligible for the Project's Contractor of the Year selection

Installation Best Practices Webinar

- The Project is developing a Best Practices Installation Webinar
 - Designed to promote uniform quality in installations across the region
 - Attending this Webinar will be a requirement for contractors in the Master Installer Program
- A soft launch is scheduled for September 9th, future Webinars will be offered monthly



Quality Assurance Update

■ Installation Best Practices Guide

- Highlights the importance of using proper tools, following manufacturer specs, and educating homeowners
- Distributed to contractors, manufacturers and distributors across the region
- Supply chain feedback has been very positive
- Utilities are encouraged to use the guide to evaluate installations, and distribute to installation contractors working in their area

Best Practices for Ductless Heat Pump Installations *A Contractor's Guide*



A quality ductless heat pump installation results from attention to details including: tools, installation and homeowner education. This guide provides information and suggestions to help you achieve successful ductless heat pump installations. Quality installations result in minimal call backs, more customer referrals, and increased awareness of ductless heat pump technology.

Required Tools:

- R410A Specific Flaring Tools
- Programmable Refrigerant Charging Scale
- Torque Wrench
- R410A Gauge and Hose Set

Installation Best Practices

- Follow manufacturers' installation instructions. This guide is not intended to replace manufacturers' specifications.

Outdoor Unit (Compressor):

- Set the unit on a stable, level surface.
- Risers are essential to prevent snow and debris build-up and should be installed to allow better drainage of defrost water.
- Outdoor units should be secured to the pad, risers, and/or surface on which they are set using molly bolts and/or adhesive.

Refrigerant Tubing:

- Factory tubing flares and fittings are NOT TO BE REUSED.
- Create new flares using appropriate R410A flaring tool & measurement gauge.
- Apply refrigerant oil to the end of each flare.
- Connect tubing with R410A nuts (supplied with indoor and outdoor units) using a torque wrench tightened to manufacturer's specifications.

Refrigerant Charge:

- Adjust refrigerant charge ONLY IF NECESSARY. Most installations do not require adjustment from pre-charge levels or the use of gauges to verify refrigerant levels.
- Consult the manufacturer's installation manual to verify refrigerant protocols, specifications can often change.

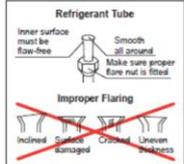
Line Set Insulation and Protection

- Insulation must cover the entire length of line set to avoid condensation and decreased efficiency.
- Once insulated, protect the outdoor portion of line set to avoid premature degradation of the insulation.

Condensate Drain:

- Must slope downhill and can either be routed with line set or run to a different termination point.

Refrigerant Tube



Improper Flaring



Manufacturer Trainings

- Samsung equipment is now available at Keller distribution centers and technical trainings are available regionally
- Tell us about training needs in your territory. The Project communicates regional training needs to manufacturers and distributors across the region, and provides training coordination support

Utility Feedback

- The Project wants to hear from you! Please keep us up-to-date on activities and success stories in your territory
 - Verify your utility's listing on the Utility Participation List
 - Share your success stories with the utility press kit
 - Send us copies and response rates for marketing materials you develop
- Questions?

Program Contacts

Alexis Allan

Northwest Energy Efficiency Alliance

aallan@nwalliance.org

503.827.8416 ext. 257

Ben Yenter

NW Ductless Heat Pump Project

Ben.yenter@smashingideas.com

503.808.9003 ext. 120