

**Meeting Notes: Market Adoption Subcommittee – Conference Call  
October 19, 2011 12:00 – 1:30pm (Pacific Time)**

Scribe: Wendy Worrell, WHPA Staff

<b>Roll Call and Introductions – Bob Sundberg</b>		
<b>Attendees</b>	<b>Organization</b>	<b>WHPA Category</b>
• Julie Humes, <b>Mkt Adopt Chair</b>	Lennox Industries	HVAC Manufacturer
• Bob Sundberg, <b>WHPA Staff</b>	WHPA	Staff
• KC Spivey, <b>Advanced Tech Chair</b>	Pacific Gas & Electric	Investor Owned Utilities
• James Tuleya ( <i>left meeting early</i> )	Pacific Gas & Electric	Investor Owned Utilities
• Serafima Higginson	Honeywell	HVAC Manufacturer
<b>Members Unable to Attend</b>	<b>Organization</b>	<b>WHPA Category</b>
• Mark Cherniack, <b>WHPA Staff</b>	New Buildings Institute	Other Stakeholder, Staff
• Carl Cimino	Pipe Trades Training Center	Educator/Trainer
• Chris Forth	Johnson Controls/York Unitary Products	HVAC Manufacturer
• Daniel Jones	Honeywell ACS/ECC	Controls Mnf/Distributor
• Don Langston	Air Rite Air Conditioning & Refrigeration	Nonresidential Contractor
• Lizette Nielsen for Jeremy Reeve	San Diego Gas & Electric	Investor Owned Utilities
• Jonathan Woolley	Western Cooling Efficiency Center/UC Davis	Other Stakeholder
<b>Guests Invited – Unable to Attend</b>	<b>Organization</b>	<b>WHPA Category</b>
• Jason Hanson	Sierra Pacific	Residential Contractor

*These comments occurred prior to the start of the recording.*

*To not be repetitive, the individual names of meeting participants will be used, but the organization names will not be repeated in the body of the notes.*

<p><b>Selecting Products / Services for Market Adoption</b>  <b>Working with IOUs / SMUD</b>  <b>Attracting Subcommittee Members – Recruitment Strategies</b></p>
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Julie Humes: One of the things from an industry perspective, more so on the residential side but also on the commercial side right now is advanced technologies – the bigger issue in the world of HVAC is getting market adoption of just replacing units instead of repairing them. That is probably not in line with what the State is looking at as an advanced technology, but the concern is that until the gap is bridged for why they are not currently replacing, it will be hard to sell something with better “bells and whistles” or get them to adopt it if they are not even adopting a 15 or 16 SEER at this point. Everyone is tightening their belts right now. There is a huge decline in upgrading to energy efficiency products in general.

KC Spivey: They have some overall cost effectiveness challenges with trying to have administrator programs around efficient products. The Utilities - Edison and San Diego Gas & Electric - have residential Quality Installation offerings in the field that provide incentives but that really speaks to more of a niche market – folks that are going to be doing early retirement because of all of the infrastructure required by the Energy Star folks to build that program. The incentives are substantial, but the incremental costs for the customer are substantial because of the contractors need to do the full commissioning protocols to Energy Star standards. The incentive is split between what can go toward the incentive and what needs to go toward the incremental costs of the installation. It is not very much of a mass market play. As far as efficient HVAC products for residential the current Federal minimum doesn’t “leave a lot of headroom” that energy savings can be claimed on. That combined with the DEER values

required in California for energy savings really make for a formidable challenge in trying to come up with anything that could be something they could adopt.

Julie Humes: Until the problem is fixed, it will be very hard to be successful in adopting something that is “fancier, has more bells and whistles or is more energy efficient” because the cost point will be higher. She has asked some of the contractors to join (such as Jason Hanson, Sierra Pacific). Some of the contractors she has recently talked with have expressed that they don’t think new technologies could be adopted until existing technologies could be replaced with 16, 18 or 20 SEER. Advanced technologies can be pushed, but Bob Sundberg is right that in order to be successful at market adoption, we need to “walk before we run”. It may be the wrong line of thinking, but from an industry perspective, it seems to be a huge issue of concern for all manufacturers that unless that changes, they can’t push the envelope any further.

