

CEC Marketing & Communications Meeting

January 7, 2009
Conference Call

Attendees:

Linda Wetzel, AEG	Joe Gennello, Honeywell
Sherri Jones, BPU	Kimberly Hoff, CSG
Maria Grazul, CSG	Tom Pecora, Honeywell
Judith Appel, Rate Counsel	Christine Schneider, CSG
Dawn Chaplin, Honeywell	Gary Minkoff, Above & Beyond Marketing
Alicia Crichton, Haggman Asso.	Jeff Brown, Global Learning
Richard Rinck, Parker & Partners	Julie Weiser, CSG
Emily Haggman, Haggman Asso.	Anne-Marie Peracchio, NJNG
Linda Russo, CSG	Roger Kliemisch, TRC
Michelle Peal, CSG	Dave Nichol, Rate Counsel

The meeting started at 1:00pm. Sherri Jones chaired the meeting.

Market Manager Updates

- Residential Market Manager Update
 - The Energy Minute campaign continues to run on NJ101.5 with four new spots featuring the WARMAdvantage Program, Clothes Washers, Comfort Partners and Energy Efficient Lighting.
 - The winter tips card has been printed and a press release should be released this week.
 - Honeywell submitted two nominations for ENERGY STAR awards – Partner of the Year for Energy Efficient Delivery and Excellence in ENERGY STAR Promotions. NJCEP was also included as part of NEEP's submission for Excellence in Program Delivery for ENERGY STAR Products.
 - Web – among other edits, the Home Performance virtual tour was updated.
 - Home Performance – continues to have a good response to weekly direct mail drops.
 - Updates are continuing to most program brochures to reflect 2009 program changes. Anne-Marie Peracchio requested a supply of the HVAC brochures for NJNG outreach events.
- Renewable Market Manager Update
 - A wind training session was recently held. It was targeted to contractors but drew a diverse audience of solar installers looking to expand their business and also members of the press. A press release is in development.
- Commercial and Industrial Market Manager Update
 - TRC sponsored a meeting of the Southern NJ Development Council and had a lot of positive feedback. This is an example of the grass roots tactics TRC will be focusing on in 2009. A list of associations

and organizations has been identified as a priority for us to reach their membership.

- The Local Government Energy Audit Program is now available. TRC is planning a press event to launch the program once the first audit results are ready for presentation. This will likely be held at the Hackettstown MUA in February.
- TRC is scheduling a major direct mail campaign for February, targeting 15,000 medium and large business prospects.
- An advertorial highlighting the NJ SmartStart Buildings program will be featured in the Feb/Mar issue of Forbes magazine.
- Photo shoots are underway of recent projects to be used for brochures and press requests.
- Application revisions and announcements of new 2009 programs are being worked on.
- TEACH update – Jeff Brown reported that he has met with several school districts and is working actively with Metuchen, Woodbridge, Lacey, Nutley, Piscataway and Cherry Hill, comprising over 90 school buildings. Jeff inquired about recent TEACH documents that had been submitted to the OCE for approval. Richard will follow up.
- 2009 NJCEP Conference Update – TRC is waiting for the board order approving funding for 2009 planning to begin in the next few weeks. 2008 leadership award winner press events/presentations will be coordinated by TRC.

Public Relations – CSG Marketing Team

- General Update (report attached)
 1. The status report was reviewed.
 2. Green New Jersey Resource Team
 1. There are six members of the Green New Jersey Resource Team that were selected through a competitive bid process. They have been scheduling events, visiting senior citizens and low income housing complexes, as well as corporate headquarters during the period. A very successful launch event was held in Trenton on November 24. Community Partners are actively involved with the partners. The contracts for the current team members have been extended through March 31, 2009, and there is an RFP out which is due January 15, 2009 soliciting new partners. The partners include:
 1. EFI – on-line retailer on www.njcleanenergy.com which offers bulbs and fixtures at discounted prices.
 2. GreenFaith – distribution of CFLs to faith-based organizations.
 3. Green Market Fundraising – works with schools to offer CFLs as a fundraising opportunity.
 4. HelpLight - high school students who distribute CFLs to seniors and low income customers.
 5. Porchlight – recruits volunteers to distribute CFLs door to door in neighborhoods.
 6. TecniArt offers sales of CFLs and fixtures at corporate campuses during energy fairs.

- Anne-Marie Peracchio asked if the PSEG Global Green Expo was being held again this year in April. CSG has paperwork on the proposed event; the format is slightly changed, and they will be making a recommendation to the OCE on the appropriate level of participation.

EMP Outreach & Education Committee

Sherry reported that the committee is in the middle of drafting a report that should be done by the end of this month. Dave Nichol will follow up with Victoria Fisher on questions he has regarding this report.

Community Partner Update – CSG Marketing Team

Joe Gennello reported that Honeywell is developing a plan for the implementation of the 2009 Community Partners Program. The plan, to be delivered to Mona Mosser in the beginning of February, will detail the resources and support Honeywell will provide. In the meantime Honeywell is maintaining the current list of partners, and has tentatively scheduled a meeting for March 25 to roll out the new program and offer program presentations from NJCEP and also the clean power marketers and Green New Jersey Resource Team members.

Next Meeting Date: Wednesday February 11 at 1pm