

FY21 Annual Report

July 1, 2020–June 30, 2021



Faces from the virtual BuildingEnergy NYC 2021 Closing Reception.



NESEA

NORTHEAST SUSTAINABLE ENERGY ASSOCIATION

Northeast Sustainable Energy Association (NESEA)
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What is “good” light?



From the BuildingEnergy Boston 2021 keynote session, "Light + Justice," with Edward Bartholomew and Mark Loeffler.



Strategic Planning: The Quinquennial

A Message from Executive Director Miriam Aylward

quinquennial | adjective \ kwin-'kwe-nē-əl

1 : consisting of or lasting for five years

2 : occurring or being done every five years

A lot can happen in five years. Children can be born and start attending school, U.S. presidents can commence and complete their terms, and communities can wrestle with and reinvent what it means to foster connection in a time of physical separation. At NESEA, five years is the interval at which we reassess our strategic priorities and this year, we began anew.

In early 2021, we convened a dedicated group of volunteers to form a Strategic Planning Working Group chaired by NESEA Board Member Matt Root. This group has guided our process over the last 10 months by designing and facilitating stakeholder focus groups, wordsmithing survey questions, and so much more.

Over the summer, with the support of the Strategic Planning Working Group, we were able to collect survey responses from 132 people and hold five open focus groups attended by 62 members of our community. We asked our community to tell us about their demographic identities and how they have engaged with NESEA. We asked how our programming has and could better support their work and professional development. We also asked our favorite question, “If money and time were no object, what would you like to see NESEA do next?”

This fall, our fearless Program Director, Flo MacGregor, began the process of coding the data we have collected and identifying trends, opportunities, and challenges. Over the next three months, the NESEA Board of Directors will use the input from our community to draft new strategic priorities to guide our next five years. The board is scheduled to make a public announcement unveiling the new strategic plan in early 2022. Before then, I wanted to take a moment to highlight three of the seven priorities from the 2017 strategic plan, and reflect on how they have helped to shape the last five years of NESEA’s programming and impact.

Goal #1

Review all existing and developing programs through the lens of a clear and transparent content curation process, giving priority to development of an online platform as a place to share and discuss generated content.

Successes:

- The individuals who serve on our Board of Directors now have a clear job description, and we’ve transitioned the nomination process into an open application, encouraging people who haven’t served in leadership roles at NESEA to step up and share their thoughts.
- The content curation process for both BuildingEnergy Boston and BuildingEnergy NYC includes an open meeting, a leadership team of four, and a committee of up to 30 volunteers who help to deliberate and select the sessions that get presented.
- With necessity as our motivator, we have delivered four fully virtual conferences that allowed for dialogue and collaboration, and we have incorporated virtual connection into every single program that NESEA runs.

Challenges:

- Although we have maintained an online community for the 60+ companies in our Bottom Lines program on a third party platform, we have struggled with how to create and maintain a single place where members of the NESEA community can come together to network and learn from each other.

Goal #2

Continue to deepen NESEA's programmatic focus to include Commercial and Institutional.

Successes:

- Expanded BuildingEnergy NYC and solidified it as a pillar of NESEA programming
- Highlighted commercial and institutional projects on Pro Tours and in conference content and dedicated an issue of our magazine to the commercial and institutional theme
- Built partnerships with manufacturers and institutions and co-hosted events for this sector

Challenges:

- NESEA has traditionally focused on residential and multifamily projects: given our finite resources, how can we also offer comprehensive content and programming for people who work in commercial and institutional spheres?

Goal #3

With an initial focus on Emerging Professionals, broaden the demographic diversity of NESEA membership to better reflect the constituency NESEA serves.

Successes:

- Established new membership levels, points of entry, and events for students, emerging professionals, and academic departments and institutions
- Began collecting demographic data about our event participants, with the hope of understanding how our community identifies and how we can continue to make it a place where all feel welcome.
- Launched an award honoring the contributions of an emerging leader in our community
- Hosted anti-racism workshops for NESEA Members and leadership.

Challenges:

- We have just scratched the surface of the work that needs to be done. What are we best suited to do so that we can have the most impact possible?

Thank you to everyone who participated in the process of providing input into our new strategic plan! I look forward to sharing more information in the coming months and welcome any questions you might have in the meantime.

With appreciation,



Miriam Aylward, NESEA Executive Director

Governance

You can learn about NESEA's behind-the-scenes operations at nesea.org/governance. We are proud of how we operate as an organization, and do our best to keep our members informed. If you think something is missing from the governance section of our website or if you'd like to know more, please get in touch.

