



U.S. Department of Energy  
Energy Efficiency and Renewable Energy

Business Partner



# ***Getting the Most Out of Your Participation in DOE's Rebuild America***

Welcome Business Partners!  
31 July 2003 ~ Conyers, GA



# EnergySmart Communities Challenge

100's of Business  
Partner opportunities!

7 Goals



- Save energy
- Save money
- Reduce pollution
- Create jobs
- Revitalize neighborhoods
- Boost economic development
- Educate next generation



# Overview of the day

- What is Rebuild America?
  - Program goals and objectives
  - Web site
  - Marketing and Communication
- How will we work together?
  - Expectations
  - Opportunities
- Next steps and action items



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Energy Efficiency and Renewable Energy

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Rebuild America  
U.S. Dept. of Energy

# What is Rebuild America?



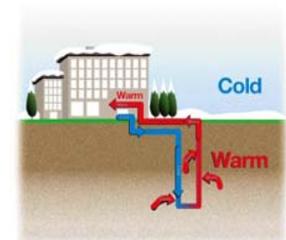
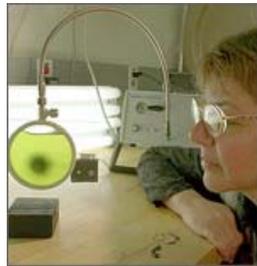
# Market Challenges

- Determine local needs and choices
- Match new energy technologies, products and services to market needs
- Accelerate adoption
- Strengthen analytical underpinnings



## Rebuild America Mission

To build partnerships among communities, states and the **private sector** to improve building performance, and to connect people, resources, ideas and practices for energy solutions to community needs.





# Rebuild America Partnerships

- Save energy
- Save money
- Reduce pollution
- Revitalize neighborhoods
- Create jobs
- Boost economic development

= *Improved Quality of Life*





# Market Sector Priorities

- K-12 Schools
- Public & Multifamily Housing
- Colleges & Universities
- State & Local Government
- Businesses - Commercial Buildings



Reconstruction + New Construction = 2 billion square feet in 2005



# Market Transformation Opportunities

- Building energy retrofits
- Renewable energy technologies
- City lighting and traffic signals
- Alternative fuel vehicles
- Energy-efficient new construction and 'green' building design
- Energy education and training





# Partnerships Chart Their Own Course

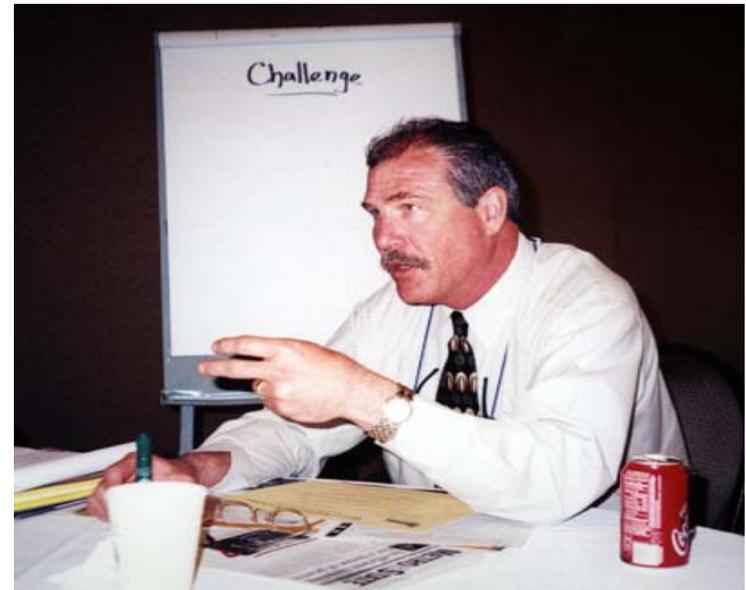
- Choose buildings to improve
- Select project team
- Set goals
- Identify technologies to apply
- Determine financing
- Make improvements
- Report findings and results





# Partnership Assistance

- Technical assistance, tools, resources and services
- Designated program and state representatives
- Expertise of national labs
- Online Solution Center
- Peer-to-peer exchanges
- Marketing and promotional assistance





