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ENERGY EFFICIENCY: ENHANCING HOME PERFORMANCE
 PROGRAM FOUR

“Doing Business With NYSERDA: Building a Green Collar Workforce in New York”

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INTRO (MARK):

Hi, I’m Mark Mason. In the face of higher energy costs and an increasing need to protect the environment, more and more homeowners are committed to saving energy and reducing their utility bills. As a business owner in the appliance, electronics, building materials, and/or contracting fields, you can help. Stay tuned to find out how.

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Funding for “Energy Efficiency: Enhancing Home Performance” is provided by: New York State Energy Research And Development Authority, (NYSERDA) using innovation and technology to solve some of New York State’s most difficult energy and environmental problems in ways that improve the state’s economy.

MARK:

New York State is committed to helping homeowners find qualified contractors, builders, and retailers who can make a home or apartment building more energy-efficient. As a business owner in the appliance, electronics, building materials, and/or contracting fields, you can help. In this episode, learn how NYSERDA can help train you and your staff to become more knowledgeable when it comes to energy efficiency. With marketing assistance and training incentives, NYSERDA can help your business offer profitable new energy-efficient products and services, increase the satisfaction of your customers, and contribute to a brighter energy future for all New Yorkers.

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Comment [J1]: Maybe instead of saying we are committed to helping homeowners find these qualified people, we talk about how NYSERDA is committed to training and working with mid stream partners such as retailers, contractors, etc to help build their business in energy efficiency. By helping the mid stream, we then make it easier for the homeowner to make an educated decision and having qualified contractors, builders, etc.

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Graphic: “GREEN COLLAR WORKFORCE”

MARK:

The pace of change in the business world is real, and survival often depends on a business’ ability to be ahead of the curve, anticipate trends, and find ways to add value in an increasingly competitive marketplace. That’s why the trend of rising energy prices is leading to a demand of service providers who specialize in reducing energy use.

In response to the demand for energy-efficient products and services, NYSERDA recently launched its Workforce Development initiative. NYSERDA is partnering with a host of colleges, universities, trade groups and other training organizations in New York in an effort to recruit, train, and educate more contractors, builders, and others in the home improvement industry on the benefits of energy efficiency and advanced technologies.

What's been dubbed a "Green Collar" workforce, this emerging network of qualified energy professionals will be instrumental in reducing the State's energy use and dependence on foreign oil.

New York State is initiating a \$6-million clean energy workforce training initiative. NYSERDA will invest more than \$4 million in a range of clean energy sectors from PV (solar electric), to small wind, to biogas energy systems. An additional \$2 million is included in New York State's Budget targeted at developing the solar workforce through programs at community colleges across New York State. These efforts will help develop a workforce which can design, install and maintain renewable energy systems and ensure successful implementation and promotion of these technologies in New York State.

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MARK:

Compounding the need for a qualified workforce, is New York State's 15 by 15 plan, an initiative to reduce the State's energy use by 15 percent by the year of 2015. This will have a significant impact on the economy and environment. In anticipation of the goals set forth in the 15 by 15 plan, NYSERDA is recruiting a variety of skilled workers from different trades, while at the same time, training people looking for a new career.

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MARVIN PATNODE, INSTRUCTOR:

"There's a substantial amount of money that's given back to the student when he goes to a class like this. The student pays an upfront fee that goes to BOCES, the NYSERDA refunds the individual student 75% of his tuition costs."

RICHARD ERICKSON, INSTRUCTOR:

"The people who come to this class are eager to learn what's the best way of doing things in today's world, with what we have available for us. They're eager to learn and get their certification because it's going to help their business, they're going to make good money doing a good thing for our environment and for their customers."

MARK:

NYSERDA's recruiting effort is helping to create jobs in New York State. This is not only a career opportunity for high school and college students, but also provides opportunities for contractors looking to expand their business, engineers, recently discharged veterans, or basically anyone who wants to begin a new career path in the energy industry.

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MIKE SEIDENBERG, STUDENT:

"There's a lot of accreditation that you get from this course that goes well for sales and making customers aware of my company."