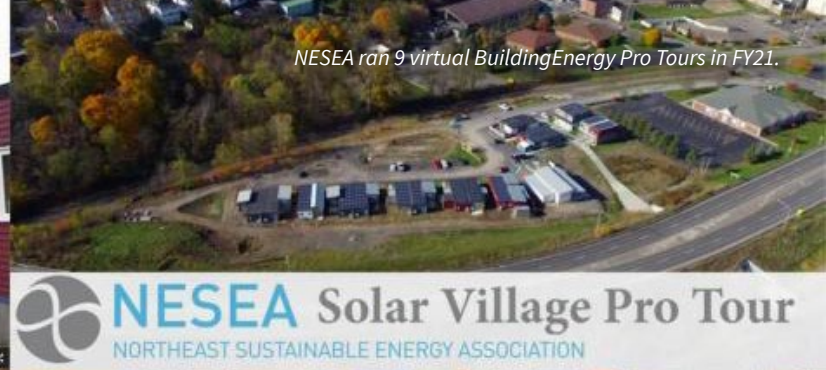
Every effort has been made to ensure accuracy in this report. Please report any errors to Executive Director Miriam Aylward at maylward@nesea.org.

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

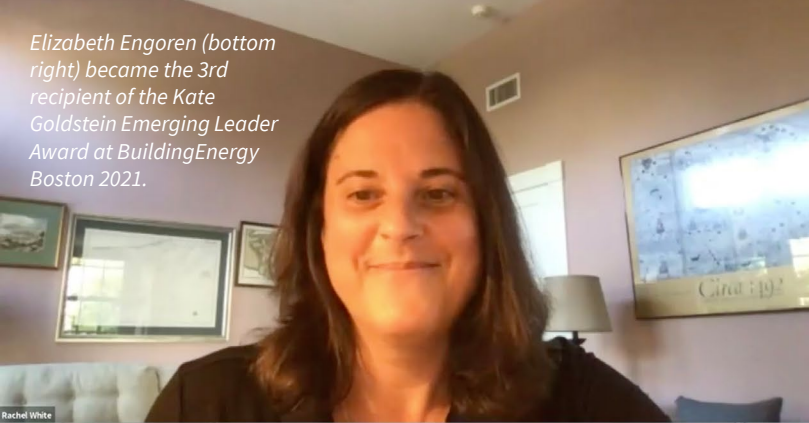
NESEA's mission is to advance the adoption of sustainable energy practices in the built environment by cultivating a community where practitioners share, collaborate & learn.



FY21 by the Numbers

- Over **3200 individuals and organizations** showed their commitment to NESEA through membership.
- 32 companies became **first-time NESEA Business Members**
- **20 schools** gave 180 students and faculty access to NESEA programming through academic membership.
- We continued to engage **59 member companies** in our BuildingEnergy Bottom Lines business development program.
- **9 BuildingEnergy Pro Tours** featured high performance projects throughout the Northeast.
- NESEA received over **5000 registrations** for our events.
- We celebrated **NESEA's 45th Anniversary** with a special edition of our magazine, *BuildingEnergy*. Nearly 100 people contributed to this special edition.
- 230 individuals, companies, and households **supported NESEA with donations**.
- We offered **3 workshops on creating anti-racist organizations** to NESEA Members and leadership. 127 people participated.
- **39 scholarships** for NESEA programs were awarded to students and emerging professionals.
- We ran **3 virtual conferences** (BuildingEnergy Boston and NYC 2020; BuildingEnergy Boston 2021) featuring nearly 100 curated sessions.
- **144 students** took advantage of free passes offered to academic members to attend NESEA conferences.
- We launched **2 Methods & Materials Showcases** highlighting the work of 40+ industry partners.
- We offered **on-demand access** to 40 conference sessions and webinars through our website.

Elizabeth Engoren (bottom right) became the 3rd recipient of the Kate Goldstein Emerging Leader Award at BuildingEnergy Boston 2021.



Rachel White



Dorit Ziv



Keirstan Field



Elizabeth Engoren

Thanks to Our Donors

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.

Bessma Aljarbou
Battle Road Track Club / New Balance
Mehmet Bereket
Lance Brown
EN-POWER GROUP
Max Parness
Jeannie Plover & Jack Goldstein
Arthur Salzillo
S.C. Steele
Kurt Teichert
Peter Temple

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. In FY21, these donations also made it possible for us to offer scholarships to our programming to dozens of students and others early in their careers.

