

*Grants Pass, June 5, 2008*

- Trade allies at the meeting suggested participating in the Jackson County Home Show. Home Energy Solutions will participate.
- CSG (Home Energy Solutions) will place an ad featuring southern Oregon trade ally award winners in the Medford Mail Tribune in August.
- Energy Trust is working with Pacific Power on a co-branded advertising campaign in southern Oregon. It will include radio spots, print ads, and bill inserts. Contact Energy Trust for details.
- Trade allies suggested that one way to boost awareness is give technical talks at home shows and trade shows. We will work it into our schedule.
- Trade allies also commented that we need to be careful with our messaging in southern Oregon. Some people tend to tune out when we talk about global warming, but tune in when we talk about saving money on heating bills.
- Feedback about the trade ally roundtables is still good. Breakout sessions for commercial and residential trade allies are still recommended. The quarterly timing is okay, although some attendees suggested more frequent meetings would be welcome.
- Energy Trust will provide a training or breakout session about our background and decision making processes for trade allies. This session will most likely be coupled with future roundtable meetings.
- We introduced new staff members located in southern Oregon during the meeting. Both New Homes and Existing Homes programs now have southern Oregon contacts (available on our website). New buildings also has a southern Oregon contact person. We are working to expand our efforts and support in both southern and eastern Oregon.
- Trade allies are interested in more technical training, and we are offering more as needs arise. We are also working to couple technical training with roundtable meetings.
- A question was raised about the differences between discussions in the Portland roundtables and meetings in other areas. We attempt to tailor the meetings to the audience, but the general discussions and announcements are the same (unless they pertain specifically to one market). All trade allies are welcome to attend all roundtable meetings.
- Online incentive forms are still in process, but we intend to roll out a portion of them this summer. More details will be coming soon.
- There were breakout sessions for commercial (lighting) trade allies and residential trade allies at the end of the meeting to discuss program-specific information.