

ONWARD WE GO



NESEA ANNUAL REPORT

NORTHEAST SUSTAINABLE ENERGY ASSOCIATION

JULY 2011 - JUNE 2012
WWW.NESEA.ORG

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Photos throughout report are a courtesy of:
Matthew Cavanaugh, NESEA Staff unless otherwise indicated





WHAT WE DO . . .

NESEA ADVANCES THE ADOPTION OF SUSTAINABLE ENERGY PRACTICES IN THE BUILT ENVIRONMENT.



HOW WE DO IT . . .

NESEA IS A CONNECTOR.
WE CONNECT PROFESSIONALS TO:

EACH OTHER

IDEAS

THE COMMUNITIES THEY SERVE



WHERE WE WORK . . .

WE ARE ACTIVE IN 10 NORTHEASTERN STATES:

CONNECTICUT

DELAWARE

MAINE

MASSACHUSETTS

NEW HAMPSHIRE

NEW JERSEY

NEW YORK

PENNSYLVANIA

RHODE ISLAND

VERMONT



CAUSE FOR OPTIMISM

Last year was a difficult year for NESEA. But I'm not freaked out. In fact, I'm feeling really optimistic.

In many ways, last year represented the "perfect storm." Almost everything that could have gone wrong financially, did. NESEA's membership numbers and Sustainable Green Pages listings continued their steady decline since the housing market crash in 2009. BuildingEnergy registration and exhibitor numbers declined. We lost substantial donations from two longtime donors whose funding focus shifted and whose portfolios suffered at the hands of a lackluster economy.

We knew before the year even started that we were going to run a budget deficit in Fiscal Year 2012. We even budgeted for it. We invested heavily in staff, hiring a membership coordinator and communications coordinator. We also invested in our technology infrastructure, launching a new website, supported by a new, more nimble database. We knew it would take time for these investments to pay off. Unfortunately, the deficit we ran was larger than anticipated due to the factors I mentioned above.

There was a lot of bad news. And yet there is cause for optimism - huge optimism.

Let me tell you why I am feeling so optimistic about my tenure here and the momentum we're building.



Since last year we have:

- Succeeded in becoming really, really clear on what our current members value about NESEA. Become much better at communicating that. Succeeded in getting members to communicate it on our behalf, to help us grow our community from a most authentic place.
- Designed and developed a website that is easy to read and navigate - that helps you figure out where you fit in within our community.
- Reinvented the *Northeast Sun* as *BuildingEnergy Magazine*, a peer-reviewed journal that celebrates NESEA's members and its programs.
- Held a conference that, by all accounts other than revenue, was our best ever. 97% said they would recommend it to a friend.
- Engaged dozens of emerging professionals and interns, and helped a few find permanent jobs.
- Developed systems for tracking the impact of our marketing and communications outreach.
- Attracted the best pool yet of five Zero Net Energy Building Award applicants.
- Secured matching donations from more individuals than at any other time in recent NESEA history.
- Identified partners who can help us handle parts of the business that are not our core strength or that would cost us money we can deploy elsewhere:
 - ◇ EnergySage, who has helped us create a year-round virtual Green Buildings Open House tour and bring valuable information about renewable energy systems to the marketplace.
 - ◇ Renewable Sales, Mitsubishi, and Siemens, who underwrote successful NESEA member events to keep current members engaged and introduce new ones into the fold.
 - ◇ Cammpus/Heatspring Learning Institute, who will coach our presenters through creating online content, host it on their site, and allow us to do what we do well -- promote the BE Masters Series within our membership and our BE audience.

