

2019 Annual Report





How Do We Measure Our Impact?

A Message from Executive Director Miriam Aylward

I'm lucky to have thirteen bosses — and I don't say that in jest. The NESEA Board of Directors is made up of thirteen incredibly dedicated NESEA Members, all of whom have extensive experience in building science, business development, renewable energy and more. To make the best use of this resource, we have a mantra: the board is the what, the staff is the how. In other words: the board determines what they want staff to be accomplishing, and the staff supports the board by figuring out how to make their vision a reality.

This mantra comes into play as we think about what kind of impact NESEA is having and what we can do to strengthen that impact. In order to answer these questions, we need data, and in order to gather data, we first need to ask, "What do we measure?"

At the board retreat in May, I asked the board to think through the points of engagement that we currently have at NESEA — the ways that people can interact with our programs and resources. We came up with over 60! Then I asked them to vote on which points of engagement they thought had the most impact on NESEA's mission, and five floated to the top. Some surprised us, and some we expected. In all cases, the data were helpful in guiding our conversation and making decisions. By identifying the points of engagement they believed have the highest impact, the board answered the question of what to measure.

So now staff are faced with a new question: how do we measure our impact? We have always expected our conference sessions to be data-driven; now, we're taking that same approach with NESEA program development. Our first order of business is to establish baseline data over the next six months. The following list contains the five points of engagement the board identified as the most impactful to our mission, and the information we will be taking the time to learn about each:

1. **Participate in Bottom Lines.** What types of businesses are participating in the Bottom Lines program, where do they come from and how big are they, both in terms of revenue and number of employees?
2. **Attend a Pro Tour.** Over the last two years, how many members have attended a Pro Tour and how many non-members? What percentage of Pro Tour attendees were attending their first-ever NESEA event? What kinds of actions did people take after attending a Pro Tour (joining or renewing membership, attending a conference, participating on a committee, etc.)?
3. **Attend BuildingEnergy NYC.** How many people have attended over the last two years, and what have their roles been (speaker, sponsor, general attendee, exhibitor, etc.)?
4. **Attend BuildingEnergy Boston for Two Days.** What's the percentage of people who have attended BuildingEnergy Boston over the last two years for the full event, versus one day or special events only?
5. **Become an Academic Member.** Who are the current Academic Members, and how many students and faculty are connected with each of these memberships?

We will also create an interactive map of NESEA's territory that includes locations of individual and business members, as well as the location of event attendees, which will help us to understand where the people we currently serve are coming from.

Using the data we collect, we plan to sit down with the board again in early 2020 to think about where we have room to grow and where the new opportunities are. Ultimately, this will help us set goals for the years ahead that are in line with our mission and have the greatest impact.

We frequently hear from our 3000+ members with ideas about new events to run, content to cover and projects to visit. We are also lucky to have partners throughout the region whose work is aligned with our own and with whom we collaborate. There is certainly no shortage of work to be done, but our resources and time are also finite. Our hope is that the work we are doing now to measure our impact will allow us to address the challenges presented by our built environment with an acuity equal to the urgency with which we must respond.

Thank you for being a part of our community,



Our Vision

We envision a built environment in the Northeast that is climate neutral, adaptive & resilient, energy independent, architecturally inspiring, & supportive of connection & community.

Our Mission

NESEA advances the adoption of sustainable energy practices in the built environment by cultivating a community where practitioners share, collaborate & learn.

Governance

You can educate yourself on NESEA's behind-the-scenes operations at www.nesea.org/governance. Learn about board meetings, policies, taxes, and more! We are proud of how we operate as an organization, and do our best to keep our members informed.

If there's something you think is missing from the governance section of our website or that you'd like to know about, please contact Executive Director Miriam Aylward at maylward@nesea.org.



Attendees at a BuildingEnergy Pro Tour of an affordable urban midrise in the Bronx

FY19 by the Numbers

- **159 donors** supported NESEA's Annual Fund and Emerging Professionals program
- NESEA Membership grew to **3,168 individuals & organizations**
- **43 companies** became business members for the first time
- NESEA hosted **33 events** across the Northeast, which drew **2287 attendees**
- **15 high-performance projects** were featured as BuildingEnergy Pro Tours
- “Carbon Drawdown Now,” the 2019 BuildingEnergy Boston keynote address, has been **viewed by more than 1,600 people**
- **62 businesses** improved their triple bottom lines through BuildingEnergy Bottom Lines
- *BuildingEnergy* magazine featured **7 peer-reviewed articles** and was distributed to more than **2,500 people**
- **60 NESEA Memberships** and **100 event registrations** were awarded to students and emerging professionals through NESEA's scholarship program
- **233 proposals** were submitted for BuildingEnergy Boston and BuildingEnergy NYC
- NESEA programing was supported by **150 sponsors & exhibitors**
- **48 members** served on the Content Committees for BuildingEnergy Boston and NYC
- BuildingEnergy Boston and NYC featured **73 accredited sessions**
- **64 students & faculty** benefited from NESEA's new academic membership level



