



**FOR IMMEDIATE RELEASE**

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**PECI THINKS AHEAD TO EVALUATION,  
MEASUREMENT & VERIFICATION OF ENERGY EFFICIENCY PROGRAMS**

*PECI Hires EM&V Expert Kerstin Rock*

PORTLAND, Ore. – May 20, 2010 – Peci, one of the nation’s foremost energy-efficiency consultancies, has added a leading evaluation, measurement and verification (EM&V) expert to its roster of energy efficiency professionals. Kerstin Rock has joined Peci as senior technical manager with a focus on EM&V of energy savings.

Rock’s expertise helps Peci to be well prepared for evaluations through consistent staff training on EM&V topics, improved quality control in data collection, and clear articulation and documentation of program theory. This method of designing programs with the end results in mind reduces risk, and it also helps Peci provide programs that are easier to evaluate.

“This systematic preparation for evaluations as part of program design is critical for delivering solid energy savings for our clients,” said Peci Technical Research Group Director Hannah Friedman. “Peci is always looking for innovative ways to improve program efficiency and enhance results.”

Before joining Peci, Rock worked as a senior evaluator at The Cadmus Group focusing on process and impact evaluations as well as pilot programs for a variety of utility and energy industry clients throughout the United States and Canada.

**About Peci**

Portland Energy Conservation, Inc. (PECI) designs and implements energy efficiency programs for utility companies and governmental agencies in the western United States. Founded in 1980 and headquartered in Portland, Ore., the organization has a longstanding tradition of pairing innovation with practicality to deliver customized solutions in building commissioning, retrofits and new construction. As an industry leader, it works with the commercial and residential markets offering services including technical consultation, research, analysis, program management and implementation. Peci is committed to gaining widespread efficiency practices that embrace careful resource and energy management. To learn more, visit [www.peci.org](http://www.peci.org).

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