LYNDON EDWARDS, STUDENT:

"If we don't go green and become more efficient, we're going to exhaust all our natural resources for our future generations, our children."

DONNA DANIELS, STUDENT:

"Being green and more energy efficient affects everything we do."

MARK:

For more information, visit www.getenergysmart.org or call 1-877-NY-Smart.

Graphic: “HOME PERFORMANCE CONTRACTOR”

MARK:

More and more owners of existing homes are committed to saving energy and reducing their utility bills. As a Home Performance with ENERGY STAR® contractor, you can assist them. “Home Performance With ENERGY STAR® is more than just an energy efficiency program; it is the model for the home improvement industry of the future. Participating contractors make existing homes energy efficient as well as healthy, safe, and comfortable. And it is all carefully measured and documented through the use of diagnostic tools. The results are proven through the testing. This goes a long way toward creating greater value and customer satisfaction.

“Home Performance With ENERGY STAR®” prepares contractors to deliver the next generation of energy efficiency services to existing one to four family homes, using a ‘house as a system’ philosophy. Through this program, contractors can receive low-cost training to become accredited by the Building Performance Institute, or BPI for short.

BPI Certification applies to the individual technician and lasts for three years. The certification test consists of a written and in-field component. BPI Accreditation applies to a company and must be renewed annually. In order to qualify for BPI Accreditation, a company must have at least one technician on staff who is BPI certified at the Specialist level. There are two levels: the first is Building Analyst, in which technicians learn the basics of building science and the home assessment process. The second level, the Specialist level, has four areas of Specialist Certification: Shell; Heating; and A/C and Heat Pump Professional; and Manufactured Housing. The technician may specialize in one or more of these areas.

The program reimburses a significant portion of all accreditation fees.

The program also offers assistance to contractors in obtaining the proper diagnostic equipment. Incentives are available to help offset the cost.

New and existing customers will appreciate the depth of building technology knowledge of a BPI Accredited Home Performance Contractor. Using diagnostic tools that clearly demonstrate cost savings to the customer, a contractor will be able to show homeowners where energy is leaking out of their homes. In addition, participating contractors can identify and offer solutions for common household problems, such as cold and drafty rooms, rooms that do not properly heat or cool, poor indoor air quality, high energy bills, and ice damming on roofs. As a participating Home Performance Contractor, you will be able to offer homeowners more efficient heating and cooling systems, reduced air leakage, lower energy costs, and a home that is, more comfortable and safe. The program offers incentives to consumers to help pay for the improvements to their home, including low interest financing and subsidies for income qualified homeowners. As a participating contractor, your customers will have access to these incentives.

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But there are even more benefits available to the contractor, including job incentives and bonuses. Contractors can even receive co-op advertising dollars and be listed as a Home Performance with ENERGY STAR® contractor on the New York State Energy Research and Development Authority Website, GetEnergySmart.org. Customers interested in having home improvement work done are directed to [this list in the website](#).

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JEFF LOOMIS, ENERGY ANSWERS, Massena, NY:

“One of the great benefits of working with the Building Performance Institute and NYSERDA, New York State Energy Research and Development Authority, is that we’re all working under the same guidelines and standards throughout the state, and that all of our work is quality checked, and in the end, we’re all producing the same level of quality work for our consumers. And it’s a great situation for them. I really like that NYSERDA is very interested in the high efficiency, along with the aspect of providing a quality service and a quality product to our customers.”

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ELLIS GUILLES, TAG MECHANICAL SYSTEMS:

“It’s fairly intense. Most of the courses are anywhere from 6 to 8 days. It’s always a combination of classroom training as well as actual out in the field training, and it’s split about 50-50, so there’s a fair amount involved in doing that.”

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SCOTT SHIPLEY, COMMUNITY ENERGY SERVICES:

“The reason they might want to do it, or at least get the training is so that when they are doing their work, they understand better what they’re doing so that they don’t make mistakes that they have to go back and fix or that someone else is going to have to fix. (edit) Most people, when the contractor walks out of their home, the sheetrock looks nice and the paint’s nice, that’s what they’re going to see. The problem shows up five years down the road when somebody didn’t do something they should have done and then there’s a moisture problem.”

