



Vermont  
**Energy Investment**  
Corporation

# Best Practices for Trade Ally Trainings

# About VEIC

- Over 30 years of enhancing the economic, environmental, and societal benefits of clean and efficient energy use for all people
- Comprehensive approaches, high-impact results
- Energy efficiency, renewable energy, and transportation
- National and international clients
- Program design and evaluation
- Transformative policy, advocacy, and research
- Clients: government agencies, regulators, utilities, foundations, and advocates

Efficiency  
Vermont

 EFFICIENCY**\$SMART**<sup>®</sup>

 DC  
SUSTAINABLE ENERGY  
UTILITY



[veic.org](http://veic.org)

# Efficiency Excellence Network

- Efficiency Vermont's Trade Ally Network
- About 200 companies – 7 trade groups
- 25 Contractor Trainings in 2017
- Critical for ongoing contractor engagement



# Goals of the EEN

- Develop a **strong long-term partnership and network** with trade allies;
- **Proactively work with contractors** to encourage identification of energy efficiency equipment and opportunities in their work;
- **Support and stay in touch** with our key partners;
- **Increase educational opportunities** for contractors;
- **Identify and differentiate** contractors with dedication to efficiency and quality.



# Successful Trainings Require a Supply Chain Approach



## Contractors

- Deliver RH&C to customers

## Distributors

- Key to accessing contractors.  
Product support

## Manufacturers Reps

- Product and application experts

# Distributors are the Supply Chain Hub

- Ongoing **contractor relationships**
- “Go-to” **support**
- Product **recommendations**, **system design**
- Utility **mid-stream partnership**
- Local **Information Hub**



# Support Manufacturer Trainings



- Manufacturers act as **partners** in the field
- **Technical expertise** and hands-on opportunities
- Provides **additional options** for location and content
- Option for “speed-dating” or other pitch session



# Do You Charge for training?

- High commitment and engagement
- Opportunity for discounts
  - Value for network participation
- Good option for half- to full-day trainings



# Other Best Practices

## Logistics

- Before or after work
- Tues/Weds/Thurs
- Provide food, alcohol for evening events (partners can sponsor funds)
- Offer accreditations – BPI, AIA, Health and Safety
- Align with program release

## Promotion

- Promote from multiple angles:
  - Account Managers
  - Distributors
  - Events calendar
  - Postcards
  - Phone calls
- Ask more than once
- Use your supply chain partners!

# Design and Application of Air-to-Water Heat Pumps

- Full day training with John Siegenthaler, PE
- Followed by networking event
- \$149 per attendee; \$75 discount for members
- AIA, BPI credits offered

60+ attendees representing full supply chain and energy partners.  
Trainer costs fully covered.



Thank You!



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# Appendix

## Participation Requirements

