2017 COMPRESSED AIR CHALLENGE
ANNUAL REPORT

2017 MARKETING AND OUTREACH ACCOMPLISHMENTS

- Launched new website and logo, www.compressedairchallenge.org
- Launched new advisory committee structure
- Created ad campaign announcing new website and logo and 20th anniversary of the Compressed Air Challenge (CAC)
- Launched new partnership with *Compressed Air Best Practices Magazine* to mutually promote both organizations within the industry
- Released 20th anniversary article in Compressed Air Best Practices Magazine, https://www.airbestpractices.com/sustainability-projects/energy-incentives/incentive-program-profiles/compressed-air-challenge-twenty
- Developed banners and giveaways to promote the CAC at conferences
- Participated in several strategic outreach opportunities to promote the CAC within the industry, including: the Association of Independent Compressor Distributors (AICD) conference; the World Energy Engineering Congress (WEEC); the Smart Industries Conference; and, the Consortium for Energy Efficiency (CEE) Partners Meeting
- Transitioned LinkedIn ownership to the CAC as an organization to administer and grow the social media outreach

2017 TRAINING PROGRAM ACCOMPLISHMENTS

- Updated the *Fundamentals of Compressed Air Systems* (L1) training to include SI units for release in 2018
- Updated content of the *Advanced Management of Compressed Air Systems* (L2) training for release in 2018
- Repackaged the L1 and L2 training in a new spiral bound format – allowing for more user-friendly international printing in 2018
- Initiated process to obtain copyrights for CAC training materials
- Worked with the CAC instructor pool to propose a series of updates to the partnership agreements to encourage additional benefits for both the organization and the instructors
- Expanded CAC training services to include turnkey administration – CAC management of registration and material orders
- Finalized the *Compressed Air, It's Not Free! Awareness Training* for release in 2018
- Hosted 34 L1 trainings and 14 L2 trainings