And here are some early indicators that Fiscal Year 13 will be brighter:

- After two years of steady decline, membership has finally plateaued. And of the 700 or so NESEA members we currently have on board, more than 200 of them (about 30%) are really active - a much higher percentage than in the past. We have a strong base from which to grow again, particularly now that the tools are in place, and we've learned a lot about what works (and what doesn't) with respect to membership.
- In response to members' requests to connect with other sustainable energy practitioners year round, and not just at BE, we are poised to launch several "Communities of Practice" on our new website. These communities will serve as a forum in which NESEA members can share with each other what's working (and what's not) in service of a more sustainable built environment.
- Sponsorships for FY13 are far exceeding what was committed last year at this time. For the first time in my NESEA tenure, we've attracted sufficient sponsorship dollars for Green Buildings Open House to break even . . . and more importantly, to serve our community of practitioners through tours targeted at NESEA practitioners.

NESEA's reason for being is to advance the adoption of sustainable energy practices in the built environment. The rest of the industry is finally catching on as well. Last year's bottom line fails to tell the whole story. It doesn't tell the story of the momentum we're building, one practitioner at a time.

So I'm incredibly optimistic. I'm invested in this organization and this community, not just professionally, but also personally, as I complete my own deep energy retrofit and prepare to showcase my home on this year's Green Building Open House tour.

Now's the time for you to invest as well. Invest in NESEA and in our future in a way that makes sense for you. If you're not a member, join. If you are a member, consider donating or sponsoring above and beyond your membership contribution. Or give the gift of NESEA membership to a colleague to help grow the choir. Invest in the community that is building your knowledge base, your practice, your career, and a more sustainable built environment.

Visit us at nesea.org to learn more.

Many thanks.



Jennifer J. Marrapese
Executive Director
Northeast Sustainable Energy Association

REACHING MORE PRACTITIONERS WITH BUILDING ENERGY BRAND

The BuildingEnergy (BE) Conference continues to get great reviews from those that attend. Participation in BE has, however, been declining over the past five years. Should we be concerned? Yes. We cannot overcome declining revenues through “belt tightening” indefinitely. But more importantly, attracting lots of practitioners to BuildingEnergy is the cornerstone of accomplishing our mission: to advance the adoption of sustainable energy practices in the built environment. Yet there have been fewer attendees year after year.

Advancing sustainable energy in the built environment. That is what we do. Through our programs, most importantly, BuildingEnergy, NESEA is the catalyst.

Building practitioners are who we serve. They are our customers. Like any entity that depends on the goodwill of its customers, NESEA is continuously challenged to provide programs and services that building practitioners want and need. In turn, to remain viable, especially in a difficult economy, practitioners must continuously provide higher quality services and products and do it more affordably.

In the past five years, many design firms, contractors, manufacturers and other businesses have struggled or even gone out of business. Some businesses and organizations, however, have thrived despite the economy. What does NESEA need to do to be successful today?

In 2012, the NESEA Board of Directors rallied around seven directives. These include: rebranding NESEA programs to be “BuildingEnergy” programs, redesigning NESEA’s Green Buildings Open House, expanding NESEA’s programs in the New York City area, initiating collaborations with trade publications who can help us spread the word to new audiences, improving the BE Conference planning and implementation process, clarifying the role of membership in NESEA’s mission, and recognizing and building on BE as the model from which other programs are developed. (For further explanation of each board directive, see my *Letter from the Board Chair* in the Fall 2012 issue of *BuildingEnergy Magazine*.)

Clarity about who we are, what we do, how we do it, and for whom is paramount to our success. There is consensus within the Board that “BuildingEnergy” is a clearer, more descriptive term than “NESEA”. The organization remains the Northeast Sustainable Energy Association, but we need not be limited to the NESEA acronym in telling the world about what we offer.

Reaching new practitioners is the lifeblood of achieving NESEA’s mission. Yet, in the past it has often been a challenge for someone who has benefited from BuildingEnergy to explain what NESEA is to a new prospect. The “elevator pitch” has scarcely started before the prospect reaches the penthouse! “BuildingEnergy,” on the other hand, is an improvement because it is descriptive both of who we are and what we do.