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ELLIS GUILLES, TAG MECHANICAL SYSTEMS:

“Yeah, I think it’s helping our business grow, because we’re doing more broad-based projects, and most of the BPI contractors that gain the multiple certifications find that happening is that, you’re doing more work in a customer’s house, which is obviously good for our businesses.”

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MARK:

If you’re interested in becoming a Home Performance with ENERGY STAR® contractor, please call 1-877-NY-SMART or visit GetEnergySmart.org for more information.

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Graphic: “ENERGY STAR® BUILDER”

ELLIS:

If you are a builder of new homes, consider becoming an ENERGY STAR® builder! By building to the New York ENERGY STAR® Labeled Homes standards, you will differentiate

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your business by building homes nationally recognized for superior performance. In addition, you will increase profits through financial incentives, and marketing and sales support offered by the New York ENERGY STAR® Labeled Homes Program.

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New York ENERGY STAR® Labeled Homes offer many benefits to homeowners. They get a quieter, more comfortable home, with greater durability and low maintenance. The home will feature improved air quality and increased environmental safety and energy efficiency. Best of all, ENERGY STAR® labeled homes save 30% more energy than conventionally built homes.

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New York ENERGY STAR® Labeled Homes are built to high standards for energy efficiency, incorporating the latest proven technologies, advanced building practices, and traditional craftsmanship. Only homes that meet New York's standards can earn the New York ENERGY STAR® label.

NYSERDA, in conjunction with the New York State Builders Association (NYSBA), is working with builders throughout the state to set a new standard of energy efficiency and quality for new residential construction. ENERGY STAR® Labeled homes include such building features as high-efficiency lighting. ENERGY STAR® builders also install ENERGY STAR® labeled appliances that do the same job as conventional appliances, but with much less energy. And every home is built with ENERGY STAR® rated building materials, such as windows, doors, insulation, and heating, cooling and ventilation systems. It is not just the fixtures and materials used that qualify a home for the ENERGY STAR® Label, but the installation as well. ENERGY STAR® labeled home builders pay rigorous attention to construction detail, making sure walls and ducts are tighter, there are no gaps in insulation, and that doors and windows are properly sealed.

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Deleted: three-fourths of the electricity normally used to light a home. The fixtures are easy to install, and the bulbs last up to 10 times longer than traditional lighting

KRIS CARR, Fort Drum Mountain Community Homes / ACTUS Lend Lease:

“Some of the biggest advantages to an ENERGY STAR® home is that it’s going to live like a house is supposed to live. It’s going to be more comfortable in both the winter, and the summer, it’s going to cost less money to operate, to heat and cool, you’ll have better mechanical systems in it, less likely that your roof is going to leak due to ice buildup, which is tremendously important, especially after the snowfall that we had this winter.”

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ELLIS:

A builder, who becomes a New York ENERGY STAR® Labeled Homes Builder simply signs a partnership agreement with the Environmental Protection Agency and NYSERDA. You will need to have your building plans and homes reviewed by an independent third-party Home Energy Rater, who is also certified under this program.

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What's in it for you, the builder? A lot! When you become a New York ENERGY STAR® Labeled Homes Builder, your homes will be miles ahead of the competition, ranking highest in energy efficiency, comfort, durability, and value.

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You will receive lots of technical assistance, including individualized plan reviews and technical advice. You are also eligible for attractive financial incentives for every home built through the New York ENERGY STAR® Labeled homes program.

JOHN MCCLOSKEY, GREEN HAMMER CONSTRUCTION:

“I’ve got quite a bit of training through NYSERDA. I’ve also taken BPI Building Performance Institute training, that was sponsored by NYSERDA and I’ve been reimbursed 50% for that training. The training through NYSERDA and the Building Performance Institute was the best training I ever took. It really helped pull together all of the concepts that I’ve been developing from reading in traditional trade magazines over the years. And when I learned, when I took those courses, it really pulled it all together and showed me how to take my building skills into a much more modern scientific way.”