Bob Sundberg: A dilemma is that there is a tendency either at the National Labs or some circles closest to the newest innovation going on, to put a huge focus on the very newest thing and, in some cases, ignore the existing equipment (residential and commercial) that is already. There are products and services that were emerging technologies 3-10 years ago. They tend to be lost from the attention because they are not the “newest, greatest thing that was just announced”, but in many cases, they are not widely adopted or mainstreamed yet. One example is a commercial rooftop unit that may dramatically benefit from demand control ventilation but isn’t even out at 5% of the market yet even though there is something in some of the Utility programs that would provide some incentive. It is still not a recognized, mainstreamed technology. Higher SEER equipment would be, but it is difficult “pushing the envelope” in terms of the newest and most efficient equipment when both residential and many commercial aren’t currently servicing what they have. For example, commercial buildings might not have a proper thermostat with a dedicated stage of cooling that would allow for outside air to do the cooling before the compressor comes on for savings. Before someone can promote a new technology on existing equipment or a newer, higher efficient piece of equipment, there may not be people examining the current unit. The things that would get focus on in HVAC residential and commercial levels are the things that would lead to the other questions: What could be done to raise this to operate properly or near its best level of capable efficiency? A good service provider would be considering whether it is so old and inefficient that something else which is going to be quite cost effective should be recommended for an upgrade or replacement.

KC Spivey reminded that the WHPA does have the Residential Quality Maintenance effort, which is addressing that issue.

Bob Sundberg: Believed that it had been recommended to think of it as a Utility product even though many think of it as a kind of service. It is definitely just being supported at an early phase.

Julie Humes asked if KC was just talking about commercial.

KC Spivey clarified that they are doing both. That they are just rolling out their residential Quality Maintenance product now. Marshall Hunt is meeting with the contractors today who are the first to participate in that effort.

Bob Sundberg asked if Marshall is also responsible for a commercial equivalent or if he is only involved in leading the residential.

KC Spivey confirmed that Marshall is leading the residential. Keith Forsman of the HVAC Team is the product developer for the commercial, residential Quality Maintenance. That has been turned over to the Energy Solutions and Service team for implementation. It is fully out there. There is an overall implementer contract with Honeywell Utility Services to support that for commercial.

Bob Sundberg: Maybe an area to consider is working with the PG&E program and, at the same time, Southern California Edison which has had a controlled launch of its program. The subcommittee is currently working fairly closely with Edison, but probably hasn’t been approached or been working with PG&E on the commercial side.

James Tuleya: It all links together. They have worked closely among IOUs on their commercial program. They communicate regularly. Just because they are not on all WHPA calls, it doesn't mean they are not engaged. He was just talking with Mel Johnson yesterday about the Quality Maintenance topic. If you are talking to one of the IOUs, you can expect they are communicating about these things. They work together on the Statewide programs so all of them don't need to be involved in every topic.

Julie Humes confirmed that they knew KC had been the "voice of the entire State". In an effort to try to start this "and get our hands dirty", she still plans to do a LinkedIn from her own perspective, directing people to the WHPA website the same way Judy Johnson did in her eblast letter. That would eliminate the need for anyone to monitor it. A broader reach would really help. Several people who expressed interest in the past are a bit more interested in the advanced technology options that already exist on the technological side and not so much on the market adoption side.

Bob Sundberg thinks that is the case as well. He was disappointed in the lack of response, even of interest and inquiry to the eblast that went out from the Alliance to its contact list, which is broader than the member list. It includes those who want information and to receive notice of startups of new committee efforts and activities, etc. That type of communication did not get any response. He thinks there needs to be 2 or 3 means in addition to that for seeking additional members. There are organizations that are not members of the Alliance yet. In many cases, there is a single person representing an organization or firm in the Alliance. Working with existing members and other colleagues of theirs within their organization as well as any and all means, such as LinkedIn (i.e.: groups focused around energy in some respect) may bring a larger pool of people that haven't even been aware the Alliance exists, let alone that the Market Adoption Subcommittee is interested in having their participation.

Julie Humes: We have several key people who are part of this and 4-5 regular attendees. We possibly need to deploy them but not hot/dry yet since there is so much going on with that on the residential side. The Commercial Quality Installation/Quality Maintenance may be a place to start, but it could be switched to Residential Quality Installation/Quality Maintenance based on this conversation. She asked for KC's thoughts.

KC Spivey suggested that the next ETCC quarterly meeting on December 6<sup>th</sup> would be a good place to start. Reaching out to the ETCC and the Statewide Utilities through their Emerging Tech if Julie could make that would be good.

