



In our young and dynamic industry, rules are still being written, business models are still developing, and opportunities abound. Knowledge and industry visibility are critical elements to succeed and thrive in this environment. Join us in helping shape this industry through your participation with an Efficiency First committee.

As a committee member, you become a critical player in helping to build the home performance industry while keeping your company at the forefront of the information flow. Participation gives you direct access to key players, market insights and success stories across the industry. Knowing the market, its challenges and uncovered opportunities will help you grow your business and help us all drive this industry forward.

Marketing Committee:

The Efficiency First Marketing Committee is comprised of industry professionals with visibility into the home performance workforce development efforts. Members include leaders from Enerpath, Recurve, Utility Exchange, a dozen contractors, advertising agencies and more.

As a committee member you will take a leadership role in developing and sharing industry best practices. Specifically, this committee will give attention to:

- Achieving long-term success through sustainable and cost-effective marketing practices
- Strategies for reaching out to emerging markets where consumer awareness is low
- Structuring marketing campaigns to increase audit-to-retrofit conversion rates
- Effective collaboration between contractors and retrofit incentive or financing programs
- Maintaining a balance between marketing efforts and industry capacity

Committee Membership:

As a member, you are expected to contribute. At a minimum, you will participate in monthly conference calls with other committee members and industry leaders. You may be called on to help research specific market needs or to assist in producing best practices documents. The workload will vary from several hours a month to several hours a week, depending on the needs of the committee.

In return, you can expect to have full visibility into the information flow from all the best practices committee and access to resources in advance of the full Efficiency First membership. Volunteer participation is what drives our organization, and we strive to make this a rewarding effort for everyone involved.

Current Committee Chair: Ed Thomas, Utility Exchange Commission (WY)