

Meeting Notes
CEC Marketing Committee Meeting

Date & Time of Meeting:
February 21, 2007, 1:00 PM – 3:00 p.m.
TRENTON & VIA TELECONFERENCE

Attendees:

Anne Marie McShea, NJOCE	Kimberly Hoff, Maureen Quaid, Chris Engle, CSG
Fletcher Harper, Greenfaith	Erin Bijas, MWW
Cam Johnson, NJOCE	Jason Bacharach, Carey Johnson, Grafica
Dave Nichols	Emily Haggman, Eric Haggman, Haggman Assoc.
Greg Coleman, TRC	

Other Attendees for this meeting:

Announcements:

Next CEC Education & Outreach Committee Meeting is March 7, 2007 10:00 AM – 12:00 AM

Notes from Meeting:

Solar Transition

Reviewed event plan for 2/22 NJIT (Municipal Focus), 3/5 Thomas Edison State College (Business Focus)
Press conference being planned for 3/5 after the presentation.

CPC

Reviewed media campaign proposal
Discuss need for marketers to increase marketing efforts in support of acquisition goals. Marketers indicated need to have account lookup as part of the program

NEXT STEPS

Ask marketers for specific benchmarks to meet on monthly or quarterly basis
White paper being developed to drive rule making to support the program

Conference and Awards

Looking to market managers to assist in notifying NJCEP customers about the awards and getting submissions
Need to establish subcommittees for workshops and awards to facilitate the program development
Want conference to represent EMP – holistic vision and program to meet goals
Suggestion to involve the Oil Heat Industry in the conference.

Annual Report

Notice that need 60 days to get the annual report completed

NEXT STEPS

Grafica to provide outline and listing of responsibilities

Market Managers

Market managers provided status on transition and program activities
To report out on key initiatives in their area at cmtee meetings
Sending out approval to trade contacts and allies
Reviewed activities related to REC pilot

Business Research

Send proposal to group for input/feedback from TRC and CSG

NEXT STEPS

Set up time to review with MSI in the

Events

Discussed Globalcom participation