KRIS CARR, Fort Drum ACTUS Lend Lease:

“Building green, as one frog once said, is not easy. But the paybacks, and the rewards, for building energy efficient homes, and building sustainable homes, is just tremendous. And I would say to any contractor out there, do your research, get educated, and build green.”

ELLIS:

When you become a New York ENERGY STAR® Labeled Homes Builder, you will be joining a team of people dedicated to building the most energy efficient homes available. For more information, just call 1-877-NY-SMART or log on to GetEnergySmart.org.

Graphic: “HOME ENERGY RATER”

MARK:

As a Home Energy Rater with NYSERDA, you can expand your business by rating houses to the ENERGY STAR® standard. You’ll improve your level of expertise and earn more trust from your customers. And you will help your customers improve their energy awareness and their homes’ energy performance. You’ll be helping them save both money and energy!

Certified Home Energy Raters work alongside builders in our New York ENERGY STAR® Labeled Homes program. Builders construct energy efficient, safe, and comfortable homes. Each new home built under the program must be rated to earn the ENERGY STAR® Label.

Once certified, you will be able to rate the overall energy efficiency of a new home based on its insulation levels, heating and cooling system efficiency, air tightness, windows, appliances, and lighting.

All Home Energy Raters in the New York ENERGY STAR® Labeled Homes program must be certified and will need certain equipment to perform the rating.

Certification is done through the Residential Energy Services Network.

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It is strongly suggested that you attend a three-day Home Energy Rating System Rater Training session to understand the purpose and benefits of Home Energy Ratings, and the basics of the ENERGY STAR® homes program.

You will also need certain diagnostic equipment to perform your job correctly. The program offers assistance to new participating raters in obtaining the necessary diagnostic equipment.

Consider adding this service to your existing construction or auditing business. To participate in the New York ENERGY STAR® Labeled Homes Program, certified raters must sign up with a participating Home Energy Rating System, or HERS, provider.

SCOTT SHIPLEY, COMMUNITY ENERGY SERVICES, Canton, NY:

What our training is trying to do is take some of the opinions out and put more science-based decision making into dealing with homes. People can, you want to put a nail in and you can get six different contractors to hang around, they'll all tell you to hammer it a different way. What we want to know is what is the best way, the most efficient way, to hammer that nail? What we want to know, what is the most efficient way to insulate a building, the best way to deal with moisture issues. The best way to make a home comfortable. The best way to deal with health and safety kinds of issues. Opinions are fine, but in the end, they're just opinions. There is data that will tell us whether or not something makes sense to do.

MARK:

Becoming a Home Energy Rater makes good business sense. If you would like more information, please call 1-877-NY-SMART or log on to GetEnergySmart.org.

Graphic: "MULTIFAMILY BUILDING TRAINING"

ELLIS:

If you manage or maintain a multi-family building, consider NYSERDA's Multifamily Performance Program. The Program is geared to reduce energy use of building's with five units or more. In most cases, newly installed energy-efficient equipment must be properly maintained, so the building operates at peak efficiency. With reimbursement incentives from NYSERDA, the property manager or building staff can receive specialized training to learn how to properly operate and maintain the building's equipment and improve energy efficiency.

Graphic: "ELIGIBLE PHOTOVOLTAIC (SOLAR) INSTALLER"

MARK:

People with an interest in renewable energy and clean power can turn that interest into a career as a Photovoltaic Installer. Hundreds of homeowners and businesses in New York have grid-connected Photovoltaic, or solar-electric systems. System owners like the fact that the system reduces the amount of electricity they purchase from the utility each month. PV is also a clean and pollution-free energy source that can reduce New York's dependence on foreign oil.

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You can become eligible to participate as a Photovoltaic Installer in NYSEERDA's PV incentive program by demonstrating that you have training and experience installing solar technology. NYSEERDA recommends obtaining certification from the North American Board of Certified Energy Practitioners, or NABCEP. Several BOCES, community colleges, state universities, and IBEW facilities (International Brotherhood of Electrical Workers) throughout the State offer PV training. For more information about this visit www.powernaturally.org.

