



Energy Independence Program
In partnership with
Energy Upgrade California in Sonoma County

Contractor Forum

Thursday, January 17, 2013 4:00-5:30pm
Energy Independence Program Storefront, 404 Aviation Boulevard, Santa Rosa, CA

Also available via [ReadyTalk](#) Webinar
Access Code: 5656476 Call-In Number: (866) 740-1260

AGENDA

1. Welcome and Introductions	4:00 – 4:05
2. Program Updates and Announcements <ul style="list-style-type: none">a. PACE Financing Updateb. Energy Upgrade California Updatec. Flex Package Updated. Efficiency First – Chris Conee. Holiday Closure Datesf. Survey Results	4:05 – 4:25
3. Marketing, Education & Outreach <ul style="list-style-type: none">a. Direct Mailerb. Door Hangersc. Digital Adsd. Next Steps	4:25 – 4:45
4. Web Tools and Site Development	4:45 – 5:00

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a. Action Plan b. Website c. Contractor Portal	
5. Attendee Feedback, Requests and Next Steps	5:00 – 5:30

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