



Illuminating opportunities

Northwest Trade Ally Network: Illuminating Opportunities for Utilities

The message from business customers is clear: they want to improve their level of energy efficiency and get help with managing their energy costs. Lighting accounts for about 30 percent of all electricity consumed by commercial and industrial facilities across the region. As a category, lighting presents one of the largest and most cost-effective ways a business can reduce its energy costs. This fact makes lighting efficiency services an excellent way for utilities to support their commercial & industrial customers energy needs.

Northwest Trade Ally Network for Commercial & Industrial Lighting supports utilities in their efforts to meet conservation targets and goals in the areas of retrofit and new construction lighting. It also serves as a resource to connect utilities and their retail customers with the various players in the lighting industry including electrical contractors, distributors, manufacturer representatives, designers, and regional manufacturers.

The Network also provides trade allies with important information and other resources relevant to commercial and industrial lighting opportunities across the Northwest. Through the Network, trade allies and utilities can work cooperatively to help customers make cost-effective, energy efficient lighting choices.

Lighting the way to greater savings

The Network helps trade allies and Northwest utilities deliver on their promises to help customers save energy and money. By staying on the cutting edge of the energy efficient lighting market and working collaboratively to illuminate opportunities, Network participants will succeed in helping to improve the energy efficiency of the region.

Utilities benefit by supporting the Network's efforts in their service territory to:

- Enroll trade allies into the Network which will increase access to qualified service providers
- Train trade allies which will help raise the overall quality of lighting installations
- Increase trade ally awareness of lighting opportunities and utility incentive programs thereby increasing their participation in energy efficiency projects
- Increase collaboration between trade allies and the utility as a means to boost the number of completed energy efficiency projects

Throughout the year, the Network will host industry events where lighting trade allies and utility representatives can come together to share information and explore ways to work closely together for the mutual benefit of their shared commercial and industrial customers.



Northwest Trade Ally Network
Commercial & Industrial Lighting

Network website provides enlightening information

Utilities and trade allies will find valuable information and resources at www.northwest-lighting.org, the Network website, including:

- Searchable database of trade allies by markets serviced
- Training and industry events calendar
- Financial analysis and design tools
- Recycling and disposal resources
- Case studies and marketing support materials
- Trade allies can access a searchable database to identify each utility's energy efficiency programs and link to the utility's website

Monthly updates deliver the latest

Northwest Trade Ally Network will publish a bi-monthly electronic newsletter for all participating trade allies. This publication will include:

- Relevant and timely industry news
- Technical information and updates
- Marketing and promotion tips
- Training and industry event announcements
- Utility program information

www.northwest-lighting.org

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