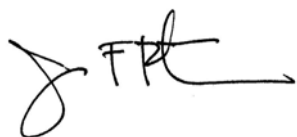
The BuildingEnergy Masters Series is an example of the power of simplifying our branding language. The BuildingEnergy Conference has a stellar reputation, but attendees must forgo office time and incur expenses to attend. Social media and the Internet have advanced the effectiveness of remote learning. The BuildingEnergy Masters Series provides another way to experience BuildingEnergy-caliber content and community year round in a more convenient, less costly way. The BuildingEnergy Masters Series allows us to leverage what we do best in another medium.

We also envision a retooling and re-launching of Green Buildings Open House as “BuildingEnergy Tours”. BuildingEnergy Tours will complement the BE Conference and BE Masters Series, which are more akin to classroom learning, by providing on-site, hands-on learning opportunities with actual high-performance buildings in the field.

So now you get the picture – it starts with the BuildingEnergy Conference, extends to the BuildingEnergy Masters Series, BuildingEnergy Tours, *BuildingEnergy Magazine*, and so on and so forth. Even a marketing amateur like me can understand how this will help NESEA reach more practitioners.

I hope you’ll join us in our effort to spread the word more effectively. I welcome your thoughts.

James Petersen

A handwritten signature in black ink, appearing to read 'J. Petersen', with a long horizontal flourish extending to the right.

Board Chair

Northeast Sustainable Energy Association

***“Clarity about who we are, what we do, how we do it,
and for whom is paramount to our success.”***

BUILDING ENERGY 12

By all accounts except financially, the BuildingEnergy12 Conference and Trade Show was NESEA's best ever. Chaired by Robert Leaver, of New Commons, the conference welcomed nearly 3,000 sustainable energy practitioners to the Seaport World Trade Center in Boston, March 6-8, 2012. Our attendees architects, engineers, builders, facilities managers, developers and educators – gave the conference excellent reviews, with more than 97% of those surveyed indicating that they would recommend the conference to a colleague.

Nearly 200 emerging professionals and students attended BE as well - an audience that is essential to NESEA's future growth and vitality. We've received reports from approximately 15 of them who credit their attendance at BE, and their involvement with NESEA, in helping them land their most recent job!



HERE'S A SAMPLING OF WHAT OUR ATTENDEES HAD TO SAY:

"Conference attendees are leaders in the EE industry and the topic areas are fresh and relevant to discussions in the EE industry."

- Jennifer Kallay, Synapse Energy Economics

"What distinguishes BE from other conferences? Cutting edge sustainable thinking & technical knowledge. A desire to evaluate approaches honestly and intelligently in order to move the profession(s) forward. A collegial interchange of ideas about best practices, as well as larger conceptual ideas. BE has been enriching my practice for 20+ years. There is a wealth of information, from technical to conceptual, to draw on. I have met colleagues here who have changed the quality of my work and approaches for the better."

- Mary Kraus, Kraus-Fitch Architects, Inc.

"I always bring something back with me that I can use: a connection, a new aspect of a technology, new or better ways to do things, and new things for me our students, and faculty to think about."

- Don Bein, Cape Cod Regional Technical High School

"Does BE enrich my practice? Always, every year. Even as the "right answers" shift, I am learning more building science and developing an ability to evaluate the new answers on my own. Presenters offer a great balance of the local gurus you know and trust, with new experts, and even, encouragingly, those who are not yet expert but have very interesting ideas to share."

- Rachel Stevens, Maryann Thompson Architects

"I liked the draw of people and the great case studies of what is working and what isn't. It sure beats published papers as a way of figuring out what's going on out there."

- Matthew Dahlhausen, AmeriCorps

"Spoken of highly by local architects and builders. I have two buildings in the beginning of development that have aggressive energy efficiency goals."

- Matthew Peters, Avesta Housing

"BE offers the best and the brightest programs. It is cutting edge and it is inclusive of all skill levels. BE (and NESEA) is an amazing learning laboratory that has all of the professionals checking their ego at the door. The level of openness and encouragement to growth and exploration is just amazing!"