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Graphic: "RETAILER"

MARK:

If you operate a retail business, you can become an ENERGY STAR® Retail Partner. The New York State ENERGY STAR® Products Program is a powerful – and profitable – partnership between NYSEERDA's New York Energy Smart Program, and the retailers in New York State.

Comment [J8]: Wouldn't this be the same as mark changed below to NYEnergySmart program?

The New York Energy Smart Program was put into place to increase consumer awareness of energy efficiency and the benefits of ENERGY STAR® labeled products. NYSEERDA wants to help New Yorkers control energy costs, and one way to do that is by increasing the sales of ENERGY STAR® labeled products.

GRAPHIC: "The ENERGY STAR® label is given to products and appliances that meet or exceed federal energy efficiency and quality guidelines, without sacrificing performance."

MARK:

Products with the ENERGY STAR® label are considerably more energy efficient than those without the label. For example, ENERGY STAR clothes washers can save consumers up to \$160 per year on energy bills! They use up to 80% less energy and approximately 60% less water than pre-1994 models. ENERGY STAR® clothes washers extract more water from clothes during the spin cycle, which means reduced drying time. If you told consumers they could save \$550 in operating costs when purchasing an ENERGY STAR clothes washer, do you think they would be interested?

Consumers with knowledge of the benefits of ENERGY STAR® products are much more likely to prefer buying ENERGY STAR® products instead of those without the label. In fact, one of the goals of this program is to create a significant and sustainable preference for ENERGY STAR® products in New York State. Today, retail partners sales show ENERGY STAR products and appliances dominate the market.

When you become an ENERGY STAR® Retail Partner, you will receive a variety of benefits, which include: staff training on the benefits and up-selling of ENERGY STAR® products; assistance in product labeling; point-of-purchase display materials, recognition in a variety of media, and support of your promotional events. We will also list your store in our online store locator at GetEnergySmart.org. And you will receive cooperative advertising incentives to promote qualified ENERGY STAR® products.

By partnering with retail stores, NYSERDA, the New York State Energy Research and Development Authority has been successful at increasing consumer demand for ENERGY STAR qualified products and appliances.

DAVID GARLOCK CHARLES GARLOCK AND SONS, Alexandria Bay, NY

“We sell many ENERGY STAR® products, especially along the St. Lawrence River. They’re environmentally friendly, they’re easy on the septic systems, they use less water, electricity, and less detergent. So they’ve been very good for us as a product.”

MARK:

So ... we’ve piqued your interest. How do you know if you are eligible to become an ENERGY STAR® retail partner? First, you must be a retailer who stocks, prominently displays, and sells at least one of these listed products. (we will list: dishwashers, clothes washers, refrigerators and freezers, room air conditioners, dehumidifiers, residential light fixtures, compact fluorescent light bulbs, ceiling fans, room air cleaners).

Second, you must promote the energy-saving products in the following New York Energy Smart electric utility company territories. (we will list Central Hudson Gas & Electric Corp; Consolidated Edison Company of New York, Inc.; National Grid; New York State Electric and Gas Corporation; Orange and Rockland Utilities, Inc.; and Rochester Gas & Electric Corporation.)

Third, complete, sign, and return the Retail Partner Participation Agreement, available at GetEnergySmart.org. You will need to submit accurate monthly sales data for every month that you are a partner. This information is for NYSERDA’s use only and will always be kept confidential. Your sales staff and managers will be required to attend periodic program training, conducted at your store. Additionally, you must display, prominently, ENERGY STAR® labels, brochures, and at least a banner, ceiling dangler, and poster. If you would like to apply for cooperative advertising dollars, you must submit advertiser rate cards prior to placing any co-op ads.

What is in it for you? In addition to knowing you are doing your part to promote energy efficiency and protect the environment, you will experience increased customer satisfaction! Studies have shown that consumers who purchase ENERGY STAR® labeled products are much happier with them than they were with the conventional models. The ENERGY STAR® label has proven very profitable to retailers. In addition, as an Energy Star retailer, you are differentiating yourself from the competition as a retailer of products that are better for the environment.

