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

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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