



Reaching Customers through Innovative Community Energy Programs
Paul Markowitz, Efficiency Vermont/Vermont Energy Investment Corporation

Sunday, November 17th

10:00 am - 6:00 pm

Fee: \$200 with conference registration - \$250 workshop only

Includes box lunch

This working session shares tried and true techniques that will enable you to deliver energy services that reaches people through the ways that they associate and affiliate with each another. This hands-on session is designed for individuals who are directly involved in delivering energy efficiency programs and covers program design issues, fundamental elements of successful programs, working with local partners, and program tools and approaches. Potential market sectors applicable for community energy programs include existing residential homes, new residential construction, small businesses, municipalities and schools, and large employers. The session will also include guest presenters from around the country.

About the presenter: Paul Markowitz is Community Energy Program Manager with Efficiency Vermont where he promotes partnerships with non-profit organizations, businesses, and municipalities to implement community-based energy efficiency programs. Paul has 29 years experience in energy and environmental project management, community planning, leadership training, and facilitation in non-profit institutions, state government, and academia. He has managed local environmental action programs in Central and Eastern Europe, directed state recycling programs, taught university courses on energy and solid waste policy, and promoted least-cost electrical planning. He has an MS in Resource Economics from the University of Vermont.