

Launching the Smart Energy Living Alliance

DIRECTOR'S CORNER

W

e are excited to announce a merger, an expansion and a new name.

The Colorado Energy Science Center has merged with E-Star™ Colorado to create the Smart Energy Living Alliance. E-Star Colorado is now the E-Star Division of the Smart Energy Living Alliance. The Colorado Energy Science Center name is now a historical artifact.

More than a year ago, the boards of both organizations began exploring the merger. Staff and key funders agreed that a merger made sense. Both organizations provided education and information and collaborated with utilities and energy-efficiency providers as they worked to strengthen the energy marketplace and create a more sustainable energy future.

- CESC has offered programs since 2001 that help homeowners make energy decisions.
- E-Star pursued its mission of advancing energy efficiency in housing since 1995 with programs for builders, contractors, code officials and energy auditors.

The CESC board, including new board member Doug Smith who also served on E-Star's board, began a strategic planning process. Most of our key funders and partners provided input. We settled on a new mission statement: Helping people make smart energy decisions. And we picked Smart Energy Living Alliance as the new name because it describes how we will do our work.

Our new organization will continue to partner with utilities and energy-efficiency companies to transform the market for energy efficiency and renewable energy. We will work together to educate consumers. *Smart Energy Living* magazine is a great example of this collaboration. Smart Energy Living Alliance is more than our name - it is our approach for transforming the energy marketplace. And we're already growing. We are hiring five new staff, making us a 10-person organization and we are moving into bigger office space. As we launch the Smart Energy Living Alliance, we will work with our partners to more clearly define what it means to be part of this organization. We will

invite utilities, energy-efficiency companies and individuals (the ultimate decision makers on home energy efficiency) to join the alliance.

The opportunities for energy efficiency and renewable energy have never been greater. Let's work together to build a better energy future.

Pat Keegan
Executive Director
Smart Energy Living Alliance