- Stephen Stuart, Sustainable Solutions

"I use this conference for both long term program planning as well as an immediate better understanding of building science."

- Marie McMahon Meehan, National Grid

"It has the best reputation of all the Green conferences that I am aware of."

- Graham Salzberg, Tocci Building Co

Highlights from BUILDING ENERGY 12 included:



Keynote Experience: The Only Way to Predict the Future Is To Design It

This facilitated conversation between three NESEA practitioners sharing their breakthrough thinking and practice drew an audience of over 500 people. At the close, NESEA presented a \$10,000 check to the winner of NESEA's Zero Net Energy Building Award, Sara Ross.



NESEA "Clean Tech" Night on a Boat

Well over 200 people joined our networking party/cruise around Boston Harbor. Awards were presented for Professional Leadership and for Distinguished Service to NESEA. A warm tribute was offered on the passing of solar education pioneer and beloved NESEA member, Richard Gottlieb.



What the Pros Want To Know

One of the most popular tracks this year brought in the stars of the high performance building industry to talk about what's on their drawing boards.



Passive House Tours of the Trade Show Floor

Katrin Klingenberg of Passive House Institute US led two specially designed tours of the trade show floor that zeroed in on the best Passive House related products and services. A hit with attendees, we will expand on the theme of expert-led tours at the BE13 trade show.

BUILDING ENERGY MASTERS SERIES (BEMS)

BUILDING ENERGY ALL YEAR: TAKE A MASTER CLASS

Inspired by content presented at BuildingEnergy, the BE Masters Series is an evolving year-round, web-based professional development curriculum for practitioners in renewable-energy and high-performance building. Participants can earn continuing education credit or credentials.

Over several weeks, each course will explore in-depth a single topic or set of ideas. For anyone new to NESEA, a BE Masters Series course will also serve as an introduction to our community, with its many possibilities for connecting with potential business associates and/or mentors.

ONLINE LEARNING, BUILDING ENERGY STYLE

Besides offering the typical assignments and recommended reading, these courses allow for as much interaction and mentorship as a participant chooses. That, after all, is the BE way. That means a mix of both online and in-person lectures when possible, scheduled "office hours" during which students can reach the instructor, and easy-to-use discussion forums.

READY, SET, LAUNCH!

In May 2012 we launched our inaugural BEMS course, "Passive House: The Future of Building in the US?" taught by Paul Eldrenkamp and Mike Duclos. Each student received a phone call from the instructors on the first day of the class and a packet with the textbook and other NESEA-related materials, then worked their way through a series of videos, reading assignments, quizzes, and homework. Here's what they said about the training:

"The course load averaged 5 hours per week. There was a lot of variability in my schedule so I was glad the format was so flexible."

"I learned a ton, but also have new-found respect for how much there is to know to do Passive House the right way. I can definitely apply what I learned to my job."

"Great instructors – I felt lucky to have their attention for such a sustained period."

Biggest opportunity for improvement: "... deeper and more frequent interaction between the students and the instructors."

A pretty good start, we think. We're working on integrating a discussion wall into the course page to promote more interaction within the course, and we're also going to roll out progress trackers so the instructors can see who's engaged and who's not.

A revised and improved version of the Passive House Training will be available this fall, along with two new Building Energy Masters Series Offerings: Zero Net Energy Homes with Marc Rosenbaum; and Innovation Workshop: Developing & Implementing Nature-Inspired Ideas with Randall Anway.

In parallel, we're developing a certificate program to for the BuildingEnergy Masters Series – our goal is to build a sustainable program that facilitates the dissemination of deep expertise. We'll continue to keep the community informed, and always welcome volunteers or feedback. If this sounds interesting to you, contact Mary Biddle, mbiddle@nesea.org, to let her know how you'd like to get involved.

