



Media Release

Stephen Koch: Elected New Chair of the Board of Directors for Canadian Energy Efficiency Alliance

(Mississauga, Ontario, September 30, 2010) The Canadian Energy Efficiency Alliance Board of Directors is pleased to announce the appointment of Stephen Koch as Chair of the Board.

“This is a very exciting time for CEEA - as energy efficiency is beginning to take a priority role in Canada’s overall sustainability plan. Leadership will be a key factor in our success, and the drive and determination Mr. Koch has shown for making real advancements will ultimately benefit all Canadians. As a long time advocate for energy efficiency in Canada as Executive Director of NAIMA Canada, he has built a reputation for sound judgement and fair business practices that fit well with the mission of the organization. A well known speaker at energy efficiency conferences and a sought after participant on councils and committees, he possesses the right qualifications to be Chair of the Canada Energy Efficiency Alliance,” said Ken Elsey, President and CEO of CEEA.

Recently, CEEA published its National Energy Efficiency Report Card. For the first time since it was initially published, all jurisdictions received a passing grade. Canada’s federal government received a B+ for implementing the ecoENERGY retrofit program. The program helped save Canadians \$339 million in energy costs in the first year and is expected to increase to almost \$500 million by early 2011. These savings will continue annually for years to come! For the complete report go to:

<http://www.energyefficiency.org/News.html>

Stephen Koch commented, “I am committed to the organization’s priorities of enhancing the energy efficiency of new home construction and renovations, the development of Energy Efficiency Standards for products, as well as improvements in our transportation sector as North America moves to alternative vehicles. I am confident in delivering significant progress on these fronts with the support of the terrific staff at CEEA and our Board of Directors.”

CEEA, a not-for-profit organization, is the leader in energy efficiency advocacy in Canada. The organization works with provincial and federal governments to develop and implement energy efficiency codes and standards, as well as report on energy efficiency activities across the nation.

To schedule interviews, please contact:

Ken Elsey, President and CEO, CEEA at 905-614-1641

Stephen Koch, Chair, Board of Directors, CEEA, 613-232-8093, cell 613-292-8772

For more information about CEEA, visit <http://www.energyefficiency.org/>

The Canadian Energy Efficiency Alliance (CEEA), a broad-based, not-for-profit organization, was established (1995) to respond to the lack of a coordinated multi-stakeholder effort to promote energy efficiency in Canada, leading to enhanced competitiveness and improved environmental protection. The Alliance works in partnership with manufacturers, utilities, governments, builders, labour, consumer groups, and environmental organizations to facilitate the adoption of energy efficiency measures in Canada. The Alliance is supported through fees and project contributions from members.