Julie Humes will try to make it but travel budgets are a little slim right now. She asked if it is a meeting where she or a group of people could attend and express that they are volunteers working with the Market Adoption Subcommittee to achieve the State's goals and ask how the ETCC sees them fitting in. Should it be asked as a question or more of a "we're ready to work" or "we're ready to put together a pathway to market adoption"?

KC Spivey thought it was all of the above. He suggested starting the dialogue by asking, "How can we work together? What does the team see?" Then explain that, "We want to help where we can and see where our interests intersect and do what we can to amplify that and take it forward."

Julie Humes asked if in the meantime between now and December we are looking to increase membership and what else the subcommittee should do. She would like to put together a project, but the point is well taken with the initial involvement being with the ETCC. Should ramping up be the number one goal?

KC Spivey: Critical mass would be really beneficial to help. Otherwise the burden will fall on so few that the burden would be difficult to sustain.

Julie Humes felt the commercial side was most heavily loaded, which is why the Commercial Quality Installation/Quality Maintenance might be a worthy goal.

KC Spivey: All of the Utilities are implementing so that might be an area. The only thing is that with the ETCC, that is really not the "market". There is a Statewide HVAC team that meets that may be better to pitch to rather than

the ETCC team. Maybe a subset of both would be best – folks that are focused on ET HVAC as well as the HVAC program management type.

James Tuleya: Next Wednesday afternoon (12pm – 3pm) there is another HVAC program team IOU meeting as KC was referencing. If Julie has 30 minutes available, James could put her on the agenda to have a conversation among the Program Team about where we can best direct the efforts – the right link and connection.

Julie Humes accepted the offer. She can bring them up to date and let them know that there is a core group of people ready to go, but that there are a couple of issues. They are commercially heavy so on the commercial side there are people who could work on the market adoption of some technology or product. On the other side, we would like to have a group of residential experts as well.

James Tuleya suggested 2pm PDT (4pm Julie's time). Julie confirmed that would work.

**ACTION: James Tuleya to provide call-in information for Julie Humes to talk at the November 26, 2011 HVAC Program Team IOU Meeting.**

Julie Humes: Starting sooner than later is better.

James Tuleya: This allows us be tied into what is already happening in the programs and where the best place to start is to focus attention.

Julie Humes asked if there is a printed list that could be shared of the current commercial or residential programs and statuses, issues and outcomes.

James Tuleya: That is a very big topic. There are lots of different things going on. There is a fairly simple way of getting a high level summary, but there isn't one place where that is done.

Julie Humes pictures them talking about different programs and the success or failure and what needs to be done.

James Tuleya: They discuss where everybody is at. There are different paces at the different IOUs for rolling out something. They talk about how to maintain their similarity among the programs, etc. It is a working discussion to keep everyone "moving down the path".

Julie Humes: If there is some definition or discussion that can be had or if any group sees a need for assistance in Market Adoption that would be ideal.

James Tuleya: They can have a pre-chat to try to make it as good a use of time as possible.

Julie Humes asked if the Residential Rebate programs in general are down as a product as she has seen in other states.

KC Spivey: They are seeing some drop off on the furnaces. He thinks part of it is that for the cash for appliance rebates, a huge amount was paid in the last quarter that it was available. It perhaps led them into "early retirement" that they are paying for now.

Julie Humes added that the tax credits going away and pulling back affect it as well.

KC Spivey: With Congress where it is now, he hasn't even read anything about potential extensions.

Julie Humes has not either. She has worked with her Government Affairs folks. They have said not to count on it unless it gets thrown into an extender bill. The Super Committee is wiping out any of the expenses that were in the past.

KC Spivey: He was going over some tips for consumers yesterday. They had to suspend their gas savings incentives.

James Tuleya: The State Legislature had a budget problem and they grabbed all the money.

KC Spivey: The program was temporarily “killed” because they didn’t have the budget to further support it. For example, they kept the incentive open for Climate Zones 11, 12, 13 for the condensing natural gas furnaces with variable speed motors because that was a combination electric and gas measure. They could claim savings on both sides if they kept that open. But they had to completely discontinue for a time all of the furnace incentives outside of those climate zones because those would be the only zones where they would pay the incremental incentives on the variable speed motor.

James Tuleya: They have the go-ahead now with an alternate proposed decision of the Commission which is a more favorable disposition. They found some other funds to “back fill” the fund that the Legislature was taking.