GREEN BUILDINGS OPEN HOUSE



On October 1st, 2011, 504 host sites from Maine to Pennsylvania opened their doors to provide tours for an estimated 11,000 people for NESEA's Green Buildings Open House. GBOH is the largest annual sustainable energy event in the Northeast. It operates in conjunction with the American Solar Energy Society (ASES) National Solar tour of the first Saturday of every October.

2012 marks the 17th year that the GBOH program has inspired thousands of individuals to learn about and implement energy efficient and renewable energy solutions in their homes, farms, schools, office buildings, multi-family residential buildings and commercial properties. The tour allows visitors to see firsthand, energy efficiency and renewable energy improvements in their communities, motivates them to adopt similar solutions for their own buildings. GBOH also connects visitors with the professionals who can provide them with sustainable energy services or energy efficiency retrofits.



GBOH is organized and marketed by NESEA with extensive help from a dedicated corps of volunteer organizers throughout NESEA's ten-state region, including NESEA chapters, local and regional energy organizations, renewable energy business owners and sustainable energy advocates.

NEW FOR 2012

This year, we'll be rolling out some changes to our Green Buildings Open House website that will make it easier than ever to research the technologies you're most interested in, to plan your tour, and to find the practitioners who can help you with any project you take on as a result of being inspired on the tour.



NESEA is partnering with NESEA member Energy Sage to host and enhance our GBOH listings. The new format will give each host the opportunity to share online, with potential visitors, what motivated them to implement their sustainable energy, and what advice they have for others who might consider similar investments. It will also allow hosts to provide case study data so that visitors can see their energy savings and the financial returns on their investments. Each case study includes information about the brands and vendors involved in each project, with links to their websites to provide useful information to our visitors and added visibility for our members. Through these links, visitors can also view related case studies beyond those featured on the GBOH tour, and can "visit" our tour sites virtually, year round.

We'll also be offering special tours this year, along with continuing education credits, to professionals in the building industry who have an interest in increasing their knowledge of Deep Energy Retrofits, Net Zero and Passive House homes. The tours will be led by well known NESEA members, architect Henry MacLean and BE13 Chair Paul Eldrenkamp among them, and will be followed by a professional workshop and networking event.

We are also conducting a study this year to learn more about the extent to which the GBOH program inspires consumer investments in clean technology. We have lots of anecdotal data about people who have undertaken sustainable energy projects as a result of attending GBOH. Now it's time to expand that data set and learn more about how widespread the impact of these tours has been since we started hosting them in 1995.

THIS YEAR IN NESEA MEMBERSHIP

Meet-Ups, Sharing, and Learning Year Round

In Fiscal Year 2012, we invested heavily in serving our members better by hiring a full time membership coordinator and by launching a new, interactive, community-driven website, supported by a more nimble database. We piloted a new model of member meet-ups: BuildingEnergy-style learning sessions held on-site at NESEA members' headquarters. These meet-ups have been successful on all fronts: they bring qualified prospects into the facilities of the members who host them; they allow NESEA the opportunity to provide valuable, low cost programming to its members, and they give NESEA members additional opportunities throughout the year to connect, share and learn.

Here's a bit more on our membership milestones over the past year:



September 2011



November 2011



February 2012

August 2011 -- NESEA staff conducted a survey of current members, potential members and former members to learn more about which benefits they value most. One of the key things we learned is that many of you are members of other professional organizations, but you joined NESEA (or stayed with NESEA) because of the community – specifically the opportunity to learn from your peers. This knowledge has informed much of what we've done, on the membership front, over the past year.

September 2011 -- NESEA chapter GreenHomeNYC hosted to our annual meeting at Hunter College's Institute for Sustainable Cities in New York City. The meeting was book-ended by some incredibly cool building tours, facilitated by Andy Padian, and a keynote by Projjal Dutta, "Taking the Car out of Carbon."