Michael Bruss
Byggmeister, Inc.
Nancy Ludwig
The Pat Cooke Fund

Annual Fund Donors

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 Gary Wersinger
 Rachel White
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 Jonathan Wright
 Tim Wulling
 Barbara Wurst
 Ed Yaker
 Yule Development Co., Inc.

FY21 Financials

STATEMENT OF ACTIVITIES

Year	FY20/21	FY19
Income	\$1,941,704.89	\$ 1,266,962.97
Expenses	\$1,835,835.23	\$ 1,248,644.99
Net Income/Loss	\$105,869.66	\$ 18,317.98

ASSETS

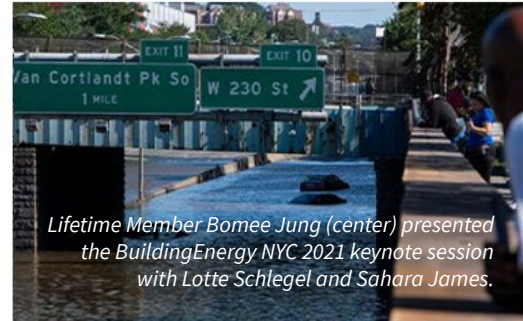
Cash	\$294,439
Accounts Receivable	\$70,314
Other Current Assets	\$67,911
Fixed Assets	\$5,515
Other Assets	\$112,840
Total Assets	\$551,019

LIABILITIES & EQUITY

Total Liabilities	\$263,220
Total Equity	\$287,799
Total Liabilities & Equity	\$551,019

The financial information for fiscal year 2021 is unaudited data. NESEA is a 501(c)(3) non-profit organization. Our IRS Form 990 is available online at www.nesea.org/audits-tax-returns.

FY20 and FY21 have been combined because BuildingEnergy Boston 2020 spanned both fiscal years. Total liabilities as of June 30, 2021 include a forgivable PPP loan (\$119,573) and unearned income (\$63,724). All numbers exclude depreciation and paid time off liability adjustments for simplicity. NESEA is a fiscal sponsor for the Cooler Communities program, those numbers are excluded from these financials.



Lifetime Member Bomee Jung (center) presented the BuildingEnergy NYC 2021 keynote session with Lotte Schlegel and Sahara James.

NESEA Lifetime Members⁺

John Abrams
 Amelia Amon
 Mitch Anthony
 Cindy Barber
 Tedd Benson
 Andrew Blair
 Les Bluestone
 Steve Bluestone
 Eric Bluestone
 Dave Boettcher
 Tedrowe Bonner
 Erica Brabon
 Michael Bruss
 Jean Carroon
 Chungha Cha
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 Bruce Coldham
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 David Dilts
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 Michael Gimbrere
 Mark Ginsberg
 Betsy Glynn
 Kate Goldstein*
 Richard Gottlieb*
 Robert Grogan
 Larry Harmon
 Thomas RC Hartman
 Joe Haskett
 Susan Hazard*
 Nancy Hazard
 Kent Hicks
 Michael Hindle
 Doug Holmes*
 Max Horn
 Jenna Ide
 Gerard Ives
 Bomee Jung
 Phil Kaplan
 David Keefe
 James Kirby
 Stephen Kurkoski
 Jo Lee
 Warren Leon

Carol Levin*
 Paul Lipke
 Stephen MacAusland
 Jennifer Marrapese
 Nathaniel May
 Christina McPike
 Rob Meyers
 Thomas Mills
 James Moriarty
 Lauren Moss
 Fortunat Mueller
 Ken Neuhauser
 Carolyn Newhouse
 Heather Nolen
 Jonathan Orpin
 Andrew Padian
 James Petersen
 Mary Quigley
 Bernice Radle
 Richard Renner
 Marc Rosenbaum
 Tom Rossmassler
 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
 Stephen Stuart
 Lois Sturm
 Peter Taggart
 Peter Temple
 Tom Thompson
 Fred Unger
 Henry Vandermark
 Juliana Keyes Vandermark
 Ellen Watts
 Andrew Webster
 Rachel White
 Robert Wills
 Alex Wilson
 Jonathan Wright
 *In Memoriam
 *As of October 1, 2021

“ I became a NESEA Lifetime Member to show appreciation for the fact that I've been continuously learning at NESEA events for years.” – Mark Ginsberg, Curtis + Ginsberg Architects