If you would like to become a New York ENERGY STAR® Retail Partner, or would like additional information, please call **1-877 NY-STAR-1**.

MARK:

Comment [m9]: Appliances: dishwashers, clothes washers, refrigerators, freezers, dehumidifiers, room air cleaners, room air conditioners, thru-the-wall air conditioners, central air conditioners, heat pumps, furnaces, programmable thermostats, ventilator fans.

Consumer Electronics Products: televisions, videocassette recorders (VCRs), DVD players, computer systems.

Lighting Products: residential lighting fixtures, CFLs, LED lamps, ceiling fans, ceiling fans with integrated light fixtures, and/or ceiling fan light kits.

Energy efficient Lighting Products: LED Holiday lighting strings, fiber optic trees, LED residential fixtures and light bulbs, solar-powered outdoor lighting, candleabra-base CFL light bulbs, and low-power night lights. These products are not ENERGY STAR qualified, but included in the program due to their energy efficiency (see page 9 for details on energy-efficient lighting products).

Selected Power Management Equipment (Note: the Program is currently reviewing products that may meet the required energy-efficiency standards. We encourage manufacturers to submit details of products they feel might qualify for this category). See page 10 for details of current selected power management equipment).

Comment [j10]: Might want to use NY-SMART for this to keep consistent and just have them routed after the fact. Same for manufacturers.

Comment [j11]: I like this section for the summary.

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The New York State Energy Research and Development Authority, or NYSERDA, is a public benefit corporation created in 1975. NYSERDA administers the New York Energy Smartsm program that provides energy efficiency services, research and development, and environmental protection activities.

NYSERDA has partnered with a host of colleges, universities, trade groups and other training organizations in New York to develop a new “green collar” work force of qualified energy professionals. These workforce development initiatives help make energy efficiency the statewide standard. Through the New York Energy Smart program, we’re training professionals who will change the face of New York.

Whether you are a manufacturer, retail business, builder, or contractor, getting involved with NYSERDA makes good business sense. NYSERDA supports well over 700 retail partners and 32 manufacturing partners. We have shared over \$15 million in cooperative advertising dollars as well as developed and distributed high quality point-of-purchase material and brochures. Our Website, GetEnergySmart.org, receives over 7,000 visits a week, and we offer lots of financial incentives to both businesses and homeowners.

ELLIS GUILLES, TAG MECHANICAL SYSTEMS:

“One of the primary advantages is financing options that we can offer customers through the program. There’s low cost loans, there’s grant money available, and interestingly enough for the people in upstate New York, the grant side of the equation, more people qualify for it than they realize. It’s set at very high income levels, it’s based on number of people in the household, versus an income level, and it’s based on a state median. So we upstate get some benefit of that because of the types of income levels that are earned downstate.”

ANNE HEIDENREICH, COMMUNITY ENERGY SERVICES:

“It’s wonderful to have an organization in the state that is as committed as NYSERDA is to these goals, and finding and searching with us to find ways to implement them and get the resources and funds out to people to be able to implement energy efficiency improvements.”

JOHN MCCLOSKEY, GREEN HAMMER CONSTRUCTION, Richville, NY

“One of my favorite things about working with NYSERDA is that it’s a way for me to get advance notice of concepts that are coming on to the market, and generally when I hear something from NYSERDA that’s been examined by a group of professionals over several disciplines by people that were former builders, and I know it’s not some hoodoo voodoo, put some paint on the walls and save 50% of your energy bill. It’s usually a concept or a product that’s based on solid performance, not on marketing.”

DAVID GARLOCK, CHARLES GARLOCK & SONS:

“NYSERDA stops in every so often. And they bring us up to date on the new products. They bring us labeling and things like that so people can recognize what is ENERGY STAR® and what isn’t and, I’ve found they’ve been very helpful and very efficient, actually.”

