

A large, stylized white number '2' is positioned on the left side of the image, set against a solid yellow background. The number is composed of two main curved sections: a top loop and a bottom tail that curves back up to meet the top loop. The text is centered horizontally and partially overlaps the right side of the number '2'.

**There are
two kinds of people:**

Dog people Cat people Coffee people Tea people Morning people Sane people

Ok, so there are probably about a million types of “two types of people.” But the two types of people we are concerned with today are these:

People who **push things forward**,
and people who **trundle reluctantly**
in the wake of forward-moving things.

It isn't necessary to say which of the two is more vital right now, in a world that badly needs a push.



An aerial night view of a city skyline, featuring numerous skyscrapers with illuminated windows. The image is overlaid with a vertical gradient from red on the left to blue on the right. The text "So, pusher" is written in large, white, sans-serif font across the center.

So,
pusher




or
trundler?

Which are we?

We are PECL. We seek out people who increase our collective IQ, give them our expertise (and ask them to give us theirs), send those people into the world uniquely equipped to help our clients use energy more efficiently, and generally be more respectful of the enormous living ball upon which we live.





And which are you?

Well, you've been given some of our literature, which means someone at PECl suspects you're one of the brains (and automatically disqualifies you as a trundler). That is excellent news. So let's talk about what PECl does, and how that brain of yours can help us do it.



What We Do

There is a rapidly growing group of companies, utilities, organizations and individuals who share our same vision. PECl finds them (or is found by them) and together we tailor thoughtful, thorough and unique energy-efficiency solutions. Our handiwork can be found anywhere people live, work, play or run errands.


And Why

It is our job, as human beings living on this planet, to take a broad view of the present state of the world, and make a list of what seems to be going wrong. Then we divide the list between the 6-billion-and-counting people who are capable of fixing things, and get to work. The part of the list that we have vowed to tackle is the way people use energy. A biggie, no doubt. But we think it's the most pressing task in transforming the world we live in into the one in which we **dream of living**.



Why we need your Brain

(and probably the rest of you)

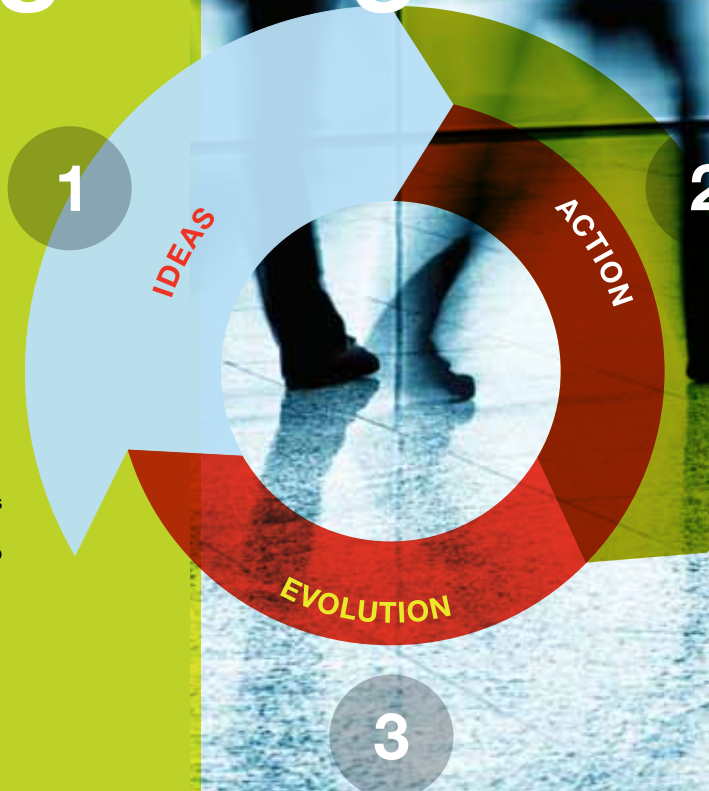


We love to meet people with enough fire inside to try to make the world better. At PECL, people who've made it to adulthood with that fire still burning will always find a home, as well as the tools and training to turn their priceless fire into **tangible, visible change.**

PECI's unfailing, unpatented 3-step process for igniting change

Actually, since it's a circle, it's more like an infinite-step process. Except they aren't really "steps," since all three are always happening at once. But it's definitely a process, and it definitely works.

It keeps us moving constantly, makes us smarter, more nimble. Besides, if there were an end, what would we do with ourselves when we got there?



“Not Really a Step” **One: Ideas**

Every innovation and solved problem starts with thoughtfulness. This part of our process is about taking time to think and build a pool of insights around which we will develop right-minded, forward-thinking solutions.

“Not Really a Step” **Two: Action**

Now that we’ve been thoughtful, it’s time to spring into action. Here, we turn our insights into tangible programs, and send those fledging programs out into the world to transform forward thinking into forward living. We always act in the interest of transformation, because if nothing needed changing, no action would be necessary.

“Not Really a Step” **Three: Evolution**

Our solution has delivered some kind of tangible change. Here, we measure that change, figure out if we created enough (or the right type), and if our program needs to be revised to reflect changing cultural attitudes or shifting market conditions. Or if an entirely new solution is necessary. Every time we pass through this “not really a step” in the process, we turn our real experience into real insight. That’s the great thing about knowledge: it’s cumulative.

And we begin the process again, returning to the Ideas “not really a step,” to figure out how to make our solution work better. The sun rises, the sun sets, the cycle continues.