November 2011 -- NESEA hosted its first multi-chapter and membership meet up at Mitsubishi's training facility in Southborough, MA. Mike Duclos, of DEAP Energy Group, facilitated a conversation between Architect Bill Maclay and Project Manager Ben Cumbie on building net-zero homes and commercial buildings. Mitsubishi staff was on hand to answer questions about their products as well. This inaugural meet-up attracted more than 90 practitioners, giving both NESEA and Mitsubishi a great platform through which to reach a new audience.

January 2012 -- Based on the success of the November Mitsubishi event, Mitsubishi offered a technical training on the mechanical systems that make net-zero buildings possible for a smaller audience of NESEA members.

February 2012 -- Billed as a "pre-game" event for BuildingEnergy12, NESEA and gold-level sponsor Renewable Sales co-hosted a discussion, "Understanding Risks and Rewards: A Conversation on Community Solar," facilitated by The Cadmus Group, featuring a case study from the Town of Natick and from the City of Medford. MA Department of Energy Resources spoke about its solar programs (e.g., SolarizeMass with MassCEC, SunShot Program grant), as well as support that it can and has provided to Massachusetts municipalities. A crowd of more than 50 practitioners also enjoyed dinner and a tour of Renewable Sales' facility.



April 2012



May 2012



June 2012

March 2012 -- NESEA members sported their "flair" at BE 12, donning buttons that said, "I am, Are you?" and "Ask me about membership." A slogan was born, as NESEA-vangelists recruited members on our behalf!

April 2012 -- A group of approximately 15 NESEA members gathered for an all day charrette to contemplate the future of 50 Miles Street, NESEA's headquarters in Greenfield, MA. The day was capped off with a dedication of NESEA's new 12 kW PV array, donated by Renewable Sales, to lifetime NESEA member Richard Gottlieb, who passed away in February 2012.

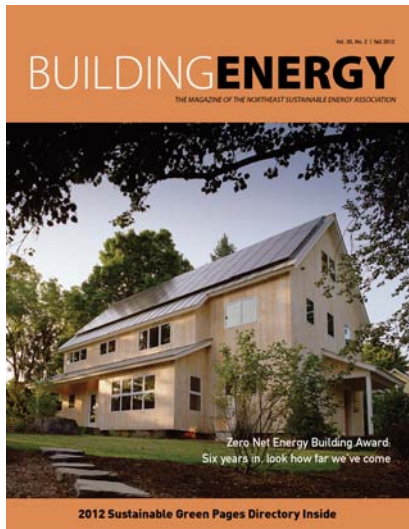
May 2012 -- NESEA announced changes to its membership structure - simplifying from 11 to 7 membership levels so we could spend less time on administration, more time serving you and helping you promote your business. NESEA also launched a new, clearer, more appealing nesea.org website.

NESEA partnered with Siemens to offer Solar Exchange in Rutgers, New Jersey, a previously underserved part of our territory. Almost 300 practitioners attended this day-long event, which was intended primarily to educate practitioners about the latest happenings in the solar industry. Participants included photovoltaic researchers, utility representatives, manufacturers, developers, OEMs, integrators and others -- in short, all sorts of practitioners we'd love to welcome into our community! The day also included a tour of Rutgers' Livingston Campus and its impressive, 1.4 MW solar array.

June 2012 -- NESEA hosted a meet-up and tour of dasHaus. Our friends at the German American Chamber of Commerce invited us to hold a reception for our members on their visit to Cambridge, MA. Combined with a tour of the dasHaus pavilion, a traveling display of energy efficient technologies and building techniques, members gathered to hear a welcome address from Paul Eldrenkamp, and were given tours of the pavilion to learn about the technologies on display. Nearly 100 people were in attendance, including the deputy consul from the German consulate in Boston, Claudia Schuett.

"One of the key things we learned is that many of you are members of other professional organizations, but you joined NESEA (or stayed with NESEA) because of the community – specifically the opportunity to learn from your peers."

