

NAESCO



National Association of
Energy Service Companies

ADVOCACY | MARKET BUILDING | NETWORKING



A GUIDE TO MEMBER BENEFITS AND RESOURCES

MAKING THE MOST OF YOUR NAESCO MEMBERSHIP

Expanding the Energy Efficiency Market: What's Hot, What's Not – 1994 Conference

The Energy Efficiency Industry Comes of Age:
Celebrating 10 Years of DSM – 1993 Conference

Forging a New Energy Policy
for the 1990s – 1990 Conference

Entering the Mains
The Booming Independent
Energy Industry –
1987 Conference

*Reinventing the Utility Industry:
Assessing the Impact on Energy Services – 1995 Conference*

NAESCO SETS THE AGENDA

The Energy Services Industry Girds up for Growing Competition:
Claiming and Keeping the Customer – 1996 Conference

Transitioning to Tomorrow: ESCOs
Boldly Face the Future – 1997 Conference

*Applying New Information Technologies
to the Energy Services Market – 1999 Conference*

Opportunity Knocks:
The Changing World of Energy Services – 1995 Conference

Navigating a Volatile Market: Effectively Selling
Creative Energy Solutions to Customers – 2002 Conference

**Distributed Energy Resources and the Power
Technologies Revolution – 2001 Conference**

Retooling Your Vision and Readjusting Your Focus:
Positioning Your Company to Sell Energy Services in the Restructured
Marketplace – 1997 Conference

**Accepting the New Market Reality: Making Volatility Work
for Your Company and Your Customer – 2003 Conference**

NAESCO IS THE VOICE OF THE ENERGY SERVICES INDUSTRY

For over twenty-five years, the National Association of Energy Service Companies (NAESCO) has represented all key stakeholders in the energy services industry

- ESCOs
- Demand Response providers
- Utility distribution companies
- Distributed generation companies
- Product vendors and manufacturers
- Engineers
- Consultants
- Project financiers

NAESCO's mission is to promote efficiency as the first priority in a portfolio of economic and environmentally sustainable energy resources.

NAESCO members deliver several billion dollars worth of projects each year to all types of institutional, commercial, industrial and residential customers.

ADVANCING INDUSTRY OBJECTIVES

NAESCO promotes the interests of our industry and our membership through:

Advocacy

- Serving as the voice for energy services in state and federal regulatory and legislative proceedings.

Market Building and Business Development

- Working collaboratively with trade groups, policy groups and customer representatives to accelerate market development and growth.
- Providing marketing and business development opportunities for its members.

Efficient Technologies

- Giving technology vendors at NAESCO national conferences the opportunity to present their products directly to the senior managers of the companies who are the major buyers of their products.
- Providing intensive education and hands-on demonstration of new technologies at NAESCO Technical Workshops.

Industry Information

- Collecting and aggregating industry data.
- Developing and disseminating information about industry trends and practices through guidebooks, case studies, and reports.

Industry Best Practices

- Recognizing industry best practices through NAESCO's Accreditation program.
- Educating end users, policy makers, and industry participants through workshops, conferences, and seminars.



MAKING THE MOST OF YOUR NAESCO MEMBERSHIP

ADVOCACY

NAESCO promotes energy efficiency as the first choice for policy makers to deal with rising and volatile energy costs and the limits of our current power generation and distribution capacity. Moreover, NAESCO believes any new source of power generation will be sufficiently costly to require efficient use.

FEDERAL ADVOCACY

NAESCO works to ensure that public and private sector concerns about greenhouse gas emissions and rising energy prices are translated into federal government policies and programs that actually deliver energy efficiency.

Federal Energy Savings Performance Contracts (ESPC)

We work with Congress and Federal agencies to increase the volume of ESPC projects and to streamline the project development and implementation process.

Energy Legislation

We work to ensure that national energy legislation includes provisions that accelerate the implementation of energy efficiency and that these provisions are translated into effective guidelines and practices by the federal agencies.

Green Jobs

We work to ensure that federal energy legislation provides funding to accelerate the creation of green jobs through education and training of workers.

STATE ADVOCACY

NAESCO works with the states to enact laws, craft regulations, and implement energy policies and programs that put efficiency first and deliver substantial, measurable energy savings, through large-scale programs that are fair, open, and competitive. Our state advocacy efforts primarily focus on the following elements:

Market Building

- Promoting energy efficiency as a complement to new power plant construction
- Working to ensure the integration of energy efficiency and demand response into utility and ISO energy procurement programs.

System Benefit Charge Funding Management

- Working to ensure that ratepayer-funded energy efficiency and System Benefit Charge (SBC) programs around the country reach their full potential of implementing cost-effective energy efficiency.
- Working to enact and implement state Energy Efficiency Resource Standard/Renewable Energy Portfolio Standards.

