

“Channel Marketing: The Value of Successful Channel Management Practices”

Panel Objective

Present a panel comprised of energy professionals to discuss the value of successful channel management practices. For the purposes of this panel, channels are defined as anything that moves goods or services, communication, and money between a company and its end users. Channel management will focus on the processes, resources, support, etc. that are put in place to ensure an effective and efficient channel structure. This includes not only the channel selection process, but also monitoring the results and activities against desired behavior. The panel will provide brief discussions that focus on how to implement structure and processes to manage the channels and increase their overall value. Success with the channels is all about how well they are managed.

Panel Outline

I. Introduction—Anthony McIntosh (Chair), Frank Lynn & Associates

- a) Introduction of speakers on the panel
- b) Introduction to the value of successful channel management

II. First Presentation: Focus on Energy Program in Wisconsin—Janet Brandt, Executive Director—Wisconsin Energy Conservation Corporation

Focus on Energy is a public-private partnership offering energy information and services to customers throughout Wisconsin. Employing a strong market-driven approach to acquiring resource savings, the Focus on Energy program has accounted for over 270 gWh, 50 mW, and 9 million therms saved since program inception in June 2001. This presentation focuses on results in the residential sector, where strong partnerships with manufacturers, retailers, builders and contractors have helped successfully drive consumer demand for ENERGY STAR qualified appliances, lighting, heating/cooling equipment, and high-performance homes.

The presentation will address the following:

- a) Program Background
- b) Define Key Market Channels
- c) Vision for Market Channel Partnerships
- d) Successful Channel Management
 - (1) Target market providers whose business philosophy closely aligns with energy efficiency delivery strategy
 - (2) Understand the channel and their business
 - (3) Solicit early and ongoing input
 - (4) Maintain flexibility and be ready to make reasonable customizations
 - (5) Establish clear partnership processes
- e) Results and Outcomes of the Program
- f) Summary and Conclusions – key takeaways

III. Second Presentation: NYSERDA's Keep Cool Program—Lisa Hammer, Aspen Systems Corporation

The Keep Cool program was started in 2000 as an effort to reduce overall energy consumption in New York State and specifically to reduce peak load demand during the hot summer months. The method for reducing demand was to replace old, inefficient room air conditioners (RACs) with new ENERGY STAR qualified units. The two actions required of the consumer, purchasing a new ENERGY STAR RAC, and turning in an old RAC, were encouraged by offering a payment, or bounty, for completion of both actions. An essential element of Keep Cool has always been the turn-in and demanufacturing of the old air conditioners. This guaranteed that the inefficient units were removed from service completely, not just moved to another location.

To support the bounty program, NYSERDA also ran public awareness campaigns in coordination with Keep Cool program dates. The communications varied from outright advertising of the bounty program to tips-oriented messaging aimed at changing consumer energy-consumption habits.

NYSERDA was the primary sponsor of the Keep Cool program. The New York Power Authority (NYPA) has also been a sponsor of the program since its inception. During the 2000 program, consumers receiving their power from one of the NYSERDA investor-owned utilities (Consolidated Edison, Central Hudson Gas & Electric, Orange & Rockland, Niagara Mohawk—a National Grid Company, and New York State Electric & Gas) or one of the NYPA municipalities were eligible to participate in Keep Cool. (Rochester Gas & Electric was not part of the NYSERDA territory in 2000 and thus not part of the program during that year). Governor Pataki's office was very supportive of the program, and the Long Island Power Authority (LIPA) joined Keep Cool in 2001, which made it a truly statewide effort.

The presentation will address the following:

- a) Program Overview
- b) Program Elements
- c) Managing the Channel Relationships
 - (1) Partner benefits – defining the benefits of all parties involved
 - (2) Partner requirements – identifying expectations
- d) Results and Outcomes
 - (1) Partnership results
 - (2) Program results
- e) Summary and Conclusions – key takeaways

IV. Third Presentation: Efficiency Maine (Small Business Program)—Lynn Golfarb, President—L.K. Golfarb Associates

Get off to a fast start in marketing the Efficiency Maine Small Business Program was the charge given to the program contractor by the MPUC, which administers Public Benefit energy efficiency program statewide. The Efficiency Maine Small Business Team was able to meet their bid commitment of being up and running within six weeks of signing a contract with the MPUC. We signed our contract on March 11 and by the end of April were up and running and completed the following tasks:

- Designed, ordered and delivered an Efficiency Maine Small Business Trade Show Booth

- Participated in four trade shows
- Recruited 20 Program Allies who would deliver and install products for small businesses statewide
- Scheduled training sessions for potential Program Allies and program participants in 11 of the 16 counties in Maine for the month of May
- Trained the counseling staff of the Maine Small Business Development Centers on the Efficiency Maine Small Business Program and its benefits to those they counsel
- Designed, developed and printed all needed sales support material

The presentation will address the following:

- a) Program Overview
- b) Program Allies
- c) Successful Channel Management (Start-up)
 - (1) Identify hurdles and opportunities
 - (2) Define benefits and support
 - (a) Services available
 - (b) Incentives
 - (c) Staffing
 - (d) Education component
 - (e) Advertising and public relations
 - (3) Establish eligible measures
- d) Program Results
- e) Summary and Conclusions – key takeaways

V. Questions and Answers

Presenters:

Janet Brandt
 Executive Director
 Wisconsin Energy Conservation Corporation
 Phone: 808-249-9322
 E-mail: JBrandt@weccusa.org

Lisa Hammer
 Aspen Systems Corporation
 Phone: 301-519-6424
 E-mail: LHammer@aspensys.com

Lynn K. Golfarb
 President
 L.K. Golfarb Associates
 50 Portland Pier
 Portland, ME 04101
 Phone: 207-828-8667
 E-mail: LKGold@aol.com