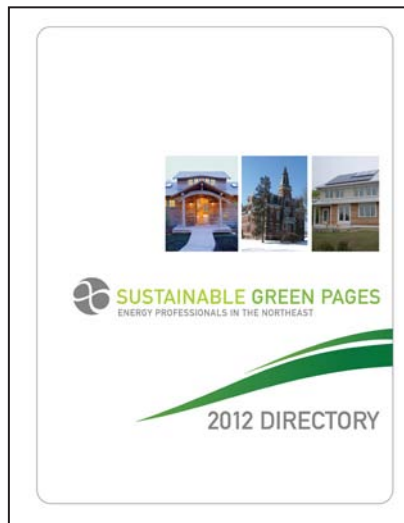
BUILDING ENERGY MAGAZINE (FORMERLY THE *NORTHEAST SUN*) SUSTAINABLE GREEN PAGES



Published twice each year, *BuildingEnergy* Magazine contains articles by sustainable energy experts, most of whom are NESEA members, as well as NESEA program news and book reviews. The magazine content is guided by an Editorial Advisory Board of NESEA members.

Last year, we incorporated a more formal peer-review process into the magazine to ensure that as many of the articles as possible are vetted by a respected energy professional.

This year, we anticipate we'll be exploring our options for digital delivery of *BuildingEnergy* Magazine, as well as additional distribution strategies for hard copies to expand our reach and our value to advertisers. As always, we hope you'll let us know what you think of these changes as we roll them out!



The Sustainable Green Pages (SGP) is the premier resource for sustainable energy professionals in the Northeast. It is available online at www.nesea.org/sgp and in hard copy in the fall issue of *BuildingEnergy* Magazine. It lists sustainable energy professionals with more than 30 specialties, from architectures and builders to energy auditors and renewable energy equipment manufacturers.

In 2012, we made a few small improvements to the SGP in conjunction with the launch of our new website -- including indicating NESEA membership with each listing if appropriate, and offering multiple listings with higher levels of business membership. We plan to seek your input in 2013 on further enhancements to the SGP. For example, should we develop a mechanism for allowing users to review the providers listed? Should we sell ad space within the SGP? Should we indicate how long each of our SGP listees have been NESEA members? Should we list their professional credentials and/or affiliations? Again, we hope you'll let us know how we can better serve you.

CELEBRATING THE LEADING PRACTITIONERS IN SUSTAINABLE ENERGY



Carter Scott



Ethan Drinker



Mary Kraus

Zero Net Energy Award

After intense deliberation, the judges awarded the 2012 Net Zero Energy Building Award and \$10,000 prize to the Ross family residence in Amherst, Massachusetts. In the words of the judges, "This Deep Energy Retrofit, the first such project to receive the NESEA award, provides an excellent example of how the construction industry should be upgrading our existing building stock to be more efficient and livable."

Designed by Andrew Webster, of Coldham & Hartman Architects, the home features synergistic integration of building systems that address the envelope, air-tightness (about 1.0ACH50 for a retrofit), passive heating opportunities, LED lighting and mechanical strategies that reduced the energy requirements to excellent levels. Based on their attention to a whole-building approach, the Ross family's PV system was not only able to meet the remaining building load but provided an additional 30% of renewable energy back to the grid.



Derrill Buzzy

While not all entries could be awarded first place, all had elements that were truly first-place quality. It speaks well of NESEA that the quality of the entries has increased year after year since the inception of the award.



Putney School

NESEA is gearing up for this year's Zero Net Energy Building Award. Entries are due by December 15. For more information, visit nesea.org/awards/zero-net-energy-building-award.



Distinguished Service Award (DSA)

Since 1993, the annual Distinguished Service Award has recognized a NESEA member who has made a significant contribution to the organization or to the practice of sustainability. Anyone in the NESEA community can nominate someone. All the previous award recipients vote on the nominees after deliberation via an online forum. The award is announced in March at the BuildingEnergy conference and trade show.