## Market Sector

## Space Improved

*(million square feet)*

K-12 Schools

188.4 msf

State & Local Gov't

144.5 msf

Commercial Buildings

122.3 msf

Colleges & Universities

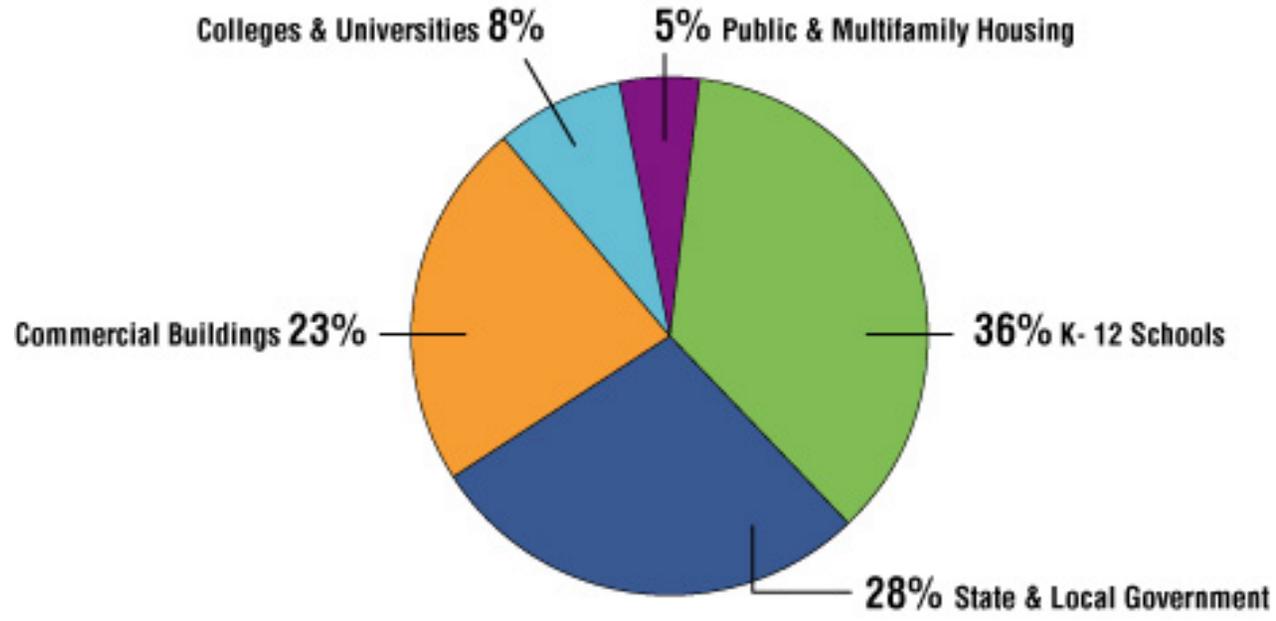
44.4 msf

Public & Multifamily Housing

28.4 msf



### Rebuild America Retrofit Activity by Market Sector





# Rebuild America Results

*Year-end 2002:*

- \$1.5 billion in cumulative savings
- Every \$1 invested by DOE in the program has resulted in \$18.43 in energy cost savings

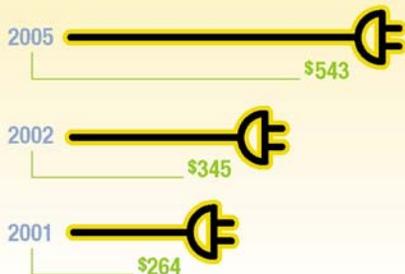
## Floor Space Improvements

COMPLETED OR COMMITTED  
(MILLION SQUARE FEET)



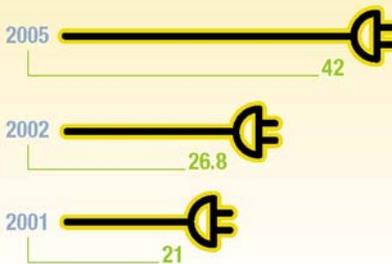
## Energy Cost Savings Annually

COMPLETED OR COMMITTED  
(MILLIONS OF DOLLARS)



## Energy Savings Annually

COMPLETED OR COMMITTED  
(TRILLION BTU)



## Private Investment Cumulatively

COMPLETED OR COMMITTED  
(MILLIONS OF DOLLARS)





# Measuring Success

*9 trillion Btu Saved Annually =*

- Removing 131,000 cars from the road
- Preventing the burning of all of the coal carried in 4,266 100-ton railroad cars
- Saving all of the electricity used in one year by 270,000 Americans





# Measuring Success

*529 msf of Space Improved =*

The amount of space found in  
264,500 single family homes in  
the U.S.





# Rebuild America Goals

*Completed or Committed: Total Square Feet, Energy Savings & Investment*

By 2005:

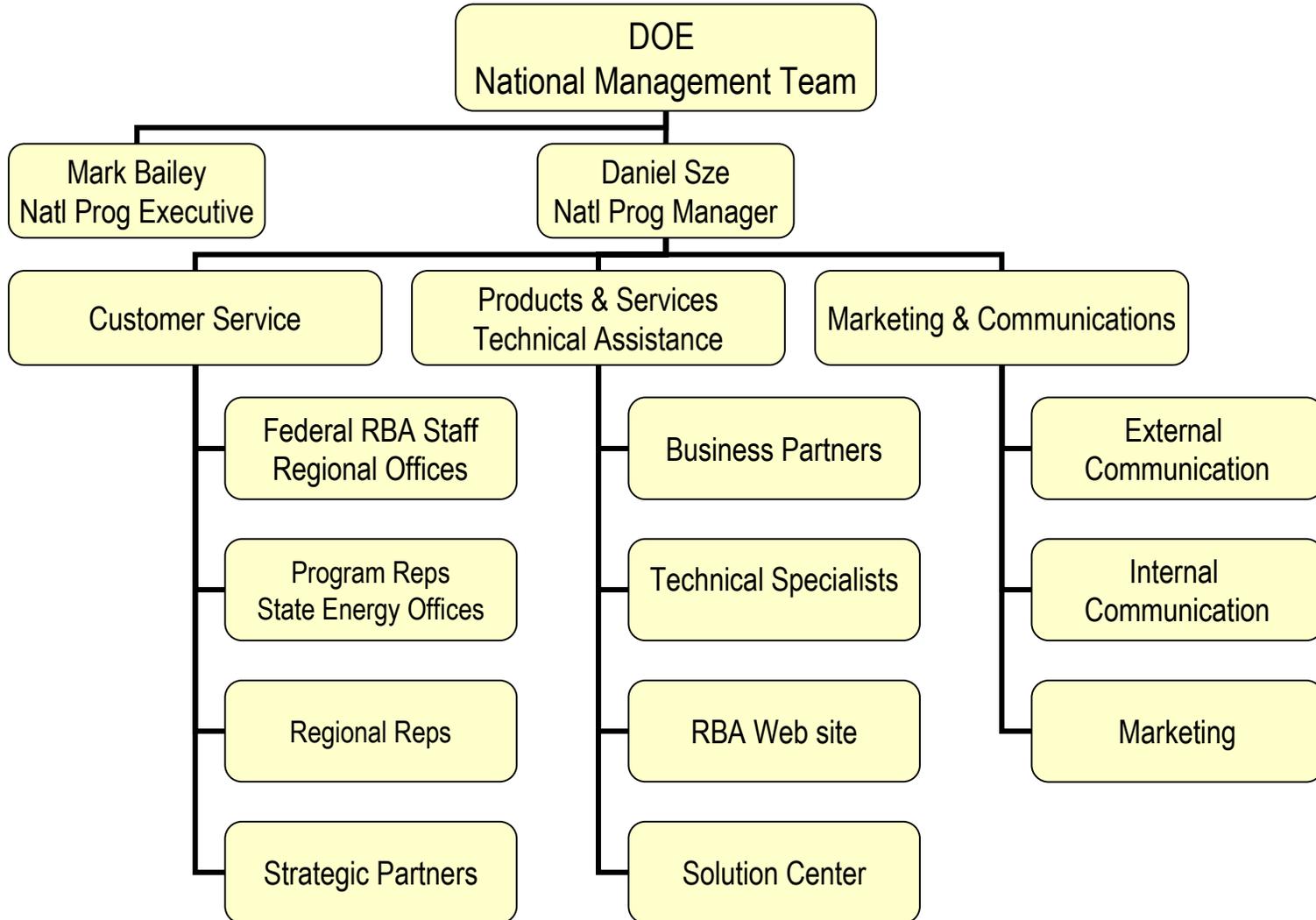
- 2 billion sq. ft.
- 42 trillion Btu saved
- \$2.75 billion in private investment