KC Spivey: They were able to fully bring back all those rebates. For the consumer tips, they have the tax credit information embedded and the link to the website. It will have further downward push on their volume.

Julie Humes said they are in the “same boat”. It could find its way into an extender bill, but with the scrutiny that VC is under right now, financially she doesn’t see it happening. If it is going to get cut, it will get cut at the residential level she is sure. If they look at the savings, they may keep a bit of the commercial, but she doesn’t know. Lennox is lucky because of the solar part of it. Part of their sales is involved around that, which is in place until 2016, but that doesn’t sell the majority of their product. It is a hurt for everybody. She also noticed that where it used to be quite lucrative in places like Texas, Massachusetts, etc., there were tons of replacements going on, but not now at the 16 SEER level. She asked if the 16 SEER is looked at the same as the tax credits.

KC Spivey: That is one of the things they need to work on. Getting back to the furnace side, they need to true up – right now they have 94%-96% AFUE and the tax credit built around 95% so they will be looking at ramping that up next year. If the incentives don’t get extended, they will have to rethink their strategy there.

Julie Humes: Maybe it is market adoption of just the higher end product to have a starting point to gain ground. She asked if there is anything PG&E is looking at in terms of repair versus replace. A lot of people are “holding on to their wallets” and are scared to replace right now. She has heard that on the commercial side as well.

KC Spivey: Part of their focus has been with the Quality Maintenance efforts trying to figure out how they can better help customers. They can only do so much to steer a customer one way or the other. “Reading the tea leaves” that customers are spending or are willing to spend some money maintaining the equipment they have now, they are going after that market with their Quality Maintenance products (IOU programs). They are trying to help them make sure they are getting what they are paying for and that they are achieving the energy savings and that PG&E can claim that.

Julie Humes: That seems to be noble effort that needs to be emphasized.

KC Spivey: Marshall on the Residential side has been very focused on interacting with the manufacturers. For example, with air flow, they know they have a lot of challenges with their customers’ deficient installation quality with the original duct design and installations. That is an area specifically called out for improvement with the Residential Quality Maintenance efforts. Even when the customer does replace, they will end up with a better distribution and return system to plug the new system into.

Julie Humes: Knowing the Subcommittee direction has to do with working with ETCC and possibly some direction next week with the meeting that James has lined up, she thinks a call for participation is definitely needed. There was a question mark as to whether or not that could be done on LinkedIn. She asked how all are feeling about that now.

KC Spivey thinks it is worth trying.

Julie Humes will give it a try.

Bob Sundberg said he felt a lot more comfortable with their having been a formal communication from the Alliance out to any of those in the contact list – essentially insiders who are active as well as those on the fringe. It is not that far away from those who are in the Industry but who are not aware “of us” yet. The link is directly for each of those interested subcommittees and committee. There is a link to the website for the contact person. They would either be responding to Julie who they are connected with on LinkedIn or they would be responding to the link from the document that would direct them to Bob S. for this subcommittee. He can test their interest, encourage them, and also screen them to some extent, as Julie will, for their level of interest or commitment, what they can bring, and hopefully get some far better response.

**ACTION: Julie Humes will use LinkedIn as a call for participation to the Market Adoption Subcommittee next week based on the eblast information Judy Johnson previously sent out.**

Julie Humes: If the Subcommittee ramps up and has say 20 members, KC and James were asked if they see that being split being commercial – residential. The discussion had been done about helping at the IOU level, but it sounded like that doesn't work.

James Tuleya asked if Julie meant different teams for each IOU.

Julie Humes clarified that it would be different teams from the Subcommittee to focus on Market Adoption of a particular interest or particular product that each IOU and SMUD supported. It could possibly be a sub-subcommittee from the Group working with each of those on market adoption of a particular technology that is “near and dear to the IOU's heart” or that help is needed with.

James Tuleya: There is some rationale behind that, but maybe should start with one. The question is if there is enough among the IOUs to get them to engage enough for each of those things. If you start with one and show the value, then the others will want to have one done for them as well.

Julie Humes: They had talked about that. Going back to KC's earlier comment, Julie asked if he had commented that vesting worked through ETCC and not with an IOU.

KC Spivey: He was thinking that he wasn't sure how they would make the decision of which to approach. To James' earlier point, it seems like Utilities are required by the Commission to work together and therefore they do interact on the same calls weekly with each other. There is a lot of knowledge shared back and forth.

