



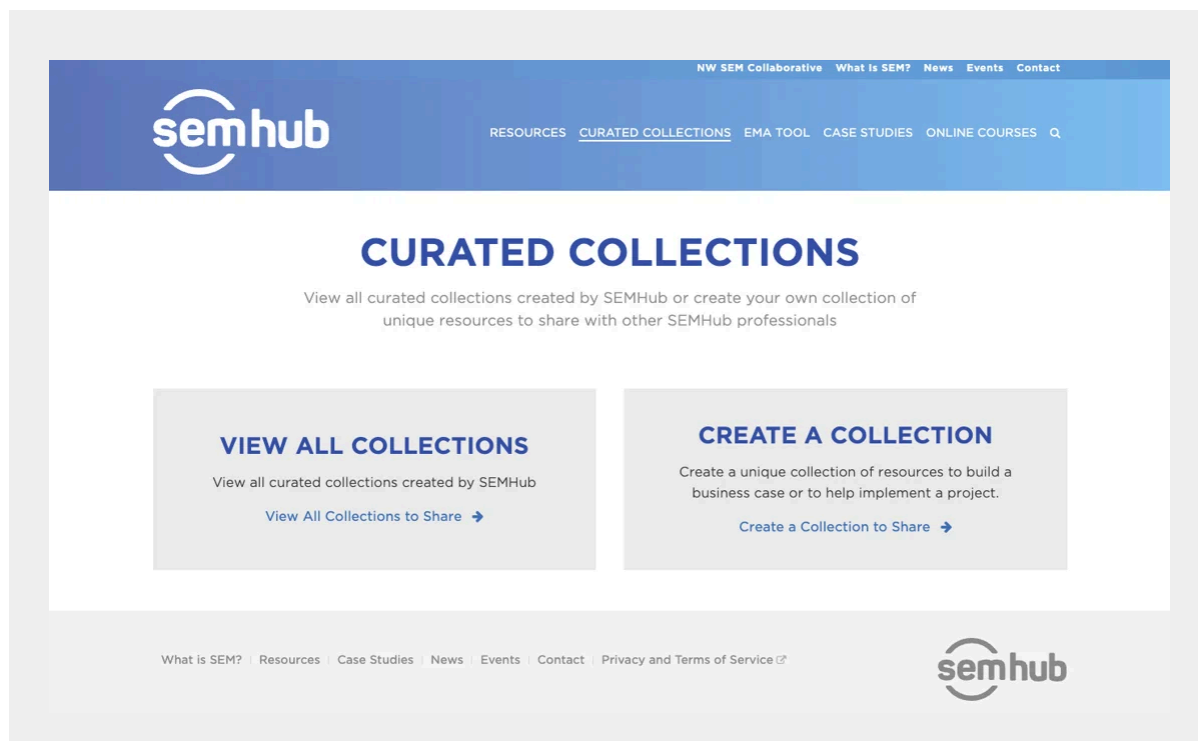
## SEMHub Q3 2023 Updates & Resources

Welcome to the September 2023 newsletter from SEMHub—a community of Northwest practitioners dedicated to saving energy through strategic energy management. If you have questions about SEMHub, or have content you'd like to see featured, [contact us](#).

### Curated and Customized Content Collections

The new [Collections page](#) at SEMHub.com gives you easy access to pre-bundled resources organized around a single topic, including M&V, SEM 101, and employee engagement. If there's a collection that doesn't yet exist that would be helpful for your team or your clients, you can create your own resources bundle within the SEMHub platform. And finally, if you have a great idea or would like to request a useful collection topic and would prefer that we create a collection for you, just drop us a line at [info@semhub.com](mailto:info@semhub.com).

[View or Curate Collections >](#)



### Open-and-Shut Case Studies

We have recently revamped the [SEMHub case studies page](#). Check out the new look, and email your case studies to [info@semhub.com](mailto:info@semhub.com) if you'd like them to be included.

[View the Case Studies >](#)

### Fall Workshop Update: Next Level SEM

**October 19 | Portland, OR**

The [2023 Fall Workshop agenda](#) has dropped, which means it's game on! Register today to claim your spot among your peers for a full day of in-person networking sessions and breakout discussions of SEM theory and practice.

[Register Now >](#)



## North American Collaborative Integration Update

The Northwest SEM Collaborative is continuing to plan for its integration into the North American SEM Collaborative (NASEMC) coming up in 2024, including by identifying membership benefits, leadership roles, and a support structure for the integration. Both groups are also involved in the design and delivery of this year's Fall Workshop on October 19, which will include a joint presentation on the latest integration updates.



## North American SEM Collaborative Leadership Spotlight: Pamela Birkel

*With work underway to bring the Northwest SEM Collaborative under the wing of ACEEE and the North American SEM Collaborative (NASEMC), we will be spotlighting NASEMC leaders with Northwest roots who support the national platform with our regional perspective.*

**Pamela Birkel** currently serves on the NASEMC leadership team as the Membership Chair and the Working Group Chair. With the Northwest SEM Collaborative in the process of merging with NASEMC, Birkel is confident that the Northwest will continue to have a leadership role in the national SEM conversation. "SEM started in the Northwest," said Birkel. "The North American SEM Collaborative understands the Northwest's pioneering role in making SEM happen. We are excited to merge groups and work closely together to achieve our lofty and noble goals. It feels good to have such a great group of people working together to improve the planet."

Birkel first participated with the Northwest SEM Collaborative in 2014, when she started working at Cascade Energy. Now serving as Cascade Energy's SEM Director, Birkel believes more than ever in our region's importance to the national progress of SEM—particularly as it relates to decarbonization. "The Northwest is so passionate about using SEM as a positive force," she said. "The SEM group has been incredibly effective at achieving energy savings, and they'll be even more effective at achieving decarbonization goals."

To Birkel, the growing number of companies and governments committing to decarbonization means that SEM theories and practices will only grow in importance in the coming years. "So many organizations have ambitious goals," said Birkel, "but they don't know how to achieve them. We can help them get there through SEM."

[Learn more or join the North American SEM Collaborative >](#)

### NEW RESOURCE

## Enabling SEM to Support Decarbonization in the U.S.

SEM has been an important driver of energy and cost savings for industrial and commercial customers over the past two decades. But SEM programs were originally designed to prioritize "avoided energy consumption," not to track carbon savings or address a dynamic and variable power grid. To help meet ambitious U.S. decarbonization targets, SEM programs would benefit from expanding their scope to help customers adopt emission reduction solutions such as electrification, demand-side management (DSM), on-site renewables, optimal use of batteries, and reductions in supply chain emissions. [This new paper from ACEEE](#) explores the policy, regulatory, economic, and program design challenges and opportunities that may arise when broadening SEM programs.

[View All SEMHub Resources >](#)



## It's All About the SEM Journey

Even when organizations understand the profound benefits of SEM, they can struggle to know how to start. To help demystify the crucial first strides of the SEM journey, this [BetterBricks blog post](#) outlines for your customers proven steps and critical milestones to ensure that SEM efforts gain buy-in from staff to lock in long-term value.

[Learn More >](#)

SEMHub is brought to you by the [Northwest Energy Efficiency Alliance \(NEEA\)](#), and the following project sponsors:



To learn more, visit [SEMHub](#).

Northwest Energy Efficiency Alliance, 700 NE Multnomah Street, Suite 1300, Portland, OR 97232

[Unsubscribe](#) [Manage preferences](#)