By 2010:

- 4 billion sq. ft.
- 85 trillion Btu saved
- \$5.5 billion in private investment

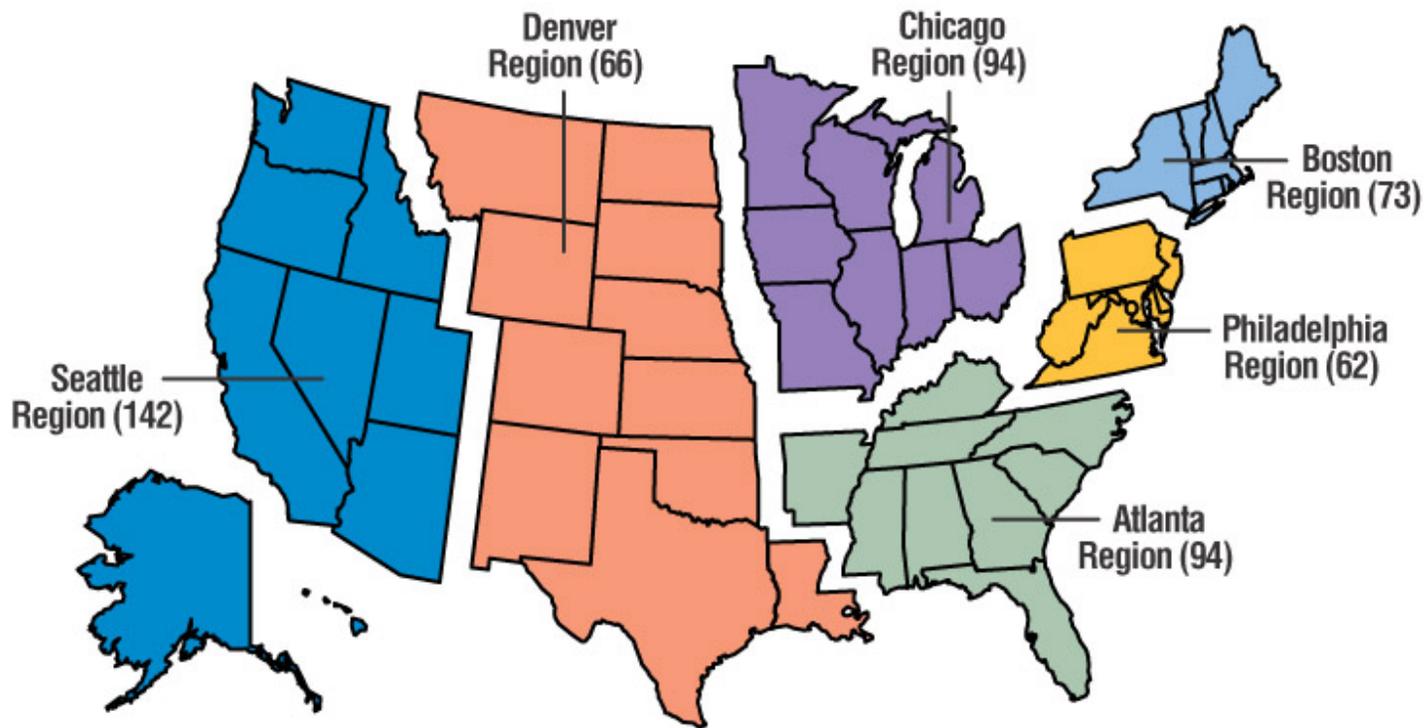


# Organizational Structure





### Rebuild America Partnerships By Region





# Access Ideas, Tools and Resources

*Visit our Web site or contact us by email or phone*

- [www.rebuild.gov](http://www.rebuild.gov) – Visit the Solution Center
- [www.energysmartschools.gov](http://www.energysmartschools.gov)
- email: [rebuildorders@rebuild.org](mailto:rebuildorders@rebuild.org)
- phone: 252-459-4664



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# RESPONSIBILITIES AND RESOURCES



# Rebuild America

- Acknowledge and Promote the Relationship
  - Web site
  - M & C
- Engage Business Partners with Community Partnerships
  - Tech Assistance
  - Technical Seminars
- Provide Access to Rebuild America Logos
- Participation in Rebuild America Events
  - Peer Meetings
  - National Conferences