Bob Sundberg: Presuming that they would have a pretty major uptick during the 2-6 month period of time in people who would be joining the subcommittee efforts, in thinking about response in the Whole Building Group and Quality Installation/Quality Maintenance's Workforce Education and Training Group, the numbers of people from Industry that have joined their efforts is pretty large. He is hopeful that this Group can also have a pretty broad, diversified range of participants and contributors. He thinks there is an opportunity for the smaller working group with each one of the IOUs to represent the larger group of the Subcommittee by actually better understanding how they go about making some decisions about emerging technologies that will be considered and about the discussions about the pace of decision of adoption and the pace of deployment and the coordination between a lead and maybe a following IOU in a given product or program. That is something not really understood by the rest of the industry. There are a couple of major 2-way benefits. One is that there is a group that the IOUs could more easily tap into to get feedback. On the other hand, one of the Group's main objectives is for the Industry to have a better understanding of how strongly energy efficiency is supported in California, but when they have a technology that is being considered or an innovation that is possibly being invested or funded, some find aid or co-funding (CEC sponsorship or one of the Emerging Technologies teams working with a given product development group or company), but many have actually very little to no understanding whatsoever. In early

discussions, there was talk about the goal of having it far more understood by anyone out there with innovations from Industry that this Group is where there is a real concentration of support for its development and also for its adoption. This Group would be a resource or sounding board for feedback of ideas, technologies, interest and adoptability, almost like a captive focus group of sorts. It would also be a pathway possibly to highlight/communicate to the Industry on what could be done in California and how California would want to partner with the right high impact technologies that are being considered or developed. Maybe starting with the Emerging Technology team from the top down for awareness is really a good way and then working with one or two in the areas of products/services to focus on as membership is gained would be really good. Being able to meet with HVAC and Program Managers sooner rather than later is another way of reaching another aspect of the Energy Efficiency efforts of the IOUs that the Group is not already aware of at this point.

James Tuleya announced he had to leave the meeting and that he had already sent the promised meeting information to Julie Humes.

Bob Sundberg asked if Serafima Higginson was still on the call. Serafima Higginson confirmed that she was.

Bob Sundberg expressed that in thinking about the Industry, Serafima was kind of the sole representative at the moment on the call. He asked her if she knows of any that may be able to contribute to the Subcommittee's effort or benefit from its goals since a lot has to do with controls and product sales.

Serafima Higginson hasn't put thought into that yet. She is just trying to listen in to gauge what the Subcommittee is all about right now. It will be something to discuss with Adrienne Thomle who probably already has some ideas on the matter. Serafima is just trying to listen in and digest all the information. She will "keep my ears and eyes open" for that matter.

Bob Sundberg: Early on Julie had a profile of people with different talents who could be participating. It included a number of folks in communications or marketing as well – having a lot to do with successful adoption of products or services in technologies. He encouraged thinking broadly. Think product, but also those involved in sales and marketing.

Julie Humes expressed that now is a good time to join while "on the ground floor", but getting close.

## Discussion of Randall Wong's Emerging Technology Presentation

Bob Sundberg suggested that since not many of the parties that have had a chance to review Randall Wong's presentation of the overall process are on the call, it could maybe be a working group meeting to "pull" some of the ideas, but that the discussion with KC Spivey and James Tuleya today have hit some of the highpoints: working with some of the HVAC Program Developers and Managers and working with the ETCC (Emerging Technologies Coordinating Council). (For Serafima's benefit, Bob explained that the ETCC is the connection between each of the individual Investor Owned Utilities and the Municipal Owned Utilities to coordinate their efforts. It also helps provide a "show place" for many of the technologies that have been investigated or evaluated with some of the reports and results for them. These are shared amongst themselves, but are also posted at the ETCC website.)

**ACTION: Bob Sundberg to help get Serafima Higginson "up to speed" on the ETCC website and the links to the emerging technology reports.**

Bob Sundberg: In reviewing Randall Wong's presentation, some of the ground has been covered, but "we are still the new ones on the block" in understanding how the Utilities Commission's direction and the actual Investor Owned Utilities support the developments and the introductions of emerging technologies. More discussion is needed here. He just sat in on a class sponsored by the PG&E at the Pacific Energy Center on the commercial side. Carrier (one of the OEMs) had a representative providing a presentation on new and recent innovations in their product developments and the plans going forward. They were just finishing with Adrienne Thomle of Honeywell

on “Evolution of Economizer Systems” and the interaction with that equipment when he had to leave to host this meeting. It seemed like “fertile ground” for locating commercial products to consider. It didn’t address anything on the residential side. Some attention in that area is probably well warranted.

