

Paul Johnson, Candidate for Small Business Representation, EEAC
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STATEMENT OF INTEREST:

As someone passionate about energy efficiency, I'm proud to be part of one of the leading energy efficiency programs in the United States. My fundamental interest is in seeing that the EEAC do everything possible to maintain that pre-eminent position. I have spent the last ten years as representative of small energy efficiency businesses, because I see these businesses as the heart and soul of Massachusetts' effort to preserve the planet from dangerous warming—and because I myself am a businessman who is also a LEED A.P. (Accredited Professional) and feel that as such I have an important contribution to make.

Given the rate of global warming, I feel that the work of EEAC is both vital and urgent. It is important that we act as quickly as we can to reverse some of the major trends of our time. Because of the importance of energy efficiency to me personally, I am committed to working to insure that our state achieves all feasible energy efficiency possibilities.

I feel that over the last ten years as a member of the EEAC I have worked hard toward goals I believe in deeply. I am proud not only to be on the Council but to be the representative of the businesses that are carrying out the work in the field that will continue to save energy. As a life-long businessman myself I understand what the small businesses are up against and I am determined to make their work more effective and more rewarding.

I know personally how challenging the insulation business can be, and how precarious its profitability often is, with ever-rising material costs, difficulty finding employees, and challenges in identifying and converting customers now that the low-hanging fruit is gone. My interest is to insure that working as a small business contractor in the Masssave program is a worthwhile endeavor—that it is a profitable, secure and satisfying business with a solid future and potential for expansion.

Therefore my interest is in helping to craft the Masssave program so that it works for the small business contractors that work in it. I am determined to make sure that contractors make a fair profit for the work they do, that they are assured a dependable year-round flow of customers whether generated by the contractors themselves or by the lead vendor, that contractors are adequately compensated for their increasingly costly marketing efforts, that contractors can be confident that the rules of the game remain consistent over time, and that they will be supported in the effort of finding workers, training them, and paying them a living wage.

QUALIFICATIONS:

My principal qualification for this position is my ten years on the Council. In fact I have been attending Council meetings since the Council began in 1998. As a Council member since 2013, I have an impressive attendance record, having missed only two meetings in ten years. I estimate I've contributed 250-300 hours per year to this work, including attending other Council-related meetings and workshops, studying lengthy reports, meeting with contractors and PAs, and monthly outreach to a range of contractors.

As a result, I have a deep and thorough understanding of how the EEAC works, and I have built a decade of relationships within the Council that make it possible for me, working with others, to be effective.

Given my belief that it is the small business contractors who ultimately make energy efficiency a reality, my 15 years in the insulation business (including 6 years as an HPC) give me a connection to the boots on

the ground that few if any other members of the Council can claim. I know what an energy audit entails because I have done so many of them. I've done blower door tests. I've made my way through attics, pushing aside family Christmas tree ornaments, and cellars inhabited by things that I don't want to remember.

In addition to this practical experience, I am well versed in all aspects of green building as a LEED A.P., which certifies me to consult and monitor progress on applying for and achieving highest energy efficiency in commercial and residential buildings in pursuit of acquiring platinum, gold, or silver certification. I consulted on the first LEED-certified multi-family building in Brookline.

Equally important, I have been a businessman since I was high school kid with a lawn-cutting business (my high school was one of my first clients). I know what it means to be an entrepreneur—and why one out of every four new businesses don't make it through the first year. I know the time and effort required to get customers, as I learned as owner/manager of five sporting goods stores, producing print ads, tv commercials, a national mail order catalogue, and regular newsletters, as well as working with various public interest campaigns for which I produced a weekly cable TV program, organized conferences, and produced print ads. I promoted energy efficiency for cities and towns with an op ed in the Boston Globe called "Going Green Doesn't Have to Mean Going Broke" (attached).

My personal experience in business supplies my qualifications for this position, but this experience has been greatly enhanced by working with the Council and talking with the contractors who have shared their issues with me. We no longer meet at the IHOP to talk business over coffee and pancakes as we once did, but we stay in touch through phone calls and emails. I know the contractors, I care about their problems, I bring their views on relevant topics to the Council, I encourage them to participate in the public comment, and I have been working hard to make working for Masssave work for them.

MY ENERGY EFFICIENCY BUSINESS:

My business has involved both commercial and residential energy-efficiency work, usually with a team of three to eight employees. My equipment investment includes a \$100,000 damp-spray rig, as well as combustion safety and blower-door testing equipment, infra-red cameras, and a range of testing and insulation installation equipment.

My insulation business focused initially on new construction with damp-spray cellulose; we then got into the more challenging retro weatherization of existing buildings when the utility companies began offering rebates; we conducted energy audits and installed energy efficiency measures as a Home Performance Contractor. My business is currently focused on consulting on energy efficiency for commercial and residential buildings, helping to determine the best and most economical approach to achieve maximum energy efficiency within budget, including the best high efficiency HVAC equipment and the best approach to insulating/weatherizing particular buildings, including information of available incentives.