# Business Partners

- Main point-of-contact
- Meet minimum participation
- Comply with Rebuild America program policies
- Provide company information for the Rebuild America Web site
- Identify training and outreach resources
- Attend Business Partner Orientation meetings
- Acknowledge that the relationship does not imply endorsement



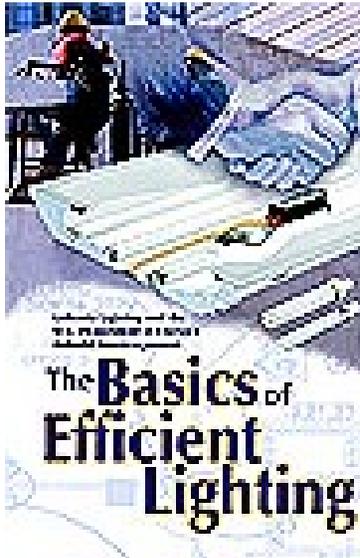
# Rebuild America's Resources

- Web Site
- M&C
- Community Partnerships
- Outreach ability
- Credibility





# Business Partner's Resources



- Products and Services
  - Make it and SELL it
  - Install and maintain it
- Technical expertise
  - Project planning and design
  - Co-Branding
  - Expert Presenters
- Participate in Rebuild America strategic planning sessions



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# PARTICIPATION





# 3 POINT ACTIVITY



- Present at Tech seminar
- Provide material to Solution Center
- Attend/exhibit at National or Regional Rebuild America forum
- Attend annual Business Partner Summit
- Co-brand educational material



# 5 POINT ACTIVITY

- Author and publish success story that involves Rebuild America partnership
- Create and host Tech seminar
- Financially sponsor Tech seminar, National or Regional Forum
- Partner with a Strategic Partner to create a focused event
- Host a tech seminar or other Rebuild America event at company facility





# Participation Tracking

- BPs submit for points through web-based request form
- Points for all RBA sponsored activities will be tracked by program staff
- Point status updates will be provided quarterly, via email



# Inactive Policy

- Points accrue January 1 through December 31
- If minimum points aren't made:
  - The company has 3 months (first quarter) of the new year to make up points from last year
- If for some reason, minimum points are not made, the company becomes inactive and loses all rights to Rebuild America logos, Web site, and the other benefits of partnership



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# MARKETING AND COMMUNICATION



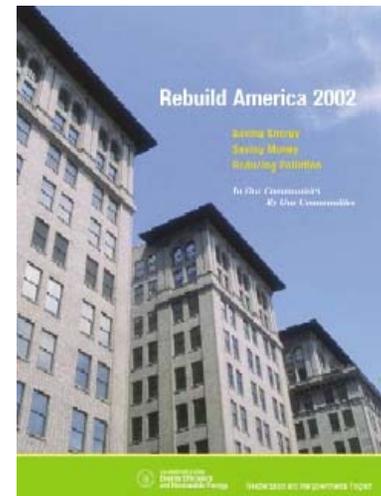
# M & C Overview

- Overview of Marketing & Communications (M & C) Services to the Program and Partnerships
- M & C Opportunities for Business Partners
- Getting “Plugged In”



# Marketing & Communications Activities

- Internal
  - Program and Partnership News
  - Success Stories
  - Fact Sheets
- External
  - Media Strategy and Outreach
  - Event Management and Promotion
  - Key Stakeholder and Decision-Maker Outreach



## **M & C Strategic Goal (#7):**

Promote and market the program and partnerships.



# Internal Communications

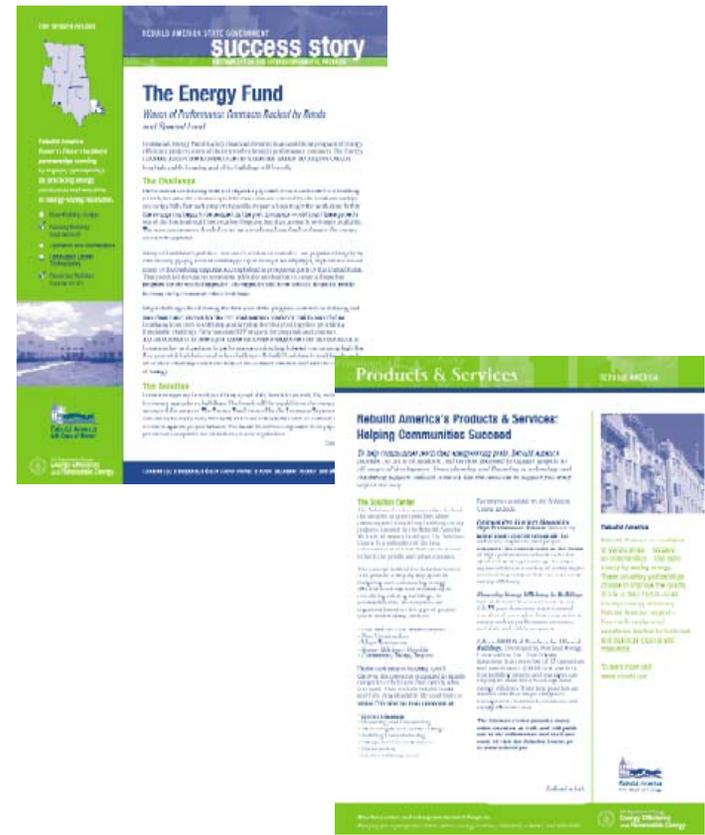
- Program and Partnership News
  - Partnership Activity and Results
  - Allied Programs and Partners
  - Resources, Tools and Data
  - Events and Conferences
- Program Outlets
  - Weekly Web Site Updates
  - Bimonthly Partner Update Newsletter
  - Biweekly Flash Report





