

# 2023

## ACCOMPLISHMENT REPORT

**A LOOK BACK AT 2022**

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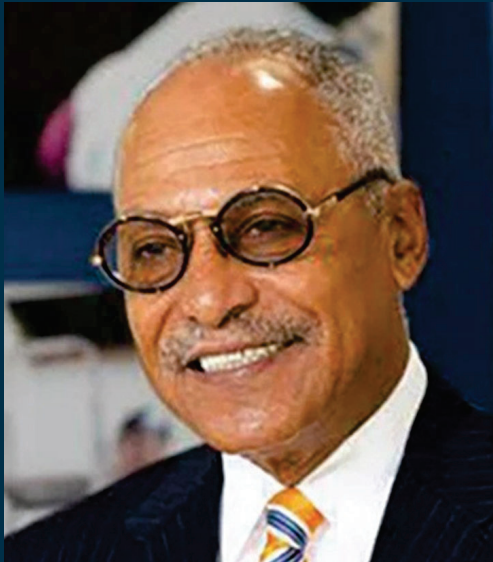
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# MESSAGE FROM THE CEO

**LOUIS E. JAMES**  
**CHIEF EXECUTIVE OFFICER**  
**SEEL, LLC**



2022 was another remarkable year, full of changes for SEEL. We have added a new portfolio under our direct management with UPPCO in Michigan's Upper Peninsula expanded our retail energy efficiency program with ComEd in Illinois, and made further progress with our income-qualified programs through PGW in Pennsylvania.

As a recognized luminary Minority Business Enterprise (MBE), we have supported our industry as it broadens its perspective with Diversity, Equity, and Inclusion training. We have also begun offering online training and certification with the Building Performance Institute. And staying true to our entrepreneurial DNA, we have launched a new company, SEEL Wx, to meet the growing need for highly trained weatherization contractors.

In 2022, we did this and so much more. And as always, I firmly believe the best is yet to come!

I want to thank our many clients, allies, and employees for their unwavering trust in our company. Even in the face of difficult circumstances, like those we have faced over the last few years, I am confident we will continue celebrating many great successes. Your trust and support are the backbone of our work and motivates us to strive for a better, more equitable world.

*Louis E. James*

Louis E. James  
Chief Executive Officer  
SEEL, LLC



# Every Customer Deserves a Path to Energy Efficiency

SEEL is a nationally certified minority business enterprise (MBE) service-disabled, veteran-owned (DVBE) energy efficiency program implementation contractor. We offer turnkey services for utility programs making it easy for our clients to reach their goals. With seasoned staff, grassroots outreach approaches, and a suite of energy management services we meet and exceed program goals. As an agile company, SEEL has collaborated with utility clients to rapidly change program designs, all at the speed of program need. We have an unmatched ability to engage diverse customers in urban and rural communities.

Our offerings are designed to enhance customer satisfaction through a digitally-focused, agile, and highly innovative energy efficiency contract implementation approach.

## VISION

A leader in the energy efficiency movement through constant innovation, unmatched client focus, and outstanding operational performance. We are an invaluable asset to our clients by integrating best-in-class solutions with strong community partnerships.

## MISSION

While supporting our clients and delivering stellar customer service, SEEL is committed to providing energy and sustainability management services to our clients that facilitate change in the communities where we provide services.

# OUR WORK

## HIGHLIGHTS FROM 2022



### UPPCO Portfolio Launch

SEEL assumed management of the entire energy efficiency program portfolio for the Upper Peninsula Power Company (UPPCO) in northern Michigan.

We are proud to be equipped with the staff, resources, and knowledge to support the entirety of UPPCO's energy efficiency portfolio. This contract represents work spanning the length and breadth of Michigan, our home state.



### SEEL Wx Launches

SEEL Weatherization is the latest addition to the MCL Jasco family of companies.

SEEL Wx allows us to expand our services deep into the 'bones' of the homes we serve, providing insulation, air sealing, replacement of mechanical systems, and more. This represents a significant value add to our clients.

SEEL Wx's launch comes during a critical window, as we see a tremendous uptick in weatherization projects in the years ahead.

### PHILLY: HERE WE COME!

We initiated work with PGW to support the company's income-qualified program through lead generation, call center support, and program implementation.

While SEEL is best known for its work in the Midwest and the Southern US, we are excited to be expanding into new opportunities in the northeast.