Julie Humes agrees with that.

Bob Sundberg: One fact that Henry from Carrier shared was that their overall equipment sales had dropped on new construction pretty dramatically the last couple of years and now approximately 80% of sales were for replacement of product rather than upgrades or retrofits. When they can’t get it to run, they will replace.

Julie Humes confirmed that replacement is definitely being done on complete failure and then it is a matter of getting them past 13 SEER.

Serafima Higginson: Prior to Honeywell she worked for more heavy commercial/industrial equipment, but the trend was definitely toward more replacement than new equipment purchases, and right now as well. What she is seeing is definitely replacement, which is good for them with the Economizer and Modutrol motor lines – their strongest in the replacement business. That is what she is hearing in both commercial and residential.

Julie Humes: It might be better to move the presentation discussion to the next meeting.

## Recruitment Strategies (continued)

Julie Humes wants to see some more contractors involved in the group because they’re “the feet on the street” for Market Adoption. One thing hasn’t changed. In all of the surveys they have done every other year with Decision Analyst, for about the past 10 years, it still has not changed both commercially and residentially for the most part that the leads are still 65% contractor recommendations. They have a lot of influence. A lot of decisions can be made as to why something is not working and can be tested, but until the contractor is sitting at the table with a consumer or “specifying” a job, little happens – that needs to be an integral part of this group.

Bob Sundberg: Those contracting firms that are already members can try to be mined. Bob already gave some names to Julie. He can go back through members to see who those were and see if there are any other firms currently registered that haven’t been contacted yet. In many cases, the firm maybe only has one person participating, but could have people with other expertise (i.e. service staff or service manager or sales manager of those involved with communications) to give more of that perspective. Beyond Adrienne, Serafima and Daniel at Honeywell, there are a huge range of distributors who provide controls and equipment within the State. They have almost no participation at this point. US Air Conditioning Distributors is one. No one from that firm, to my knowledge, is participating in this group at this point. They represent York Equipment, like Chris Forth of York Unitary Products, they would be invaluable if they were on the call. It would be helpful having contractors from both residential and commercial as well as encouraging those who support the contractors, especially from sales and marketing positions. As Charlie from Carrier said in the presentation Bob was listening to earlier today, “We have great product. Our competitors have great product. We would be fooling ourselves if we thought that our product alone would make a difference for that homeowner or end user.” It was the contractor being able to present it well and what it could do for them and how it would meet needs that made all the difference. There was huge agreement in the classroom full of people about there being really good product solutions out there now offered by more than one manufacturer. The question is if there is contact between the decision maker/the end user who is wasting energy or could be doing something better and someone who can point out how much of a difference the solution could make. That is the contractor. With more contractor voices in this group, the emerging technology teams would be more interested in how the group might be able to represent input/feedback from Industry.

Julie Humes agrees that they would be key to not only recommending current barriers but also recommending current solutions to those barriers. Market adoption is about “whacking down” all the barriers.

Bob Sundberg: Somewhat behind the scenes, the work is “cut out” for the group in trying to reach those within the current membership. That is doable. It is a bit more challenging to think in terms of the literally thousands of contracting staff in the state of California that aren’t aware of the Alliance, or if aware of it, are possibly interested. Bob will be at the November 16<sup>th</sup> and 17<sup>th</sup> events in Pasadena with Alliance staff at the HVAC Action Plan rollout that will be part of the IHACI meeting going on there. There is the opportunity to make those in attendance aware of the Alliance, its opportunities and the Market Adoption Subcommittee too. There is a much larger audience out there. The question is how to market this opportunity to them. Maybe the suggestion to “bring a buddy” to the next meeting isn’t so far off. Each person who is a member of the group know people within their organizations and those in the contracting community and it is a matter of each person taking some responsibility in between meetings to pick up the phone and promoting the Alliance, the subcommittee and participation. More can be won from personal contact than an eblast into someone’s mailbox. You can gain a poll response from an eblast often times, but not necessarily a commitment until someone who is interested and seeing value contacts that person and speaks with them about it.

**ACTION: Bob Sundberg will pursue contracting firms of any type (residential, commercial, industrial) and compare that with the list already provided to Julie Humes to try to find more candidates from within the Alliance already.**

Julie Humes thought Bob Wiseman might have a suggestion as to how to engage some of the residential folks and maybe Don Langston.