Thanks to Our Donors

Fiscal Year 2019:
July 1, 2018–June 30, 2019

NESEA Emerging Professionals Program

These donations provide funding for the administration and program development of the Emerging Professionals Program, making it possible for NESEA to further our efforts to engage and support the next generation of leaders. These donations also allow us to continue to offer resources to individuals early in their careers, including special pricing for events and memberships, and access to our Jobs Board and Resume Bank.

Matthew Broderick
Max Horn
Paul Rinear
The Pat Cooke Fund

BE the Future

BE the Future is NESEA's scholarship program. Sponsors fund passes to BuildingEnergy conferences and one-year NESEA Memberships for current students and emerging professionals.

Bruss Project Management
Michael Bruss
Lauren Brust Moss
David Matero Architecture
Paul Eldrenkamp
Garland Mill
Max Horn
Bob Irving of RH Irving
Homebuilders
Kaplan Thompson Architects
Hank Keating
Jim Kirby
Rob Meyers
Richard Renner | Architects
Brian Roberts
Andy Shapiro
South Mountain Company

Kate Goldstein Fund for Emerging Professionals

Donations to this fund underwrite NESEA's efforts to recognize and support emerging leaders in our community as we continue to diversify our leadership and membership in terms of age, race, and gender identity.

Battle Road Track Club/
New Balance
EN-POWER GROUP
Joy Friedman
Max Parness
Jeannie Plover & Jack Goldstein
Joanna Vanden

Every effort has been made to ensure accuracy in this report. Please report any errors to Executive Director Miriam Aylward at maylward@nesea.org.



Thanks to Our Donors

Fiscal Year 2019: July 1, 2018–June 30, 2019

Sustaining Donors

Sustaining donors commit to supporting NESEA over multiple years. This type of support is critical to our ability to plan for the future. Thank you for your continued support!

John Abrams
Anonymous
Laurie Boosahda
Kris Brill
Michael Bruss
Lauren Brust Moss
CHA Architecture
David Panich, AIA
Architect
Martine Dion
Paul Eldrenkamp
Devan Folts
George Penniman
Architects
Mark Ginsberg
Bruce Harley
Daniel Hildreth
Jenna Ide
Phil Kaplan
Hank Keating

Claudia King
Tom Konrad
Jennifer Marrapese
Rob Meyers
Fortunat Mueller
Petersen Engineering
Richard Renner
Matt Root
Andy Shapiro
Gina Sieber
John Skipper
Ben Southworth
The Pat Cooke Fund
Truth Box
Valley Home
Improvement
Rachel White
Yule Development Co.
ZeroEnergy Design
Eric Zimmerman

Annual Fund Donors

\$0 to \$99

Clifford Babbirk
Robert Benz
Warren Berger
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Joan Bozer
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Aline Euler
Kevin Gilligan
Peter Gorer
Robin Gorrell & Ken Hotopp
Robert R. & Tannie M. Grogan
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Mark Hoffman
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Jim Kirby
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Maclay Architects
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Eleanor Perlman
Cammy Peterson
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RJ Aley Building Contractor
Nate Scaglione
Raymond Sebold
Gina Sieber
Geoff Spitzer
M.A. Swedlund
Michal Szydlowski
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Two Storey Building
Maura Zlody

\$100-\$249

Lianne Andreucci
Andrew M. Sidford
Architects, PC
Architerra
Laurie Boosahda
Frank Briber
Matthew Broderick
Lance Brown
Lisa Carey-Moore
David Panich, AIA Architect
Decumanus Green
Design/Build
Rochelle Dein
Douglas Donnell
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Dan Helmes
Joy Friedman
Mark Ginsberg
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Catherine Miller
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Deanne & Christopher
Riddle
Matt Root
Rountree Architects
John Rountree
Christopher Royer
RST Thermal
Deborah & Imre Szauter
John Skipper
Ben Southworth
Tom Southworth
Peter Staecker
Steveworks
studioWEBSTER
Richard Toole
Eric Zimmerman

\$250-\$499

377 Builders
Battle Road Track Club/
New Balance
Devan Folts
George Penniman
Architects
GO Logic
Jennifer & Newell Isbell
Shinn

Dan Kolbert
New Commons
Robert Norman
John Powell
Laura & Gil Richardson
Betsy Stefany
Kohta Ueno
Rachel White

