

## ADVERTISING TO SPREAD THE WORD

In focus groups last spring, several Program Allies asked Efficiency Maine to consider developing advertising directed to businesses to raise awareness about the Program. As a result, the Efficiency Maine Business Program will run informational ads in selected daily and weekly papers and on radio statewide starting in late September. The ads will alert your customers to the availability of cash incentives and other resources to help them become more electric energy efficient. This is a time of year when your customers are thinking about winter energy costs and their 2007 budgets and a great time to let your existing and potential customers know you are an Efficiency Maine Program Ally.



## UPCOMING FALL TRADE SHOWS

We are entering the busy fall trade show season. Efficiency Maine will have a booth at the following [trade shows](#). If you are attending or exhibiting at any of these shows, please stop by and see us.

**September 12-13, 2006** – [Associated Grocers of Maine 11th Annual Fall Trade Show](#), Augusta Civic Center, Augusta

**September 17-18, 2006** – [Maine Libraries Conference](#), Augusta Civic Center, Augusta

**September 27, 2006** – [2nd Annual Twin Cities Business Expo Show](#), Saco Community Center, Saco

**October 4-5, 2006** – [Maine Municipal Association Annual Convention](#), Augusta Civic Center, Augusta

**October 11, 2006** – [SYSCO Fall Food Show](#), Augusta Civic Center, Augusta

**October 26-27, 2006** – [33rd Annual Maine School Management Association Fall Conference](#), Augusta Civic Center, Augusta

**October 30 – November 1, 2006** – [Maine Innkeepers Association 85th Annual Meeting & Conference](#), Samoset Resort, Rockport

## BUSINESS PROGRAM EVALUATION UPDATE

As mentioned in the June E-News for Program Allies, the MPUC hired PA Consulting Group to conduct an evaluation of the Business Program. This was done as part of the MPUC's on-going commitment to ensure that Efficiency Maine programs are as effective and efficient as possible. PA Consulting is in the process of interviewing 200 participating businesses as well as 65 Maine businesses that have not participated in the program, as part of this comprehensive Program evaluation. We expect to receive their report in November and will keep you informed. We thank those Program Allies who were interviewed for taking the time to participate in this valuable process.

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## UPCOMING TRAINING OPPORTUNITIES

These upcoming training programs may be excellent opportunities for your employees or your customers. Please pass this information along to anyone you think might benefit. Continuing Education Units and other education credits are available for the following [training sessions](#). For more information on these programs and to register, contact [Joy Adamson](#) at 207-287-8350.

**Beginning September 13, 2006** – [Building Operator Certification – Level 200](#), Orono

**September 18-22, 2006** – [Certified Energy Manager Training and Certification](#), Augusta

**Beginning November 2, 2006** – [Building Operator Certification – Level 100](#), Sanford

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## EASY LINKS

Each E-News will provide easy links for your review.

- [Our Application Process & Tips for a Faster Incentive](#)
  - [Program Ally Logo Use Guidelines](#)
  - [Savings Analysis Worksheets and Technical Information Sheets](#)
  - [Cash Incentive Applications](#)
  - [Glossary of Terms](#)
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## PROGRAM ALLY E-NEWS

E-NEWS FOR PROGRAM ALLIES is published on a monthly basis to provide Efficiency Maine's Business Program Allies with program updates and other information. If you would like others in your company or organization to be added to our distribution list, forward us their [e-mail addresses](#). The Program Ally E-News is also found on our Web site on the [Energy Wise Tools & Program Materials](#) page.

If you would like to [provide feedback](#), [ask questions](#) about the Program or this E-Newsletter, or [be removed from this list](#), send us an e-mail or call 866-376-2463, ext. 2.

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