

# ILLUME

## VIRTUAL FOCUS GROUP:

# Energy Contractor Networks

**Prepared by:** ILLUME Advising, LLC

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*Despite our best efforts, clean energy has been hard hit by decreasing consumer demand, supply chain disruptions, and even through prudent contractor measures (like reducing work crews at job sites). These measures have downstream effects on project turnaround times, and ultimately on cash flow. It is estimated that during the month of March alone, more than 100,000 clean energy workers filed for unemployment benefits. Meanwhile, the Solar Energy Industry Association has reported postponement rates of nearly 53% for residential solar, with cancellations not far behind at 19%.*

*As the possibility of an economic recession looms over all of us we know that households and business owners are rethinking energy efficiency retrofits and upgrades. We also know that program administrators and utilities are working hard to find solutions to get programs and projects back online given the dual challenges of safely reopening the economy and the need to support our contractor networks.*

***What is the energy efficiency and renewable industry outlook? How are contractors navigating these challenging times?***

*In this webinar, we explore these and other important questions and brainstorm how to support our contractor networks through these uncertain times. This webinar, part of our continuing series on the impact of COVID-19 on the energy industry, sets up a conversation with our experts as they share their thinking through critical business challenges today, which may have future implications on customer programs, offerings, and utility investments.*

## Event Information

**Webinar:** Virtual Focus Group: Energy Contractor Networks

**Date:** May 28, 2020

**Time:** 12:00p.m. ET/9:00a.m. PT

**Moderator:** Sara Conzemius, ILLUME Founder and Co-owner

# our panelists

## Dallas Howell

Energy Advisor/Sales Manager

N.E.R.D. Power



Dallas Howell serves as N.E.R.D. Power's Sales Manager in Southern Arizona. In his role, Dallas advises residential and commercial customers in the adoption of renewables, retrofits, and energy efficiency upgrades. Prior to joining N.E.R.D. Power, Dallas worked for Solar City as a Renewable Energy Consultant. When he's not involved in creating a more sustainable future, Dallas volunteers in youth sports programs such as the Hills Pro Baseball Camp.

N.E.R.D. Power

Based in Phoenix, Arizona, N.E.R.D. Power prides itself on the impact it makes both on the planet and members of its team. With a presence in Arizona, California, New Mexico, Nevada, and Texas, N.E.R.D. Power offers residential and commercial solar solutions as well as energy efficient products that work to reduce home energy use.



## Lucas Johnson

Western Regional Manager

475 High Performance Building Supply



Lucas is a building scientist who has worked as a builder, utility program manager, enclosure systems consultant, and clean tech venture capital consultant to deliver on standards such as Zero Net Energy, Passive House, Living Future, and even two of his own: SUN Buildings and Active House. Lucas holds a degree in Physicochemical Biology as well as a Master's in Environmental Science and Eco Entrepreneurship. His position at 475 is his dream job since he gets to share his experience by collaborating with architects, engineers, and builders to make their projects cost-effective, carbon negative, healthy, durable, and enjoyable.

475 High Performance Building Supply

Standing at the crossroads in the climate fight, 475 is building the Passive House market through providing best-in-class products and technical knowledge, grassroots organizing, and by advocating for public policy changes. The idea of 475 began with its founders: architects and building scientists, alarmed by the climate crisis, who recognized Passive House technology was an urgently necessary response. The name "475" is a reference to the heat demand requirement of the Passive House Standard, 4.75 kilo BTUs, per square foot, per year.



## Stephen Shinopoulos

Business Development Coordinator

HomeWorks Energy



Stephen's passion for assisting, educating and empowering communities in Massachusetts has fueled his journey through many influential roles. His extensive work in the environmental and education fields allowed him to connect communities and enact positive change. Eventually in joining HomeWorks Energy, the largest State Home Performance Contractor, he has helped thousands of residents reduce their carbon footprint and save money with Mass Save. In his current role as a Business Development Coordinator, Stephen is excited to continue forming meaningful and strategic partnerships and working together to make the world a brighter place.

HomeWorks Energy

HomeWorks simplifies energy efficiency by making it easy for homeowners to reduce their energy costs and carbon footprints. As a Mass Save® partner and the largest Home Performance Contractor in Massachusetts, HomeWorks is proud to be leading the U.S. in energy efficiency. Since 2018, HomeWorks has expanded its service to New York customers in partnership with NYSERDA, Green Jobs – Green New York, Energy Star, and EmPower programs.

## Renee Wilson

President

Rockweiler Insulation Inc.



Renee is the second generation President of Rockweiler Insulation, an independently-owned family business located in Verona, Wisconsin. She is a graduate of the University of Wisconsin Business School and has spent her entire career in the insulation industry. Renee is an active member of many industry and business organizations and serves on the Owens Corning CEE Board of Directors. She also is a past President of NARI Madison.

Rockweiler Insulation

Rockweiler specializes in residential insulation—primarily single-family new construction homes as well as retrofit applications in existing homes. Founded by Gary Rockweiler, the company has been recognized as the region's only Owens Corning® Certified Energy Expert®. Through this program, the company seeks to ensure builders and homeowners receive the best knowledge, workmanship, and warranty in the industry.