State-Specific Performance Contracting Business Issues

- Working with state energy offices and administrative agencies to help design and implement effective performance contracting programs based on national best practices.

“NAESCO’s advocacy efforts have been critical in extending the breadth and reach of the industry.”

– George Sakellaris, President & CEO, AMERESCO



MARKET BUILDING AND BUSINESS DEVELOPMENT ACTIVITIES

NAESCO works with national and regional environmental, consumer and alternative energy associations to help increase the market for energy efficiency and performance contracting. NAESCO is continually reaching out to other organizations to collaborate on energy efficiency market building activities, and often takes the lead in assembling coalitions and drafting position papers.

“We are pleased that NAESCO and BOMA have been working more closely together. My members have learned more about energy efficiency benefits and strategies while NAESCO’s members better understand the unique needs of the commercial real estate market.” – *Brenna Walraven, Chair, BOMA*

“NAESCO has provided valuable input as part of a broad coalition to enact a federal Energy Efficiency Resource Standard.” – *Bill Prindle, Deputy Director, ACEEE*

NAESCO also provides specific marketing and business development opportunities for its members.

ANNUAL AND REGIONAL CONFERENCES

NAESCO’s annual National Conference provides attendees with energy industry market overviews, reviews of major economic trends, program and policy information and intelligence, and effective networking opportunities.

NAESCO’s Regional Meetings and Workshops are opportunities for members to meet local and state energy officials, to network with their regional peers and to participate in intensive discussions of regional issues that affect the energy efficiency industry.

NOTIFICATIONS OF RFQS AND RFPs

NAESCO collects and reviews public sector RFQs and RFPs, distributes notices to members, and maintains them in an RFP database that is accessible by members only.

MEMBER DIRECTORY AND NAESCO WEBSITE LISTING

NAESCO’s website (www.naesco.org) offers members the opportunity to increase their brand recognition and connect with other members by providing company information and a hyperlink from the NAESCO website to the member website.

“NAESCO conferences and meetings have enabled us to build and strengthen our brand among an important customer base.” – *Lance Burghardt, National Account Manager, Philips Lighting Company*

“NAESCO’s federal and state advocacy initiatives have had a direct effect on the growth of our business. Under NAESCO’s leadership, significant new market opportunities have opened up.”

– *S. Lynn Sutcliffe, CEO, The EnergySolve Companies*



MAKING THE MOST OF YOUR NAESCO MEMBERSHIP

EFFICIENT TECHNOLOGIES

NAESCO believes that one of its core functions is helping the energy services industry understand and implement new technologies.

TECHNOLOGY PRESENTATIONS AT CONFERENCES

NAESCO national and regional conferences and workshops feature panels that discuss the implementation and economics of new energy efficiency, renewable energy and distributed generation technologies.

VENDOR SHOWCASES

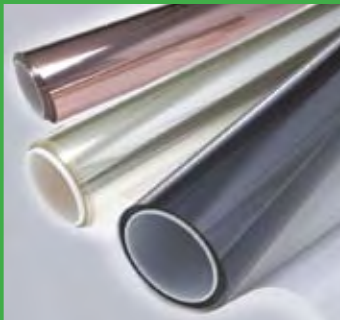
NAESCO National Conferences feature two-day-long Vendor Showcases that enable product manufacturers and vendors to effectively present their technologies, recent product launches and project experience with the senior managers of ESCO companies that buy billions of dollars of products each year.

TECHNOLOGY WORKSHOPS

NAESCO Technology Workshops, usually held at the energy center of a major utility, provide opportunities for intensive education and hands-on demonstration of new technologies to energy service companies.

NAESCO NEWSLETTER

NAESCO publishes a newsletter quarterly which includes new product launch announcements and case studies that highlight energy efficiency technologies. The newsletter also often includes interviews with members about energy efficient technologies and the future direction of the industry.



INDUSTRY INFORMATION

NAESCO offers authoritative information on the energy services industry. Legislators and regulators rely on our reports and recommendations to develop policies and programs. Companies use our information to develop marketing plans, to keep up to date on competitors' projects and innovations, and to stay abreast of key industry developments.

RESEARCH AND POLICY

NAESCO's research and policy recommendations, based on focused market research and produced by nationally known consultants, ensure that policy makers incorporate the knowledge and experience of the energy services industry into energy efficiency programs.

- NAESCO advocacy has documented the success of performance contracting programs, and has established performance contracting as a major element of federal, state and utility energy efficiency programs.
- NAESCO organizes an annual Federal Market workshop in Washington DC at which senior civilian and military contracting and procurement managers gather with energy service companies to discuss federal energy efficiency policy and ESPC program issues.
- NAESCO works under contract to US DOE and US EPA to explore new areas of energy efficiency services, to facilitate information exchange in the energy services industry, to establish benchmarks and best practices, to promote energy efficiency and performance contracting to key customer groups, and to quantify the benefits of energy efficiency through data collection and analysis.