The 2012 recipient is Fred Unger, a longtime NESEA member who for many years has been doing outstanding work to further our mission. Fred is president of Heartwood Group, a company that develops environmentally responsible real estate projects, as well as providing consulting and development services in the renewable energy and building industries.

From Jamie Wolf, 2004 DSA recipient:

“Fred was a critical partner in one of the most successful initiatives I’ve taken part in, the transition from the college and hotel based conferences to the (then ambitious notion) BuildingEnergy Conference at the World Trade Center that now identifies the core of NESEA’s brand. As with most things Fred proposes, it was contrary to and impatient with the status quo at NESEA. It was a sort of insurrection. It also proved Fred right and NESEA is supremely better for his commitment.

In every case, those that failed and those that led to success, Fred has been an adamant believer in and advocate for a premise that is bedrock for both of us. The NESEA community, and the ethos expressed by the living practices of those who proudly identify themselves as its members, is the heart, soul, and promise of a sustainable future for the Northeast.

Indeed, where would we be without Fred goading us forward?”



Professional Leadership Award (PLA)

This recently established award recognizes exemplary professional practice coupled with exceptional humanity. The recipient is someone who is regarded as a leader in his/her professional field, is a whole systems thinker incorporating a multi-disciplinary approach to practice and is immensely generous in sharing his/her knowledge, skill and experience with the world at large. This year Lifetime NESEA member Marc Rosenbaum, of Energysmiths, and South Mountain Company, received the award.

From Fred Unger, 2012 DSA recipient:

“Marc Rosenbaum is simply the best building engineer on the planet, bar none. He has been the best teacher many of us in NESEA have had over the decades. The buildings he helps create are amazing models of quality, energy efficiency and sustainability. He has been a passionate advocate for NESEA and for searching out the truth and the reality in all the NESEA endeavors he has been engaged. There is nobody more truly deserving of this award.”

FINANCIAL SUMMARY

Statement of Financial Position June 30, 2012

ASSETS

| | | |
|------------------------|-----------|----------------|
| Cash | \$ | 4,864 |
| Short Term Investments | | 333,417 |
| Accounts Receivable | | 29,272 |
| Fixed Assets | | 249,982 |
| Other Assets | | --- |
| Total Assets | \$ | 617,535 |

LIABILITIES & NET ASSETS

| | | |
|---|-----------|----------------|
| Total Liabilities | \$ | 116,374 |
| Total Equity | | 501,161 |
| Total Liabilities & Net Assets | \$ | 617,535 |

Statement of Activities

| | 2012 | 2011 | 2010 |
|-------------------|------------------|------------------|------------------|
| Income | \$ 890,902 | \$1,134,780 | \$1,254,507 |
| Expenses | <u>1,029,796</u> | <u>1,123,903</u> | <u>1,237,744</u> |
| Net Income | (138,894) | 10,877 | 16,763 |

The financial information for fiscal year 2012 is unaudited data. NESEA is a 501(c)(3) non-profit organization. Our IRS Form 990 is available online at www.nesea.org and at www.guidestar.org

DONORS

NESEA would like to thank its many donors for their commitment to the practice of sustainability and dedication to the association. Individuals wishing to help advance our mission with financial support should contact our office at 413-774-6051 or through our website at www.nesea.org. Our non-profit status makes all gifts tax deductible

Leader Donor - \$1,000 and up

Anonymous
Boston Foundation
Bruce Coldham
Caitriona Cooke
Paul Eldrenkamp
EFI (Energy Federation Inc.)
GreenHome NYC
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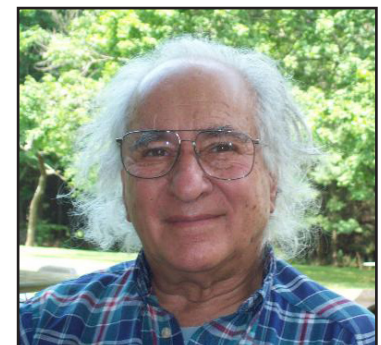
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