Bob Sundberg: Bob is more residential and Don is more commercial so that is not a bad idea. Bob is a lead for IHACI as an organization which is pretty large state contractor organization.

Julie Humes: Maybe a flyer could be made for the IHACI meeting promoting the subcommittee.

Bob Sundberg clarified that the State’s WHPA Action Plan will be promoted more so than WHPA at the IHACI event. The WHPA staff is not there marketing growth of membership, although it is a byproduct of it. “We’re here. You didn’t know we existed. Here’s what we are and what we do. We represent you – industry’s involvement with the State agencies and the State’s utilities.” As a byproduct, promoting the committees and subcommittee involvement will happen. There is no flyer at this point. There will be copies of the online registration forms readily available to encourage firms to dedicate or designate someone of interest who would join. A direct discussion with Bob Wiseman could also occur for the larger residential community of contractors to see if there is an overlapping marketing effort between the WHPA and IHACI that occur beyond this one event.

Julie Humes: That is one venue. She will say something next week at the IOU HVAC program manager meeting to see if they have anyone at the IOU or at the team level attending or if they work with participating contractors in their programs.

KC Spivey: They are just getting started with the Residential Quality Maintenance but he can talk with Marshall about it to see if he has some recommendations.

Julie Humes was thinking some of the super stars are the ones who are plowing through the clutter and those are the ones wanted for the subcommittee.

**ACTION: KC Spivey will contact Marshall Hunt about recommendations for “super star” contractors who might be good candidates for the Market Adoption Subcommittee.**

Bob Sundberg: We can do the November meeting. Hopefully more will attend. Asked if Julie had ever spoken with Chris Forth with whom Bob had not personally connected.

Julie Humes did not.

Bob Sundberg: In thinking from the “top down”, it would be great regarding innovation and technology if there was some kind of representation with Julie already from Lennox and possibly a product person representative like Dick Lord from Carrier as a possibility, Chris Forth from York if he can be engaged to participate more.

Julie Humes agreed.

KC Spivey commented that Dick Lord is already on the In-Field Onboard Diagnostics Subcommittee of the Advanced Technology Committee with Carrier.

Bob Sundberg: He is spread pretty thin and contributing a lot. This is maybe an example of there being one person from a whole corporation rather than several people from different parts of the business who might be involved like from regional service or sales support for Carrier or Russell Sigler which is their residential and light commercial product distributor in California. It would be good to have one or more from each of those manufacturers. He thinks there is another group of industry participants such as the OEM's dealers and commercial contractors who install and service their equipment who would be “the people on the street”.

Julie Humes: Jason Hanson had put down that he was tentatively going to be on the meeting call so he is probably interested. He is another person who is spread very thin but he may have a representative from his company. His company (Sierra Pacific) is very progressive in what they do and is a big SMUD participant. Jason used to be a territory manager for Lennox before he bought this dealership. He is still very successful and seems to be able to “cut through” the market adoption especially on the solar side. If he can take other technologies to market he would be a good person to listen to.

### Next Meeting – Bob Sundberg

Bob Sundberg thinks we should have the meeting on November 2<sup>nd</sup> and have the meeting focused on recruitment for expanding the subcommittee’s effort. In the meantime, Julie will have the opportunity next week to meet with the HVAC program managers a bit. There will be an opportunity shortly after that to possibly participate with the ETCC in person or remotely. At this point, the group could be working on candidates in the commercial area and possibly residential as well. Recruitment is probably the biggest challenge at the moment.

Julie Humes: That is the goal for the next couple of weeks.

**ACTION: Julie Humes will report back on her participation at the HVAC group at the next Subcommittee meeting.**

Bob Sundberg: We should set up a quick notice of the meeting for the first Wednesday in November and the whole meeting’s topic has to do with expanding the Subcommittee’s participants. It would be better to wait to go through the ET processes and the State processes that Randall and the other presentations outlined until the Subcommittee has its 10-20 people. Maybe Bob and Julie can keep in touch in the meantime to discuss the type of responses they are getting.

Julie Humes agreed. She asked Serafima Higginson if she had direct contract with contractors.

Serafima Higginson does not. Primarily she has contact through the sales rep. It would be Daniel Jones.

**ACTION: Julie Humes will touch base with Daniel Jones.**

Bob Sundberg confirmed that Serafima is on the product side and that she has counterparts in the marketing side who are probably involved in more of the programs working with distributors and the contractors’ partners they share.