# Internal Communications

- Success Stories
  - Large, successful projects
  - Innovative Solutions and Technologies
  - Barriers Overcome
  - Project “Champions”
- Program Fact Sheets
  - Overview of Rebuild America
  - Market Sectors
  - Strategic Partners
  - Premier Business Partners





# External Communications

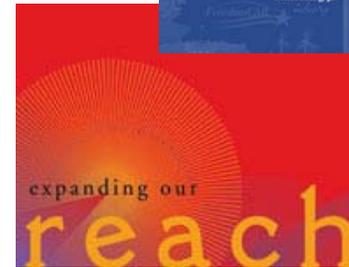
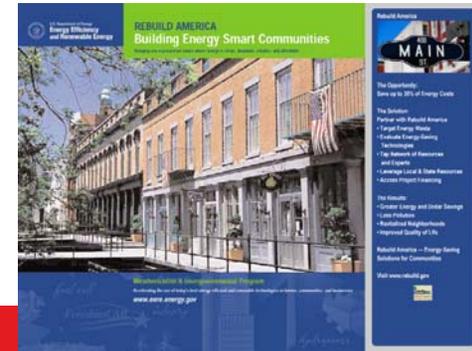
- Publicity and Media
  - National Media
    - Newspapers
    - Broadcast
    - Trades
    - Partner Publications
  - Local Media
    - Strategy & Counsel
    - Press Releases
    - Media Advisories
    - Media Lists
    - Samples, Templates and Tips





# External Communications

- Event Management & Promotion
  - National Conference
  - Rebuild America Exhibit
  - Speaker Placement
  - Energy Technology Seminars
- Stakeholder Outreach
  - Strategy and Guidance
  - Letter, Press Release and Media Advisory Templates



### Communicating Your Accomplishments

Your partnership works hard to get results. Individual projects have a tremendous impact locally and, together, are making a difference nationally. Public officials in and around your community need to know about the good work you're doing. It's important to keep them current on your plans, activities, projects and accomplishments. They want to help, and they want to share in your successes. Help them to help you.

**What to Do**

We've provided a sample letter to help get you communicating with leaders in your community. Use this sample as a quick and easy way to get the word out about the difference Rebuild America is making in your area. Here's what you should do:

1. Download the sample.
2. Address the letter properly.
3. Customize the letter to show off your partnership and projects (customize the letterhead, include the most important details and accomplishments about your project, and e-mail immediately - [reconnect@rebuild.gov](mailto:reconnect@rebuild.gov)).
4. Print the letter and mail it using the generic envelope provided, or remove the logo and print it on your partnership's own letterhead, if you have one.
5. Email it - copy the letter into the body of an email and send it to your local officials, as well as mailing it (you may want to indicate that you are doing both).

**When to Write**

There are many good opportunities to let local leaders know about your efforts. Some good times to send out letters:

- Introduce a new or expanded partnership
- Announce or begin work on a new project
- Invite to speak at an event
- Announce a completed project
- Request a meeting
- Send recent media coverage or other timely information

**Who to Write**

Some suggestions on who to consider keeping informed about your partnership progress and accomplishments:

- Governor (local office)
- Lieutenant Governor (local office)
- State Senator (local office)
- State Representative (local office)
- State Assembly Members
- Mayor



# Marketing Opportunities

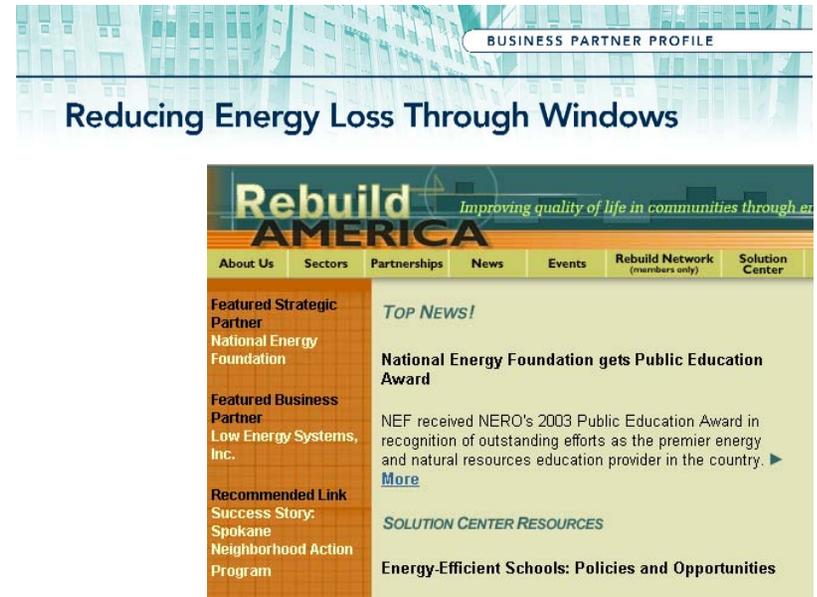
- Business Partners
  - Company Profile on Web
  - Rebuild America Logo
  - News Features (Web, Newsletter)
  - Success Stories, Fact Sheets
  - Tech Seminars (Sponsors, Speakers)





