



PART OF THE ASES NATIONAL SOLAR TOUR

NESEA[®]

NORTHEAST SUSTAINABLE ENERGY ASSOCIATION

GreenBuildingsOpenHouse



SATURDAY, OCTOBER 2, 2010

Organizer Roles and Responsibilities

About NESEA's Green Buildings Open House

The annual NESEA Green Buildings Open House will take place on Saturday, October 2nd from 10am-4pm. Homes, businesses, schools and other sites throughout the New England states, as well as in New York, New Jersey, Pennsylvania and Delaware, will simultaneously open their doors for the public to see and learn about green building practices. Visitors are directed to NESEA's website to search for open sites in their area.

Key Organizer responsibilities

- To help promote host sites and coordinate publicity, please sign up to be an organizer with Pamela Lester by August 2.
- Recruit homes and buildings in your region to participate in the open house.
- Encourage potential hosts to sign up by August 16 in order to most effectively promote and publicize their location. Once all of your host sites are registered, contact Stef Komorowski at Classic Communications to arrange the publicity (see contact info below.)
- Work with Stef Komorowski of Classic Communications to do local and regional publicity for sites in your area. (email: stef@classic-communications.com; tel. 508-698-6810, x13.)
- Coordinate communication with host sites, i.e., provide orientation for new hosts, update all hosts with new information, procedures and deadlines, help with on line registration.
- Maintain a list of host sites and contact information. Take special note of where materials should be shipped and give updates to Pamela Lester of NESEA (plester@nesea.org).
- Coordinate distribution of NESEA materials to host sites.
- Generate local publicity by making contacts with press, posting fliers, submitting online calendar listings and other promotion for the sites in your area.
- Maintain a dialogue with NESEA Program Manager, Pamela Lester, to share information about above activities.

For more information, contact Pamela Lester , at plester@nesea.org, tel. 413-774-6051 x14.

As of 1/29/10