\$500-\$999

Abode Energy Management
Cotuit Solar
Emerald Builders
EN-POWER GROUP
Bruce Harley
Phil Kaplan
Hank Keating
Kevin Browne Architecture
Claudia King
Rob Meyers
Mighty Roots
Richard Renner
Andy Shapiro
Sparhawk Group
Peter Temple
Joanna Vanden
ZeroEnergy Design

\$1,000+

John Abrams
Anonymous
Baukraft Engineering
Kris Brill

Bruss Project Management
Michael Bruss
Lauren Brust Moss
CHA Architecture
Christopher DeFlumeri
Martine Dion
E2 Solar
Paul Eldrenkamp
Gotham 360
Nancy Hazard
Daniel Hildreth
Max Horn
Virginia Judson
Tom Konrad
Landmark Services
Hillary Maharam &
David Pill
Jennifer Marrapese
Fortunat Mueller
Petersen Engineering
Jeannie Plover & Jack
Goldstein
Mary Quigley & Mollie
Babize
Steven Silverman
Taggart Construction
The Green Engineer
The Pat Cooke Fund
Truth Box
Valley Home Improvement
VSECU
Yule Development Co.

Fiscal Year 2019 Financials

ASSETS

Cash \$107,962
Short-Term Investments \$114,219
Accounts Receivable \$56,778
Fixed Assets \$201,738
Other Assets \$70,665
Total Assets \$551,362

LIABILITIES & EQUITY

Total Liabilities \$499,295
Total Equity \$52,068
Total Liabilities & Equity \$551,362

STATEMENT OF ACTIVITIES

Year	2019	2018	2017
Income	\$1,269,207	\$1,203,266	\$1,280,718
Expenses	\$1,240,193	\$1,278,663	\$1,353,606
Net Income/Loss	\$29,014	\$(75,397)	\$(72,888)

The financial information for fiscal year 2019 is unaudited data. NESEA is a 501(c)(3) non-profit organization. Our IRS Form 990 is available at www.nesea.org/audits-tax-returns.

Lifetime members James Petersen & Jennifer Marrapese celebrate Jennifer's 9+ years of service as NESEA's Executive Director at BuildingEnergy Boston.



NESEA Lifetime Members⁺

John Abrams
Amelia Amon
Mitch Anthony
Cindy Barber
Tedd Benson
Eric Bluestone
Les Bluestone
Steve Bluestone
Dave Boettcher
Tedrowe Bonner
Erica Brabon
Michael Bruss
Jean Carroon
Chungha Cha
Howard Chong
Bruce Coldham
Caitriona Cooke
Darien Crimmin
David Davenport

David Dilts
Katherine DiMatteo
Martine Dion
Paul Eldrenkamp
Nicole Faulkner
Jason Federspiel
David Foley
W. Kent Gano*
Michael Gimbrere
Elizabeth Glynn
Kate Goldstein*
Richard Gottlieb*
Robert Grogan
Larry Harmon
Thomas RC Hartman
Joe Haskett
Nancy Hazard
Susan Hazard*
Kent Hicks

Michael Hindle
Doug Holmes*
Max Horn
Jenna Ide
Gerard Ives
Phil Kaplan
David Keefe
Steve Kurkoski
Jo Lee
Warren Leon
Carol Levin
Paul Lipke
Steve MacAusland
Jennifer Marrapese
Christina McPike
Rob Meyers
Thomas Mills
Fortunat Mueller
Ken Neuhauser

Carolyn Newhouse
Heather Nolen
Jonathan Orpin
Andrew Padian
James Petersen
Mary Quigley
Bernice Radle
Richard Renner
Marc Rosenbaum
Laurence Saunders
John Schnebly
Andy Shapiro
Steven Silverman
Chris Sirois
Jodi Smits Anderson
Ben Southworth
Linda Stansfield
Kate Stephenson
Marc Sternick

Bill Stillinger
Marilyn Strong*
Steven Strong
Damon Strub
Lois Sturm
Peter Taggart
Peter Temple
Tom Thompson
Fred Unger
Henry Vandermark
Juliana Keyes
Vandermark
Andrew Webster
Rachel White
Robert Wills
Alex Wilson
Jonathan Wright

**In Memoriam*

**As of June 30, 2019*

“

My grandparents had a camp in Maine, now shared among eight cousins. Of course, I can just show up, enjoy my quiet time, and come home. But my best years are the times when we get together and chip in - we re-shingle the roof, or put in a new sink, or dig drainage trenches around the foundation. That's when I feel like I have skin in the game, and when I become a real part of the team. At NESEA, it's the same. The more I put in, the more I get back. I've now made a lifetime investment in the organization that feeds me in my work. It's not often that I get to do that, and I'm glad I've had the chance." – *Andrew Webster, studioWEBSTER*