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Rebuild MI Update

Volume 1, Issue 3

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January—March 2005 in Review

Program Enrollments *	Introductory Energy Evaluations *	Technical Energy Analyses *	Projects*
10 public school districts 2 local governments 1 public housing commission	8 public school districts 4 public housing commissions	2 public school districts	3 public school districts 1 local government
* Client names can be accessed by calling Tom Krupiarz, State Energy Office, 517.241.6184			

Building Name Recognition for Rebuild Michigan

During the 2005 TEA Consultants Workshop, several consultants expressed concern that Rebuild Michigan was not a recognizable name to their clients. Your name is the shorthand way people think about and refer to your company, products or services. It instantly identifies you; differentiates you from other similar suppliers. The ultimate goal is establishing brand loyalty; where the customer is committed to your product or service, recognizes the name, and purposely seeks it. In response to the concerns expressed, the State Energy Office Rebuild Michigan staff met with Michigan School Business Officials (MSBO) to discuss current program activities and ways to improve Rebuild Michigan name recognition with MSBO clients. The following action steps were identified.

- *Provide a link on the MSBO web site to the State Energy Office Rebuild Michigan site*
- *Associate Rebuild Michigan with the State Energy Office whenever possible*
- *Distribute Rebuild Michigan information at the MSBO Annual Conference*
- *Promote Rebuild Michigan educational services, such as Energy Smart School incentive to MSBO clients through MSBO*
- *Showcase Rebuild Michigan energy projects via case studies, newsletter articles and special events*
- *Provide outreach services to other organizations that serve Rebuild Michigan clients*
- *Ask Rebuild Michigan TEA consultants to increase their marketing efforts using the Rebuild Michigan program name & to continue performing quality technical energy analyses*

Collaborative actions with program partners can help increase statewide recognition of Rebuild Michigan and facilitate a better understanding of the services provided to all public building owners.

Rebuild MI assists public K-12 schools, colleges, universities, local governments and public housing authorities with implementing energy efficiency projects in their buildings and provides additional services through the Rebuild America Solutions Center and Energy Smart Schools Initiative.

For information contact Tom Krupiarz 517.241.6184 or takupi@michigan.gov

Active Rebuild MI Partnerships: Sharing Energy Efficiency Success Stories

Do you have a success story i.e., a case study to share with us relative to a Rebuild Michigan client? We would like to hear that story! The State Energy Office uses its web site to highlight Rebuild Michigan clients that have successfully implemented energy efficiency projects. Success stories can help other building managers and operators make decisions and choices based on the experiences of others. To encourage you, we are passing on a few tips for developing an informative and interesting success story. Of course, the goal is to make it highly readable to the audience. One way is to summarize key information central to the story, making it the eyes and ears for the outside reader. Another way is to include key demographic information, program phases the client has successfully moved through, indicators of success and especially key client quotes in support of the program. If you are interested in sharing success stories please give Tom Krupiarz a call at 517.241.6184 or email at takrupi@michigan.gov

Michigan School Business Officials Energy Efficiency Articles

The Michigan School Business Officials (MSBO) NEWSletter features energy saving tips for Michigan schools. The articles are produced by the State Energy Office to help school districts reduce energy consumption and save dollars. Check these out at <http://www.msbo.org/publications/index.shtml>

- January 2005 MSBO NEWSletter: [Reducing Energy Use in Appliances and Electrical Equipment](#)
- February 2005 MSBO NEWSletter: [Updating Windows and Employing Insulation](#)

Upcoming Events for Energy Consultants

MSBO 67th Annual State Conference Grand Rapids, MI April 26—29, 2005

To be held at the Amway Grand Plaza Hotel and DeVos Place in Grand Rapids, MI. Over 370 exhibit booths with the latest in products and services for schools. Over 60 educational programs for attendees covering aspects of school management, including energy management.

Conference information is available by calling 517.327.5920 or visiting the MSBO web site at <http://www.msbo.org>

13th National Conference on Building Commissioning New York, NY May 4-6, 2005

The Portland Energy Conservation, Inc. (PECI) will host this conference in the New York, New York Grand Hyatt Hotel. Sessions will cover the top ten commissioning issues; the financial case for commissioning; enhancing O&M through retro-commissioning, public building case studies and many other sessions related to building commissioning.

Conference information is available by calling 503.595.4484 or emailing nbc@peci.org

2005 NAESCO Mid-Year Conference Austin, TX May 18-20, 2005

The National Association of Energy Service Companies (NAESCO) is a Rebuild America Strategic Partner. At this conference, find new and better ways to differentiate your company and then, position it as a market leader. Understand the market trends. Learn what's on the horizon that could affect your business in the future.

Conference information is available at 202.822.0954 or visiting http://www.naesco.org/conference_reg.htm