Serafima Higginson offered to see if anyone would be interested in joining the Subcommittee.

Bob Sundberg thinks it would be worthwhile for Serafima to explore how it might be possible to make contractors who are Honeywell partners and key distributors interested in joining. Maybe a joint effort with Daniel Jones would yield some results.

**ACTION: Serafima Higginson will talk with the Honeywell Marketing Team and see what they can put out to generate interest in the Market Adoption subcommittee.**

**ACTION: Bob Sundberg will get a meeting notice out for the next meeting: November 2, 2011 from 12:00pm – 1:30pm PDT.**

**Next Meeting: Wednesday, November 2, 2011 from 12:00 – 1:30pm PDT.**

## Final Thoughts

Julie Humes doesn't want to keep calling to get someone interested to be on the subcommittee. If there is a desire, she would rather have them show up on their own than "twist anyone's arm" to show up.

Bob Sundberg agrees that is wise to remember since it is all voluntary with a lot of things being juggled.

Julie Humes feels Bob has done a good job of going after those that have not shown up in the past and they are still not showing up.

KC Spivey: To that point, it makes him wonder if at some point there should be the ability to have folks automatically drop off after being notified of missing so many meetings. That may be something for the new Executive Committee or Council of Advisors to determine. There is the risk of looking like there is a large base to work with and then not having enough core participation to really accomplish what we want to do.

Julie Humes agrees that if someone's arm is twisted to come to a meeting and they say they want to be a part of it, but the reliability factor isn't there, the group will fail.

Bob Sundberg: At this point in terms of governance within the Alliance, the subject of recruitment and the subject of membership is something the new Executive Committee and the Council of Advisors both will be addressing in their respective roles after they are convened in November. Up to this point, his understanding is that there is quite a level of authority at the level of the Committee Chair (KC) and at the Subcommittee chair level to have commitment and participation be a criterion for initial and retaining membership in the Subcommittee. Not only would people not have a vote at Julie's discretion, they might not receive future notifications. "Three or four strikes and you're out" might be something to think about to encourage people to participate and "change the world" instead of "watch from the sidelines" and "read the news".

Julie Humes agrees. She has a hard time getting on the phone with people who have been reminded multiple times.

Bob Sundberg will cease and desist from the persistence in that respect. He asked Julie to think in terms of participants and some kind of criterion for the point at which they are notified that they will no longer receive notification, or maybe they just stop getting notification.

Julie Humes likes the idea of stopping notification better. She doesn't want to upset anyone or feel belittled by their lack of participation. At the same time, she thinks their emails should just disappear. If they notice and

comment they didn't get an email, they will be told they weren't seen for a while but that they are welcome to rejoin and participate.

**ACTION: Bob Sundberg will talk with Julie Humes offline about what to do for the November meeting notice in terms of nonresponsive Subcommittee members.**

Adjourn

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## Action Items Summary

**ACTION: James Tuleya to provide call-in information for Julie Humes to talk at the November 26, 2011 HVAC Program Team IOU Meeting. (Note: James sent it to Julie before the end of the meeting.) DONE.**

**ACTION: Julie Humes will use LinkedIn as a call for participation to the Market Adoption Subcommittee next week based on the eblast information Judy Johnson previously sent out.**

**ACTION: Bob Sundberg to help get Serafima Higginson "up to speed" on the ETCC website and the links to the emerging technology reports.**

**ACTION: Bob Sundberg will pursue contracting firms of any type (residential, commercial, industrial) and compare that with the list already provided to Julie Humes to try to find more candidates from within the Alliance already.**

**ACTION: KC Spivey will contact Marshall Hunt about recommendations for "super star" contractors who might be good candidates for the Market Adoption Subcommittee.**

**ACTION: Julie Humes will report back on her participation at the HVAC group at the next Subcommittee meeting.**

**ACTION: Julie Humes will touch base with Daniel Jones.**

**ACTION: Serafima Higginson will talk with the Honeywell Marketing Team and see what they can put out to generate interest in the Market Adoption subcommittee.**

**ACTION: Bob Sundberg will get a meeting notice out for the next meeting: November 2, 2011 from 12:00pm – 1:30pm PDT.**

**ACTION: Bob Sundberg will talk with Julie Humes offline about what to do for the November meeting notice in terms of nonresponsive Subcommittee members.**