



PGE C&I Clean Wind

Messaging & How to Increase Sales in a Rough Economy

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2009: Challenge or opportunity?

Facing a tough economy in 2008, PGE revitalized its Clean Wind product for its C & I customer base with an emphasis on making stronger connections with its customers and the Portland business community.

- Recognize – seeing green beyond renewables
- Collaborate – network
- Engage – hitting the streets
- Reward – Clean Wind Benefits



Seeing Green

- Recognizing green strides
 - Identify & applaud businesses implementing a comprehensive approach to sustainability – not *just* buying RECs.
 - Conduct initial and ongoing Green Assessment with new customers, rewarding:
 - Recycling
 - Energy Efficiency efforts
 - Commuter programs
 - LEED certifications
 - Identify areas for continued focus if needed
 - Provide info on available local resources



Community Collaboration

- Identify sustainability focused organizations within service territory
- Establish referral relationships
 - Sustainable Business Network
 - City of Portland BEST Business Center
 - Portland Business Alliance
 - Westside Transportation Alliance
 - City of Gresham – GREAT



Engaging the Little Guy

- Developed new sales team composed of top residential sales reps to focus on small business outreach.
 - face to face canvassing and phone banking
 - Spurs competitive sustainability while developing local Renewable Business Communities
 - Focused effort around Green Power Challenges
 - Provide unique marketing assistance opportunities for small business customers



Customer Benefits: a Win-Win

- Reorganized Clean Wind Benefits program to increase reward to C & customers
 - Offer a package of free marketing assistance to each customer, recognized as Platinum through Bronze
 - Benefits such as coupon books & online business directory create synergy with residential market.





Clean Wind Benefits 2009

Commercial & Industrial Customer Benefits Clean WindSM Renewable Power

	Platinum	Gold	Silver	Bronze
Personalized Ad in Oregonian or Portland Business Journal <i>Ad will appear within three months of your enrollment</i>	X			
Press release <i>Timing to be coordinated with your PR goals; usually release is sent within one month of your enrollment.</i>	X			
Exclusive 100% Renewable window decal	X			
Eligible for profile in PGE Renewable Report newsletter with coupon option	X	X		
Profile on GreenPowerOregon.com <i>PGE's green community Web site. Profile will be posted within three months of your enrollment.</i>	X	X		
Recognition at customized employee event <i>PGE provides a customized event to educate your employees on your commitment to buy green power</i>	X	X		
Inclusion in page dominant Oregonian and Business Journal Ads <i>Platinum level receives premium recognition, Gold receive secondary recognition, Silver get tertiary mention. Limit 25 characters maximum. See the back of this page for more details.</i>	X	X	X	
Engraved recognition plaque - Presented at annual customer recognition event	X	X	X	
Invitation to annual customer recognition event <i>Previous VIP presenters of awards include Senators Wyden and Smith</i>	X	X	X	X
One-time listing in "welcome new customers" ad in Portland Tribune				X
Framed certificate of enrollment - Delivered within one month of your enrollment	X	X	X	X
Listing in Renewable Report Newsletter - Circulation 62,000+ customers <i>Listing also appears on PortlandGeneral.com and GreenPowerOregon.com</i>	X	X	X	X
Marketing toolkit: CD of photos, Web graphics and marketing messages	X	X	X	X
Eligible for inclusion in PGE's Green Community Coupon Book	X	X	X	X




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Customer Profile: Elephants Delicatessen

A locally owned company since 1978, Elephants Delicatessen was a pioneer in the gourmet food industry in the Pacific Northwest and now has four locations. As a specialty store and catering company, Elephants offers a complete menu prepared from scratch daily by in-house chefs, as well as a catering company, gourmet food baskets and gifts.



The flagship location in NW Portland also features a full cocktail bar and grill, the Garden Room for private dining, and a wide assortment of cheese, homemade pastries, breads, sandwiches, salads and desserts.

Why did Elephants Delicatessen decide to purchase renewable energy?

"We have always made our commitment to the environment a top priority," said Anne Weaver, CEO of Elephants Delicatessen. "Our business practices have always reflected a positive impact on the environment, but in the past few years our vision has grown as we examined every corner of our company and asked ourselves how we could make positive changes with little impact on the earth. Using PGE's renewable energy was an easy decision to make."

What are some of your other "green" initiatives?

"Over the past decade, we have been proactive about adopting workplace policies that have low impact on the environment. Our most recent "green" strategy includes adopting a new box lunch container for all our catering and take out uses that is 100% biodegradable. The box is made from renewable, sustainable resources such as corn and potatoes and 100% recyclable fiber board." For more information, including locations and hours, visit [Elephants Delicatessen](#) online.



- Online renewable business directory
- Monthly online coupons to renewable businesses
- Business profiles
- Carbon calculator



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