



# **WELCOME TO AESP's Member Benefits Brown Bag!**

Brown Bag Sponsor:

**CADMUS**

**Today we'll share with you..**

- ❑ How to make the MOST of your AESP membership!
- ❑ How to increase your visibility for free
- ❑ How to find the information and resources you need now
- ❑ How you can make a difference  
in AESP



- Invest in yourself
- Vote – your right as a member
- Respond to surveys – you are the experts
- Local Chapters – get involved without travel
- Topic Committees – help shape conference agendas and AESP's future



## Conferences

- Attend, Exhibit and/or Sponsor
- Respond to Call for Abstracts and you could be chosen to speak
  - AESP Spring Conference 2013 – Call for Abstracts now open





## SHOW OFF AGAIN

- Brown Bag Webinars** – have an interesting topic, case study, or best practices that would benefit our members? Your peers want to hear about it!
- Promote your business and services** with banner announcements in *What's New* and *Strategies*
- Submit articles** for monthly *Strategies* e-zine

## AESPecially for YOU

- ❑ Printed newsletter highlights AESP member companies, products and services



**A.E.S.P.**  
ASSOCIATION OF ENERGY  
SERVICES PROFESSIONALS

**So Much To Learn!**

*AESP Brown Bag Webinars now a FREE Member Benefit*

You, you heard right! Brown Bag webinars have become a free member benefit. As long as you are a current individual member, or a designated member within a group membership, you can sign-up for any AESP Brown Bag webinar and pay nothing to attend.

AESP's Brown Bag webinars are an essential part of the membership experience. These live, online webinars are a practical and no cost way for members to upgrade their knowledge on specific topics throughout the year without the need to travel.

Webinars are designed to be convenient to you. No more than 90 minutes long they typically start at 1 pm. IT so that a majority of our members can participate.

There are over 20 webinars a year, so check [www.aesp.org](http://www.aesp.org). What's New and Strategic for announcements of upcoming Brown Bag webinars and take advantage of your valuable member benefit.

**12 MORE Learning Opportunities Are Knocking**

The AESP Institute is introducing 12 exciting new courses to its curriculum of energy courses:

- Seven courses in Demand Response DR, from beginners to advanced
- Competitive Power Markets
- Natural Gas Markets
- Renewable Energy Markets
- Risk Management
- Leadership Training for Exceptional Team Performance

To find out how AESP can help your department fulfill its training needs, contact Suzanne Jones at [suzanne@aespp.org](mailto:suzanne@aespp.org).

**AESPecially FOR MEMBERS**



## SHOW WHO YOU KNOW

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- Member Directory
- Supplier Directory



## ❑ AESP Energy Awards

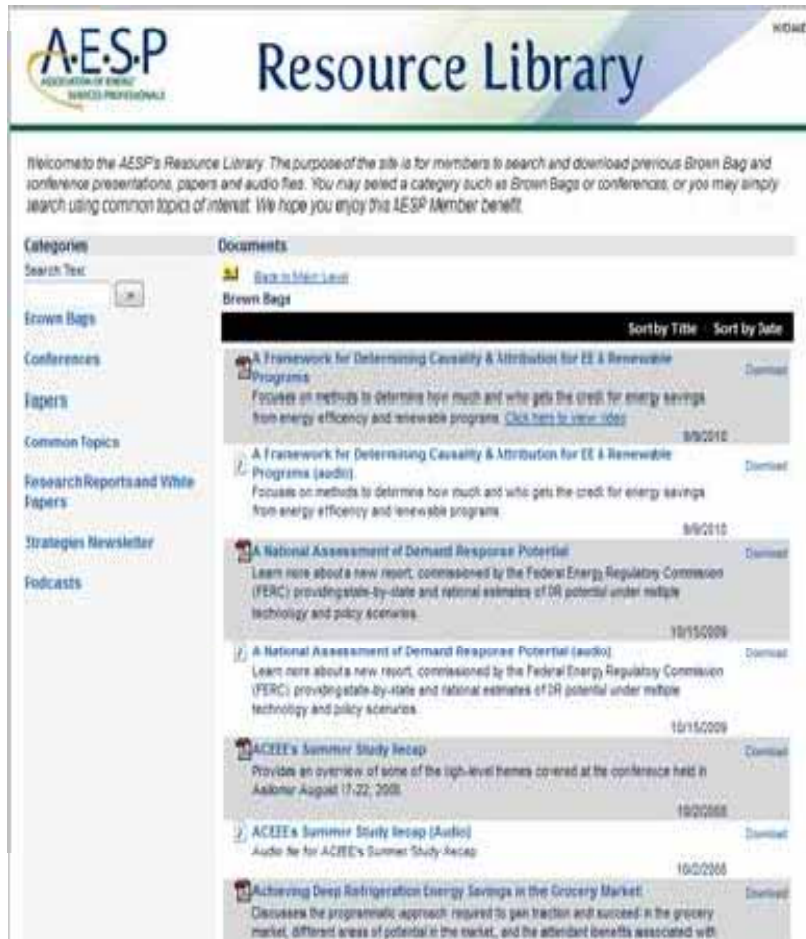
- Taking applications now for award presentation at AESP National Conference in Orlando
- Go to [www.aesp.org](http://www.aesp.org) for application





- ❑ Training Courses
  - ❑ 18 available
  - ❑ Range from DSM/DR and EM&V to Marketing and Leadership Development





The screenshot shows the AESP Resource Library website. The header includes the AESP logo and the text "Resource Library". Below the header is a welcome message: "Welcome to the AESP's Resource Library. The purpose of the site is for members to search and download previous Brown Bag and conference presentations, papers and audio files. You may select a category such as Brown Bags or conferences, or you may simply search using common topics of interest. We hope you enjoy this AESP Member benefit." The main content area is divided into two columns: "Categories" on the left and "Documents" on the right. The "Categories" column lists: Search Text, Brown Bags, Conferences, Papers, Common Topics, Research Reports and White Papers, Strategies Newsletter, and Podcasts. The "Documents" column shows a list of documents under the heading "Brown Bags". The list includes:
 

- A Framework for Determining Causality & Attribution for EE & Renewable Programs (Download)
- A Framework for Determining Causality & Attribution for EE & Renewable Programs (audio) (Download)
- A National Assessment of Demand Response Potential (Download)
- A National Assessment of Demand Response Potential (audio) (Download)
- ACEEE's Summer Study Recap (Download)
- ACEEE's Summer Study Recap (Audio) (Download)
- Achieving Deep Refrigeration Energy Savings in the Grocery Market (Download)

AESP Commission Database

Tap into the AESP Resource Library

Industry RFPs

My Energy Gateway – AESP Foundation



## FIND WHO YOU NEED

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- Job Bank <http://www.aesp.org/jobbankdisplaylistings.cfm>
- LinkedIn <http://www.linkedin.com/group>
- Twitter <https://twitter.com/aespinfo>
- Facebook <http://www.facebook.com/AESP8>



## INDIVIDUAL vs. GROUP MEMBERSHIP

- Same benefits – different format
- Tipping Point – when to go group
- Pros and Cons



## CONTACT US

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**THAT'S THE SHOW!**

**THANK YOU!**

**QUESTIONS?**





## Save the Dates

Jan. 28-31, 2013

AESP's 23<sup>rd</sup> National  
Conference & Expo  
Orlando, FL

Apr. 29-May 1, 2013

AESP's Spring Conference  
Dallas, TX

For more information - [www.aesp.org](http://www.aesp.org)