# Marketing Opportunities

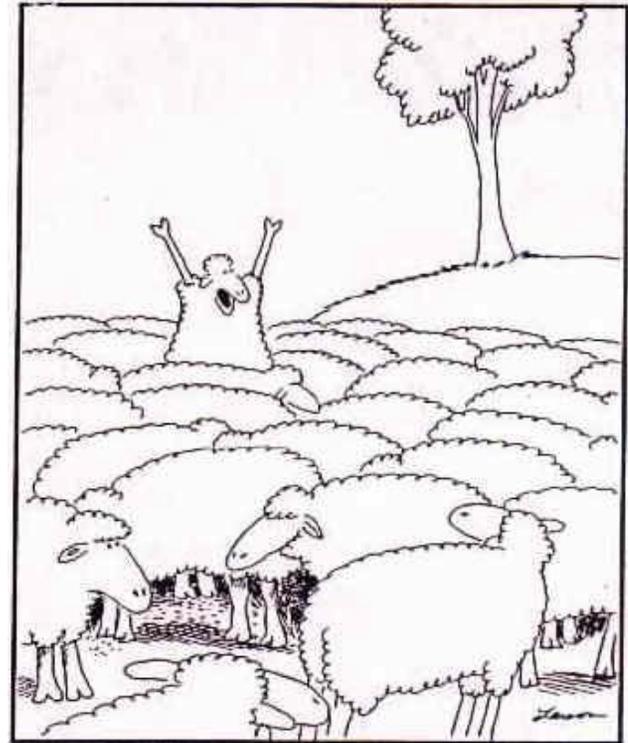
- Premier Business Partners
  - Featured Presence on Web
  - Feature Profile in Newsletter
  - “First Choice” Exhibit Space at Conferences and Meetings





# Getting “Plugged In”

- Sign Up
- Complete Company Profile Information
- Leads and Tips
  - Successes
  - Story Ideas
- Participate!





# Contact Information



**Brian Meeley**  
Marketing & Communications Representative

PHONE: 202-466-7391  
FAX: 202-429-0365  
bmeeley@pcgpr.com

**Rebuild America**

Potomac Communications Group, Inc.  
2025 M Street, NW, Suite 350, Washington, DC 20036

The image shows a business card for Brian Meeley. On the left side, there is a logo for "Rebuild America" which includes a stylized blue building, a yellow sun, and green hills. Below the logo, the text "Rebuild America" is written in a red, sans-serif font. To the right of the logo, the name "Brian Meeley" is printed in bold, followed by his title "Marketing & Communications Representative". Further to the right, his contact information is listed: "PHONE: 202-466-7391", "FAX: 202-429-0365", and "bmeeley@pcgpr.com". At the bottom of the card, the company name "Potomac Communications Group, Inc." and its address "2025 M Street, NW, Suite 350, Washington, DC 20036" are printed.



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# WEB SITE



# BP Home Page -

<http://www.rebuild.org/partnerships/business.asp>

- BP Profile Display
- Upcoming BP Events
- Past Seminar links
- Overview of BP





# BP Profile Page

- Company Profile
- P/S descriptions/listing
- RBA Focus
- Main Contact info
- Service Territory
- RBA Sectors Served
- Company Logo

The screenshot shows a Microsoft Internet Explorer browser window displaying the Rebuild America website. The address bar shows the URL: [http://www.rebuild.org/partnerships/bp\\_companyview.asp?OrganizationID=3260](http://www.rebuild.org/partnerships/bp_companyview.asp?OrganizationID=3260). The website header features the "Rebuild AMERICA" logo with the tagline "Improving quality of life in communities through energy solutions". A navigation menu includes links for About Us, Sectors, Partnerships, News, Events, Rebuild Network (members only), Solution Center, Site Map, and Search. A left sidebar contains a vertical menu with categories: Community Partnerships, Strategic Partners, Business Partners, Overview, News, Formation Agreement Information Request, Events, Find a Business Partner, and Help. The main content area is titled "OSRAM SYLVANIA" and includes a company logo, contact information for Pamela Horner (100 Endicott Street, Danvers, MA 01923; Phone: 978-750-2563; Fax: 978-750-2639; E-Mail: [pamela.horner@sylvania.com](mailto:pamela.horner@sylvania.com)), a "Products" section listing "Electrical-Lighting", a "Services" section listing "Facility/Equipment Maintenance", a "Service Territory" section listing "Nationwide", and a "Sectors Served" section listing "Public and Multi-family Housing", "K-12 Schools", "Colleges and Universities", and "Local & State Government". A "Rebuild America Focus" section describes the company's commitment to lighting innovation and technical leadership. The Windows taskbar at the bottom shows the Start button, several open applications (Internet Explorer, sigpe2000's Buddy Li..., Search Results, Business\_Partners..., Master BP Orientatio...), and the system clock showing 1:42 PM on 1/4/2006.



# BP Events-

[http://www.rebuild.org/partnerships/bp\\_events.asp](http://www.rebuild.org/partnerships/bp_events.asp)

- Upcoming BP Technology Seminars
- Past BP Meeting/Event links
- Event Spotlight option

The screenshot shows a Microsoft Internet Explorer browser window displaying the Rebuild America website. The address bar shows the URL [http://www.rebuild.org/partnerships/bp\\_events.asp](http://www.rebuild.org/partnerships/bp_events.asp). The website header includes the Rebuild America logo and the tagline "Improving quality of life in communities through energy solutions." The navigation menu includes links for About Us, Sectors, Partnerships, News, Events, Rebuild Network (members only), Solution Center, Site Map, and Search. The main content area is titled "Events" and features a table of upcoming business partner events. Below the table, there are sections for "Past Business Partner Events" and "Event Spotlight".

Business Partner Event	Start Date	End Date	Location
<a href="#">Business Partner Orientation Meeting - Austin</a>	7/30/03	7/30/03	Austin, TX
<a href="#">Business Partner Orientation Meeting - Atlanta Region</a>	7/31/03	7/31/03	Conyers, GA
<a href="#">Rebuild America Tech Seminar - Henderson</a>	8/7/03	8/7/03	Henderson, NV
<a href="#">Rebuild Sarasota/Florida Power &amp; Light Energy Technology Seminar</a>	8/7/03	8/7/03	Sarasota, FL
<a href="#">Design &amp; Technologies Seminar</a>	8/14/03	8/14/03	Irwindale, CA

[Click here](#) for more events

**Past Business Partner Events**

- [Technical Seminar 101 - 2/19-20/03](#)
- [Energy Technology Seminar - 10/15/02](#)
- [Energy Technology Seminar - 2/13/02](#)

**Event Spotlight**

Energy Technology Seminar - Nevada

Rebuild America, the Nevada State Office of Energy and Sierra Pacific Company present an Energy



# New BP Information - Forms

**Business Partner Information Form**

Welcome to the Rebuild America Business Partner Information Form. Please be patient as this a four-part form designed for participating Business Partners to provide all the background information on their company and its product or service.