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- Comment [J12]: This would probably be better suited for the HP section because these incentives are specific to HP.
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- Deleted: . We always surprise people when we bring them in. And they can get some pretty substantial dollars for it in order to get some home improvements made that they may not have wanted to do otherwise. We always tell people that the running joke is that what we do isn’t terribly sexy, we’re replacing heating systems, we’re putting in insulation, we’re doing air sealing. (edit) We’re in the nuts and bolts in the house, and we’re the stuff that’s just not fun to think about is what we typically find. But you know, we’re pretty important, because if we’re not working right, people aren’t really happy. And so you have high energy costs and lousy comfort when the stuff that we do day in and day out isn’t done right
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In today's episode, we have provided information about how businesses can become partners with NYSERDA. If you serve the residential market, there are training and certification programs that can set you apart from the rest. Higher energy prices have dramatically increased consumer demand for energy-efficient products and services. So what are you waiting for? Get energy smart and contact NYSERDA to find out how you can get involved. If you are a contractor, becoming a partner with New York Energy Research and Development Authority, or becoming certified or accredited by the Building Performance Institute, is one of the best steps you can take to grow your business. And it is easy to become one. Just call 1-877-NY SMART or log on to getenergysmart.org for more information.

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Funding for "Energy Efficiency: Enhancing Home Performance" is provided by: New York State Energy Research And Development Authority, using innovations and technology to solve some of New York State's most difficult energy and environmental problems in ways that improve the state's economy.

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ACTUS Lend-Lease Program at Fort Drum

Fort Drum Mountain Community Homes

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Massena
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Wouldn't this be the same as mark changed below to NYEnergy\$mart program?		
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Graphic: “RETAILER” – Define/Describe Energy Star upfront, instead of the manufacturer section

HOST:

If you operate a retail business, you can become an ENERGY STAR® Retail Partner. The New York State ENERGY STAR® Products Program is a powerful – and *profitable* – partnership between

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New York Energy \$mart SM Program		

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NYSERDA's New York Energy \$mart Program, and the retailers in New York State.		

The New York Energy \$mart Program was put into place to increase consumer awareness of energy efficiency and the benefits of ENERGY STAR® labeled products.

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NYSERDA wants to help New Yorkers		

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control energy costs, and one way to		

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do that is by increasing the sales of ENERGY STAR® labeled products.		

Products with the ENERGY STAR® label are considerably more energy efficient than those without the label. For example, ENERGY STAR clothes washers can save consumers up to \$160 per year on energy bills! They

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use up to 80% less energy and approximately 60% less water than pre-1994 models. ENERGY STAR® clothes washers extract more water from clothes during the spin cycle, which means reduced drying time. If you told		

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they could save \$550 in operating costs when purchasing an ENERGY STAR clothes washer,		

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around \$400 a year on their utility bills by purchasing		

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do you think they would be interested?

Consumers with knowledge of the benefits of ENERGY STAR® products are much more likely to prefer buying ENERGY STAR® products instead of

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the goals of this program is to create a significant and sustainable preference for ENERGY STAR® products in New York State. Today, retail partners sales show ENERGY STAR products and appliances dominate the market.

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When you become an ENERGY STAR® Retail Partner, you

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receive a variety of benefits, which

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staff training on the benefits and up-selling of ENERGY STAR® products; assistance in product labeling; point-of-purchase display

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materials, recognition in a variety of media, and support of your promotional events. We wi

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ll also list your store in our online store locator at G

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ll receive cooperative advertising incentives to promote

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qualified ENERGY STAR® products

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ishwashers, clothes washers, refrigerators and freezers, room and residential air conditioners, dehumidifiers, residential light fixtures, compact fluorescent light bulbs (CFLs), and ceiling fans.

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ENERGY STAR® products are not limited to the above

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In addition to appliances, products like home stereos, television sets, telephones, and computers can feature the ENERGY STAR® label. T

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he ENERGY STAR® label can be found on building materials such as insulation and windows – even furnaces, ventilation systems, and hot water heaters. In addition,

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(Can you edit-out “We’re required to actually” in the next sentence, and start with “We go through written tests....etc.? If the video will allow you to do that, he will sound much less tentative) We’re required to actually, we go through written tests and field tests through the Building Performance Institute, and we’re required to recertify every 3 years as part of that process. (EDIT) We’re required to stay current with changing technologies, and make sure we’re staying on pace with current building science, so that we’re involved in understanding what’s going on in the industry.”