INDUSTRY DATABASE

Working with the Lawrence Berkeley National Laboratory, NAESCO has created the most comprehensive database of ESCO industry activity in the world, which is continually updated with new project information. NAESCO and LBNL issue regular reports that provide the best available picture of ESCO market development and growth, such as:

- "A Survey of the U.S. ESCO Industry: Market Growth and Development from 2000 to 2006" (2007)
- "Review of U.S. ESCO Industry Market Trends: An Empirical Analysis of Project Data" (2005)
- "Assessing U.S. ESCO Industry Performance and Market Trends: Results from the NAESCO Database Project" (2002)
- "Market Trends in the U.S. ESCO Industry: Results from the NAESCO Database Project" (2002)

NAESCO NEWSLETTER

The NAESCO newsletter, published quarterly, provides company news, summaries of leading industry studies, interviews with key government contractors and program managers, and up-to-date information on developments in Congress, state regulatory agencies and state agencies that administer energy efficiency and performance contracting programs.



MAKING THE MOST OF YOUR NAESCO MEMBERSHIP

PROMOTING INDUSTRY BEST PRACTICES

NAESCO works with the states, the federal government, end-user organizations and regional and national professional societies to develop and encourage the adoption of best practices in the energy services industry.

NAESCO ACCREDITATION PROGRAM

NAESCO sets the standard for excellence in the delivery of energy services projects with its Accreditation program, which requires that energy service companies pass a rigorous screening of their professional capabilities and project results by an independent panel of industry experts. NAESCO Accreditation provides public and private sector customers and program managers a valuable evaluation and selection criterion that is a benchmark of best practices, and which they cannot easily duplicate.

THE NAESCO ACCREDITATION PROGRAM COVERS THREE TYPES OF COMPANIES:

- Energy Service Providers (ESCOs which also provide or arrange supply options)
- Energy Service Companies (Companies offering multiple energy efficiency services and technologies and the regular business practice of developing performance-based projects)
- Energy Efficiency Contractors (Companies offering a single energy efficiency service or technology and the regular business practice of developing performance-based projects)

DEVELOPMENT OF M&V STANDARDS

NAESCO was instrumental in developing the International Performance Measurement and Verification Protocol (IPMVP) and in making it the standard for energy services projects, facilitating the rapid growth of the industry by making the large-scale market for third-party project financing feasible. NAESCO continues to work to adapt and supplement the IPMVP to the changing requirements of today's energy services industry, which include, in addition to energy savings, the monitoring and verification of operational savings, environmental emissions reductions, and electricity demands reduction.

SETTING INDUSTRY STANDARDS THROUGH EDUCATION

One of the main challenges facing NAESCO members is attracting and retaining highly educated and skilled personnel to deliver energy efficiency projects. To respond to this need, NAESCO has developed a variety of workshops, seminars and conferences to help keep members' employees current on the latest technologies and industry developments.

NAESCO also develops webinars and self-paced tutorials focused on educating state energy office staff, facility managers, and a broad range of end-users on a variety of energy efficiency topics.



ENERGYSTAR® PARTNER

NAESCO is a proud partner of EnergyStar®. We promote the use of EnergyStar® tools and the value of earning the EnergyStar® rating for commercial buildings.

HOW TO GET THE MOST OUT OF YOUR NAESCO MEMBERSHIP

GET INVOLVED

1. Attend the twice-yearly Open Board Meeting.
2. Participate in a **NAESCO** state or regional advocacy Committee.
3. Alert us of federal or state policies and practices that are of importance to you and where you feel **NAESCO** should weigh in and lend its collective voice.
4. Become a **NAESCO**-Accredited company.
5. Keep your employees up to date on the most recent technologies and industry advancements by having them attend conferences and workshops, participate in webinars, and take self-paced tutorials.
6. Use the **NAESCO** website to promote your goods and services through:
 - a. Hyperlinks to your company website
 - b. Including a company profile with your directory entry
 - c. Submitting case studies and/or photographs of your projects
 - d. Posting press releases
7. Use the newsletter to broadcast company milestones.
8. Advertise in the newsletter, conference program book and on the **NAESCO** website to strengthen your branding.
9. Sponsor or exhibit at **NAESCO** conferences.
10. Participate in **NAESCO**-sponsored face-to-face meetings with other **NAESCO** members.



“NAESCO’s Accreditation Program is an effective way to distinguish experienced companies in the marketplace.”

– Buddy Hahs, President & CEO,
Custom Energy Services, L.L.C.



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CONTACTING NAESCO

To find out more about how NAESCO can help, or to obtain any of the publications or other resources available to you, please contact us at:

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