**Pre-Existing Business Partner**

If you are a pre-existing Business Partner your name will be in the drop-down list below. Please select your company from the list and proceed with the form.

Select your Company

Cummins Mid-South, L.L.C.

If you do not see your company in the above drop-down list please [click here](#).

**Business Partner Profile**

Please enter your corporate phone number and click the submit button to go to part 2 of the form.

Name: Cummins Mid-South, L.L.C.  
Address: 670 Riverside Drive  
Memphis, TN 38116  
Web Site URL: <http://www.midsouth.cummins.com>  
Corporate Phone: 901-577-0600 Example: 555-123-5678

Submit

**Business Partner Information Form**

Welcome. You are currently *not listed in our database*.

Please complete all fields below to begin the Business Partner Application. Once you have completed the form a Rebuild Representative will contact you.

**New Business Partner**

Name:   
Address (Line 1):   
Address (Line 2):   
City:   
State: All States  
Zip:   
Web Site URL: <http://>  
Corporate Phone:  Example: 555-123-5678

Submit



# Business Partner page in Rebuild Network

<http://www.rebuild.org/rebuildnet/business/business.asp>

- Able to Edit existing profile information
- BP Main Contact has access to intranet
- List of all RBA BP's





# BP Profile View in Rebuild Network

**Rebuild America Business Partner: FMS Lighting Management Systems**

**Name:** FMS Lighting Management Systems  
**Organization Type:** Manufacturer  
**Market Sector:**  
**Date Joined:** 1/1/1900  
**Address 1:** PO Box 10162  
**Address 2:**  
**City, State ZIP:** Jackson, MS 39206  
**Phone:**  
**Web Site:** <http://www.fmslighting.com/>

**Overview:**  
FMS Lighting Management Systems, Inc. a leader in the lighting industry, takes pride in providing cost efficient lighting, quality products, expertise and dependable service to the public and private sectors by utilizing decades of experience, technical knowledge and the skills to insure that the needs of the customer have been met in a responsible manner while always being environmentally conscious.

FMS Lighting Management Systems has retrofitted over 4 million square feet. We are currently saving our customers over \$900,000 annually. We have saved our environment over 25 million pounds of CO<sub>2</sub>, 166 thousand pounds of SO<sub>2</sub>, and 98 thousand pounds of NO<sub>x</sub>.

**Energy Efficient Lighting Retrofits**

- Electronic Ballasts
- Lighting Systems
- Occupancy and Ambient Light Sensors
- Highly Efficient Reflectors
- Highly Efficient Lamps

**Electrical Services**

- Repair Inside and Outside Lighting
- Repair of Signs
- Installation and Repair to Existing Electrical Systems

**Activities:**  
1999 Rebuild America Charter Business Partner

**Comments:**  
**Interested Product Topics:**  
**Interested Services Topics:**  
**Focused Product Topics:**  
**Focused Service Topics:**

**Related Attachments**

**Related Contacts**

Last Updated By: [Admin User](#) Last Updated When: 7/12/2000 10:57 EST

Weatherization and Intergovernmental Program  
Search | Webmaster | Rebuildnet Home  
[Rebuild America Home!](#)



# BP Edit form in Rebuild Network

Business Partner Form - Microsoft Internet Explorer

Address: [http://ansg.dev/rebuildamericaweb/rebuildnet/business/businessedit\\_1\\_](http://ansg.dev/rebuildamericaweb/rebuildnet/business/businessedit_1_)

Lighting Logo Management Electrical Architecture

## Rebuild AMERICA NETWORK

Community Partnerships Strategic Partners Business Partners Solution Center Communications Calendar Help Search Log Out

BP HOME EDIT DELETE

### Business Partner Information Form

Welcome to the Rebuild America Business Partner Information Form. Please be patient as this a four-part form designed for participating Business Partners to provide all the background information on their company and its products or services.

Please complete all fields below to begin the Business Partner Application. Once you have completed the form a Rebuild America Representative will contact you.

#### Business Partner Edit Form

Name:

Address (Line 1):

Address (Line 2):

City:

State:

Zip:

Web Site URL:

Internet

3:27 PM

Business Partner Form - Microsoft Internet Explorer

Address: [http://ansg.dev/rebuildamericaweb/rebuildnet/business/businessedit\\_1\\_](http://ansg.dev/rebuildamericaweb/rebuildnet/business/businessedit_1_)

Lighting Logo Management Electrical Architecture

### Related Contacts

Click Here to [Add a new contact](#) and associate it with this Business Partner.

### Organization Logo

Logo Title:

Logo URL: <http://www.rebuild.org/attachments/logos/fms.gif>

Delete ?

You need to check the Delete check box in order to upload the new Business Partner logo.

You also can [upload new logo](#) for this Business Partner.

Comments:

Submit

Weatherization and Intergovernmental Program  
Search | Webmaster | Rebuildnet Home  
Rebuild America Home

Rebuild America U.S. Dept. of Energy

Internet

3:29 PM



# BP Edit – Review

**Business Partner Information Form - Review**

**Business Partner Information**

**Name:** FMS Lighting Management Systems  
**Address (Line 1):** PO Box 10162  
**Address (Line 2):**  
**City:** Jackson  
**State:** MS  
**Zip:** 39286  
**Web Site URL:** <http://www.fmslighting.com/>  
**Corporate Phone:** 301-545-9090

**Main Contact Information**

This is the person who will directly interact with Rebuild America.