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INTERVIEW: HOME PERFORMANCE CONTRACTOR: ROB HAVENS, Insulex Incorporated, Watertown, NY:

INTERVIEW: HOME PERFORMANCE CONTRACTOR: ROD MURRAY, Aeon Heating and Air Conditioning:

INTERVIEW: HOME PERFORMANCE CONTRACTOR: DAVID GOUDREAU, D.A. Goudreau Inc, Mannsville

INTERVIEW: HOME PERFORMANCE CONTRACTOR:

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(Interview is done; need to transcribe)

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INTERVIEW: HOME PERFORMANCE CONTRACTOR:

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Interview 18: More work in customer’s house (1:13)

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Because it helps us do larger revenue volumes, which helps us grow and helps us add people to our staffs as we build those businesses. So it’s been a big plus for us that way. And we find that our consumers are a lot happier, because we’re pointing out things in their house that other people aren’t talking about. People aren’t talking about the fact that maybe their water heater wasn’t installed properly and wasn’t vented properly and could be causing a problem. (edit) BPI contractors are trained to look for, to look for those health and safety things. So we find that we get much higher levels of customer satisfaction as a result of the things that we do through the program.

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You may also be eligible to receive federal tax incentives.

We want to help you sell New York ENERGY STAR® Labeled Homes, too. As a participating builder, you wi

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ll benefit from a multi-million dollar advertising campaign that

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includes television, radio, and newspaper advertising designed to create consumer demand and to drive traffic to your business. You’ll be eligible for co-op advertising dollars. In addition to marketing training, you wi

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ll receive customer education materials, including brochures that point out key features and benefits of an ENERGY STAR® labeled home. And you wi

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ll be listed on GetEnergySmart.org!

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KRIS CARR Fort Drum ACTUS Lend Lease Interview 7: (:20)

Building green, as one frog once said, is not easy. But the paybacks, and the rewards, for building energy efficient homes, and building sustainable homes, is just tremendous. And I would say to any contractor out there, do your research, get educated, and build green.

INTERVIEW: ENERGY STAR BUILDER:

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reen Hammer Construction, Richville, NY:

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INTERVIEW: ENERGY STAR BUILDER: FRED BAXTER, Baxter Construction, Norfolk, NY:

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under the New York ENERGY STAR® Labeled Homes program build

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Building Performance Institute

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. You will need to attend Building Analyst (BA) Training

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ll review the fundamentals of building science. You wi

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ll identify and solve building performance problems including ice dams, mold and mildew, and indoor quality issues. You wi

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ll learn to analyze buildings using a blower door test, as well as combustion safety and other diagnostics, for assessing air leakage and efficiency in buildings. And you wi

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ll discover how to assess building tightness, mechanical and distribution systems, and combustion safety for a “whole house” performance-based approach.

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find out how to operate REM/Rate software and generate required reports, as well as

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understand the follow-up procedures required for the completion of rating and loan processes.

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RATER INTERVIEW: ELLIS GUILLES, Tag Mechanical Systems:

HOST

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w/ b-roll of apartment buildings

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Your building must first participate in our Multifamily Performance Program

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Currently, there are three different multifamily certifications available.

Building Analyst Certification is for individuals who perform comprehensive energy assessments of buildings to identify ways to save energy and money.

Building Operator Certification is targeted to superintendents, maintenance staff, and managers who on a daily basis, want to excel at operating their buildings in an energy-efficient manner.

Hydronic System Designer Certification helps designers of steam and hot water heating systems understand energy efficiency principles such as sizing and efficient equipment selection

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HOMEOWNER INTERVIEW #1:

HOMEOWNER INTERVIEW #2:

HOMEOWNER INTERVIEW #3:

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ANY ADDITIONAL CONTRACTOR OR RETAILER INTERVIEWS:

HOST