# OUR WORK | HIGHLIGHTS FROM 2022



## A Spirit of Community Involvement & Support

SEEL approaches its work with a focus on fostering a deep connection with the community. We believe this leads to more successful and sustainable programs and work that will stand the test of time. When your company has employees that live where they work, they are deeply invested in health and success of those communities. Our volunteer community activities in 2022 included:

- Making Strides Against Breast Cancer (pictured below)
- Toys for Tots
- Adopt a Family
- Step Up to the Plate Radiothon for Detroit PAL
- National Night Out
- Numerous Food Bank Giveaway Events
- And More!



## Workplace Safety Milestone!

SEEL has managed the WeCare program for LG&E and KU in Kentucky for 8+ years. In the process we've logged over 74,400 hours and drove over 2M miles, all without a single accident.

At SEEL, worker safety is a top priority, and our WeCare and KU operations are a great example of that.

## ComEd Launch

SEEL launched a retail-focused energy efficiency program serving ComEd customers in Illinois. This program approach provides marketing support for retailers to increase the sales of energy-savings products while also delivering incentives directly to customers, reducing upfront costs.

We are excited for what's to come in the rapidly changing retail environment.

# OUR WORK | HIGHLIGHTS FROM 2022



## DEI Training

As a certified MBE, the core values of 'Diversity, Equity, and Inclusion' have been built into SEEL's DNA from the very start.

2022 saw our first significant forays into sharing the knowledge and experience we've built with other companies in the EE industry. This work was supported through the creation of a new SEEL VP position focused on DEI, along with brand new training curriculums presented to AESP and other organizations.



## Awards

SEEL and its staff are fortunate to have received tremendous industry recognition for our work. In 2022, this included:

- AESP Ellen Lutz Marketing Award, Erin Donnelly
- Crain's Notable Leader in Sustainability, Dr. E'Lois Thomas
- Diversity-Focused Company Award from Corp. Magazine



## Webinar Series

SEEL continued to expand its highly successful webinar series with host Scott Alan Davis.

By sharing the collective wisdom and lessons learned that SEEL and its partners have developed over time through the implementation of innovative projects and programs, we hope to accelerate the learnings of our industry and see the broader changes.

## BPI Test Center Launch

2022 saw the inaugural class of SEEL's Building Performance Institute (BPI) Test Center, which offers training and certification for the BPI BA (Building Analyst) certification.

SEEL intends to offer this service not only internally but externally as well in an effort to support national workforce development and training programs.

# STRATEGIC ALLIANCES

## Family of Companies

Since we initially launched in 2009, SEEL has been a part of a family of companies under the MCL Jasco umbrella.

This has allowed SEEL to leverage resources and connections that have supported our ongoing growth toward becoming the significant industry player we are today.



## Industry Allies

SEEL has developed numerous strategic alliances that have allowed us to expand our skill sets, reach, and clients. Although some of these companies might typically be considered competitors, we have often found that we can grow more together than apart.

These organizations represent a few of the many industry associations we are part of that have been critical to our success and development over time. All can benefit by getting to know these outstanding organizations.



TEST CENTER





# LOOKING AHEAD

## WHAT EXCITES US ABOUT 2023



### New Federal Funding

2022 was a historic year for new federal funding supporting the expansion of equitable clean energy. In preparation for the 2023 release of funding, SEEL has begun developing partnerships and frameworks to leverage this new funding that will make a massive difference for SEEL's clients and programs.

### Increasing Resiliency

2022's growth of renewables in an aging grid exacerbated trend lines and problems years in the making. SEEL's staff are expert guides in the generational effort to increase grid resiliency through diversity, electrification, and decarbonization.

Think grid + solar. Backup energy storage. Vehicle as whole house generator. And we're just getting started!



### Workforce Development

SEEL made great strides in advancing workforce development initiatives in 2022. Expanded federal funding will lead to exponential growth in clean energy projects that need trained workers. SEEL is on the front line, ensuring we have the skilled workers to complete these projects and accommodate industry growth.



### Technological Innovation

As the incandescent bulb faded to the CFL, so the CFL fades to the LED. SEEL's projects have changed over time to keep pace with technological innovation in our industry. Highly efficient gas furnaces and water heaters are transitioning to heat pumps. Gas engines to electric. And centralized generation to distributed solar. We embrace the change.

# CONTACT US



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# THANK YOU

FOR A GREAT YEAR

