Marketing Strategy
2009 Work Plan

2008 Accomplishments

- Attracted 10 new members in 2008
- Established Board of Directors Member Recruitment Subcommittee, May 2008

Marketing Strategy

- Board of Directors established marketing subcommittee in May 2008 to bring discipline, flexibility, accountability and support to BCSE marketing efforts. The subcommittee is chaired by Jeff Moe, Trane. Members include Jared Blum, PIMA and Art Smith, NiSource.
- Objectives:
    - Growth targets – 40 new members by end of 2010; 15 new members by end of 2009
    - Maintain balance in coalition – triad of energy efficiency, renewable energy and natural gas industries

2009 Work Plan

- Working with Board of Directors, build upon and improve existing prospect list
- Continue quarterly electronic marketing campaigns, supported by direct follow up from staff and members
- Host quarterly marketing events – issue briefings, receptions, outreach events
- Improve web-based and electronic marketing materials
- Add staff resources, Laura Tierney to work with Lisa Jacobson on marketing
- Seek marketing partnerships, such as the contingency recruitment agreement with BMA strategies and other consultants