



BTEC 2010 Program Plan and Budget

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Developing the 2010 Program Plan

- Sent out member-wide survey in September
 - Over 60% response rate
- The Board and staff developed a plan for 2010 using this feedback
- The plan is based on a budget that we believe is practical and achievable—not a “Dream Budget”

Plan in a nutshell...

○ **\$240,000 budget**

- 20% increase in total revenues to date in 2009

Program Services:



Administrative:



2010 Plan Breakdown

Program-Related

- Government Affairs
- Education and Outreach
- Research and Analysis

Revenue-Related

- Member Development and Fundraising

Administrative

- Management
-

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Why these three areas?

As a trade association, BTEC aims to grow the market for products and services provided by those in the biomass thermal industry

- **Government Affairs** advocacy helps create public policy that recognizes the benefits of biomass thermal energy
- **Education and Outreach** activities educate consumers, policymakers, and investors on these benefits
- **Research and Analysis** projects provide the needed data for these stakeholders to make informed decisions related to biomass thermal energy

Government Affairs

- **Purpose:** To advocate for public policies that recognize the energy savings and efficiencies that can be provided through the use of biomass in direct heat and combined heat and power applications
- **Two government affairs consultants:** *Orion Advocates and Jack Ferguson & Associates*

Main Activities

- Represent the interests of the biomass thermal industry in Washington
- Communicate activity and other issues of interest to members
- Create action alerts, template letters to Congressmen, and other initiatives to engage members in BTEC advocacy efforts
- Work with Government Affairs committee to develop advocacy material
- Provide coordinating support for BTEC member Congressional fly-in

Education and Outreach

- **Purpose:** To develop educational resources and events on topics within biomass thermal energy
- **Audience:** Members, policymakers, industry leaders, media, consumers, and other stakeholders.

Member-Specific Activities:

- Communicate BTEC activities and other information through web, email, print, and other mediums
- Develop education and outreach initiatives in E&O Committee or project-based working groups

Public Activities:

- "Biomass Thermal 101" educational resources
- Standard BTEC slide library with talking points
- Maintain and update BTEC website
- Monthly newsletter and other email updates
- Webinars, workshops, or other events (with sponsorship)

Research and Analysis

- **Purpose:** To develop research in areas where little is currently available for the biomass thermal industry
- **Why:** To ensure sound public policy and to provide industry with much-desired market data

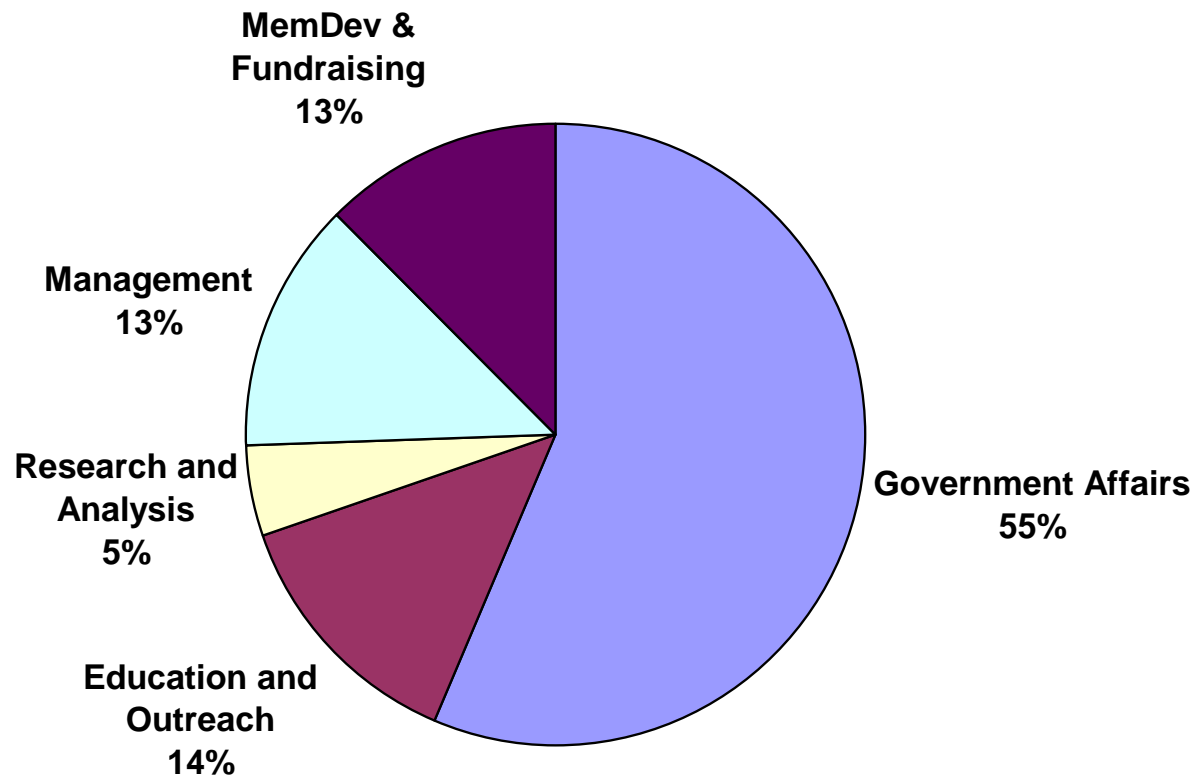
Main Activities

- Explore opportunities for government and foundation funding for projects
- Develop research and analysis proposals in R&A Committee or project-based working groups

Possible Projects:

- Economic impact study; analysis of the development of the European market; environmental impact and emissions footprint analysis; comparison of federal/regional/state incentives.

2010 Budget Breakdown



Summary

○ **\$240,000 budget**

Program Services:



Administrative Services:



○ **As resources grow, so will the benefits and services provided to members**