**Prefix:** Mr.  
**First Name:** Bill  
**Last Name:** Kelly  
**Title:** President  
**Address (Line 1):** 323 Commerce Park Drive  
**Address (Line 2):** PO Box 10162

4. Any URL times and a error description or each url that you would like included with your company information in the Business Partner Section of [web site](#).

**URL**    **URL Description**  
rebuild.org    rebuild program

**Related Attachments**

**Related Contacts**

**Organization Logo**

**Logo Title:**  
**Logo URL:** <http://www.rebuild.org/all/attachments/logo/fms.gif>

**Comments:**

Weatherization and Interagency Program  
Search | Webmaster | Rebuild Home  
Rebuild America Home



# RBA Web Site Summary





U.S. Department of Energy  
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Rebuild America  
U.S. Dept. of Energy

# TECHNICAL SEMINARS



# Why Tech Seminars?

- Meet Partnership needs
- Educate
- Promote Technology
- Network
- Stimulate Projects





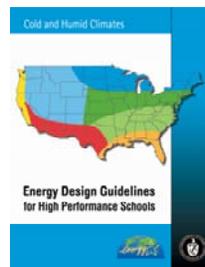
# TYPES OF SEMINARS



Full Day Tech Seminar



Half Day Focused Workshop



High Performance Schools



# Results

- Tech seminars have been offered for about one year
- The results have been:
  - 29 seminars
  - 1740 attendees
  - 185 Business Partner Presenters



# The Future

- Currently there are 24 seminars scheduled or being planned
- Expectations are to facilitate 75 tech seminars and workshops in the 2004 calendar year





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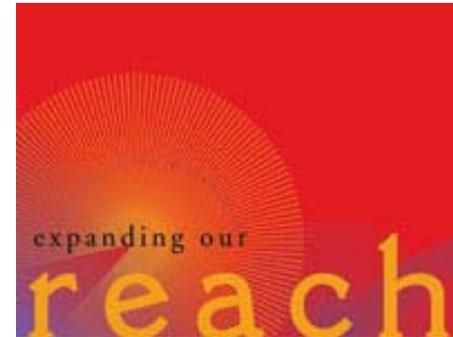
# SPONSORSHIP, CO-BRANDING AND THE SOLUTION CENTER



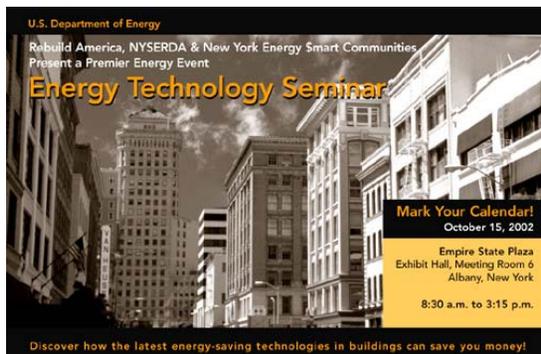
# Sponsorship Opportunities Available



Regional Peer Forums



Rebuild America National Conference



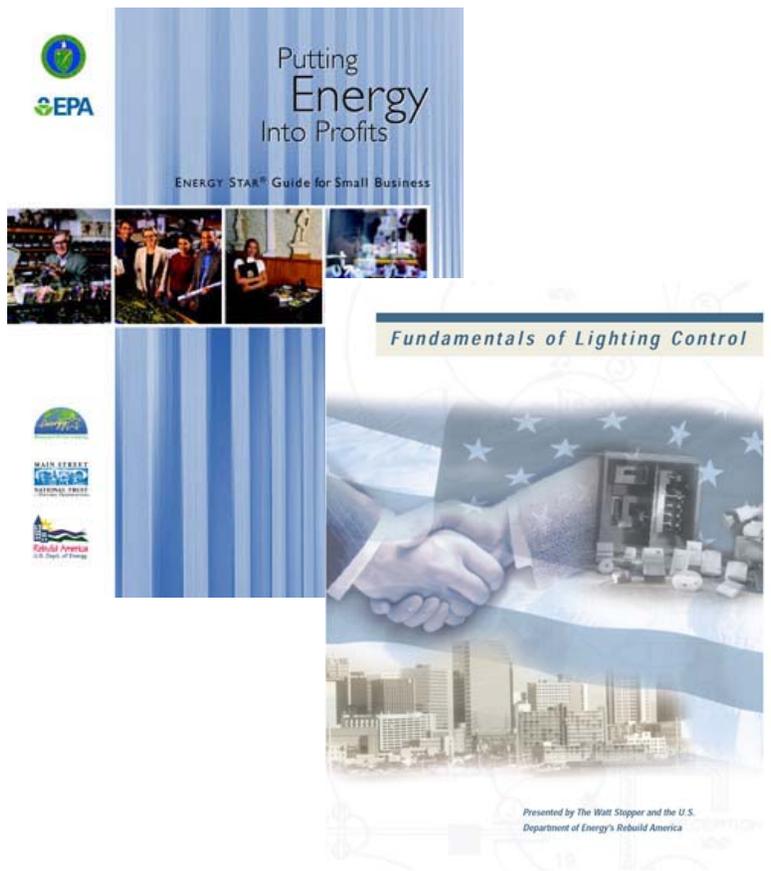
Tech and High Performance  
Schools Seminars



Demonstration Projects



# Co-Branding of Educational Material



- Generic technology
- “How-to” guides
- Best Practices
- Design Strategies



# Solution Center Participation

- Generic technical information
  - Typically off-the-shelf
- Sample documents
- Blueprints of successful projects
- CD's, training manuals, booklets and other basic training material

