How Do WeMeasure 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:

Attendees at a BuildingEnergy Pro Tour of an environmental education center in Albany, NY
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,

M.J. Aylward

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**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](http://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](mailto:maylward@nesea.org).
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 programming 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!

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Raymond Sebold
Gina Sieber
Geoff Spitzer
M.A. Swedlund
Michal Szydlo ski
Nick Teaford
Two Storey Building
Maura Zlody

2019 BuildingEnergy Boston keynote presenters Jacob Racusin, Chris Magwood, and Ace McArleton
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**

<table>
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<tr>
<th>Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
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<tr>
<td>Income</td>
<td>$1,269,207</td>
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<td>Expenses</td>
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<td>$1,353,606</td>
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<td><strong>Net Income/Loss</strong></td>
<td><strong>$29,014</strong></td>
<td><strong>$(75,397)</strong></td>
<td><strong>$(72,888)</strong></td>
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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.
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