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The Importance of Energy Efficiency



Hear from DSM leaders **Sherry McCormack of AEP SWEPCO** and **Joseph Forcillo of Consumers Energy** about how they are communicating the strategic value of energy efficiency and their involvement in the creation of the newly launched DSM Storytelling Toolkit available at: www.energystar.gov/eestorytelling.

Curious about the [three pillars of energy efficiency](#)? Want to learn strategies for making messages both repeatable and uniquely memorable? Interested in getting your team or organization action planning around opportunities to leverage your energy efficiency programs to their fullest potential?

Join us **Tuesday, June 8, 2:00-3:00 p.m. Eastern Daylight Time** to learn more.

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