What we talk about when we talk about what we do

It has just occurred to us that we've been talking a lot about our energy-efficiency solutions and all the good they do without explaining what that actually means. So let's talk about that for a while.



The 30,000-foot view

We help our clients devise and implement customized, thorough and effective energy-efficiency programs and tools that play the dual role of saving them money and moving them toward sustainability. This, by the way, is the definition of a “win-win situation.”

The face-to-face view

Supportive relationships are vital to our success. Fortunately, our decades of experience, success and knowledge have given us the ability and credibility to create just such long and fruitful relationships. And the inter-industry relationships we’ve built and grown over those same decades allows us to connect our clients with the contractors and suppliers who are best equipped to implement the programs we devise.

The “grains of sand on the beach” view


Yes, we learn our clients’ needs and develop expertly tailored energy-efficiency solutions. But we also provide full-service marketing and promotions to align and inspire our clients’ customers; market research and analysis of market needs and behaviors; development and sharing of technical tools that boost energy savings for residential and commercial sectors; research to develop, test and implement best practices for the commissioning of new buildings; assistance to state and local governments to raise the bar for building performance standards; training and education on the commissioning of buildings, including new construction, manufactured housing, new home products and energy efficiency in commercial buildings.



Sustainable

careers

The cultural movement toward sustainability and environmental mindfulness is unstoppable. As a result, forward-thinking companies like PECO are today's **fastest growing and most in demand**. Whether or not you have previous training or experience in the energy-efficiency field, **a career at PECO will lay an unshakable foundation for a financially and intellectually rewarding future**. A future, by the way, PECO will do everything it can to help you build. Industry, technical and leadership training, as well as classes for continuing education of this swiftly changing industry are encouraged and always available for PECO employees.






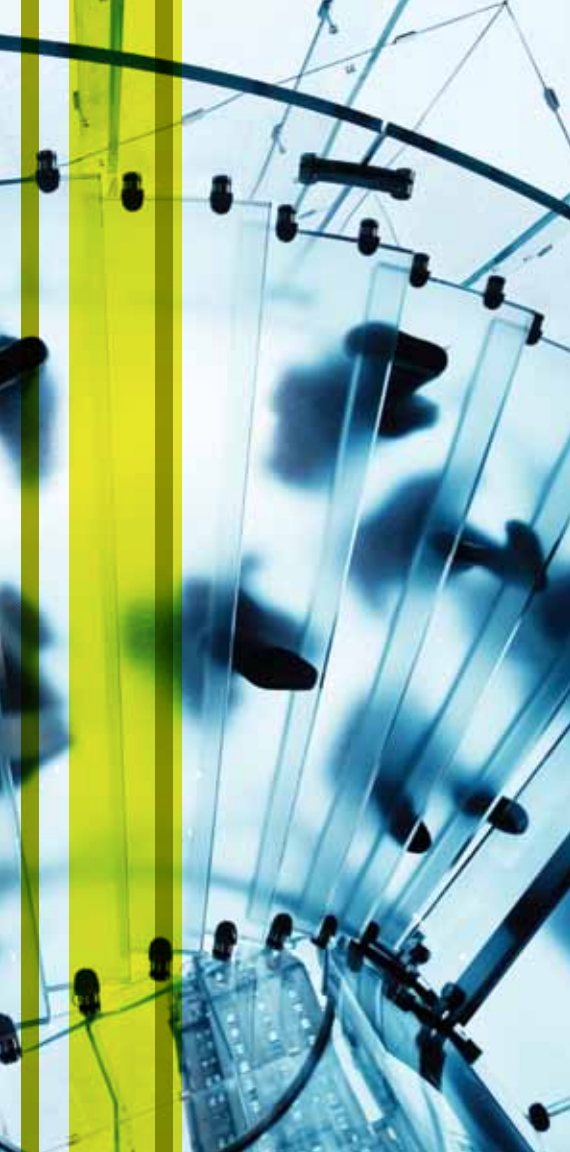
At a sustainable

business

Great leaders live what they teach. **Green@PECI** is a collective of PECI employees dedicated to the research and implementation of sustainable business practices, with the full support of the executive team. As a company, PECI has the infrastructure and process in place to **constantly measure and reduce our carbon footprint**. And the word is spreading — Oregon Business Magazine featured PECI on the list of **100 Best Green Companies to Work For in Oregon**.

We also use our energy-efficiency training to implement sustainability programs on an individual level. For example, PECI always gives preference to environmentally superior and easily recycled office supplies. We buy **carbon offsets for all company travel**. We supply our employees with **EPEAT Gold-certified computers and monitors** so even our IT systems, typically shades of taupe and gray, stay green too. And PECI employees receive a **public transportation reimbursement** for guilt-free trips to and from the office every day.





Giving back what you give us

We need bright, creative people who make us smarter. So when we find those special folks, we reward them appropriately. Benefits to employment at PECCI include:

Comprehensive Health Insurance

401(k) Plans

Disability and Life Insurance

Paid Time Off

Employee Assistance Program

Flexible Spending Accounts

Public Transportation Reimbursement

**Industry, Technical and
Leadership Training**

Join our band of

Pushers Forward

We have reached the point in the brochure where hopefully you are edge-of-your-seat excited to join PECl and teach the world how to more responsibly and respectfully use the priceless energy resources our planet offers us. So if you are interested in a **soul-nourishing, financially rewarding career** at a sustainable company that's on the leading edge of one of the quickest growing industries on the planet, please let us know.





P e c i™

Energy for Change™

1400 SW 5th Avenue, Suite 700
Portland, Oregon 97201
503.248.4636
877.380.6582
peci.org