



**CONTACT:**

**Peggy MacLeod, Outreach Specialist**  
413-586-7350 x226 / (c) 413-530-6119

**John Majercak, Executive Director**  
413-586-7350 x228 / (c) 413-695-4825

**Local non-profit organization ready to help tornado victims  
get incentives to rebuild green**

In the wake of the June 1 tornado that swept across 14 local communities, the Center for EcoTechnology is stepping up to provide assistance to builders and homeowners to get utility and government incentives by using more energy efficient techniques when rebuilding and repairing their homes.

The Center for EcoTechnology will be a certified service provider for the newly announced Western Massachusetts Storm Recovery Program and will begin enrolling tornado-affected projects and offering guidance and technical assistance to participants. The Program, offered jointly by the Massachusetts Department of Energy Resources (DOER) and local electric and natural gas utility companies, offers substantial incentives for energy efficiency improvements to affected homes that follow the Program requirements.

“We think it’s critically important that people take the opportunity to rebuild and repair with greener building practices that will reduce their future energy costs and provide greater comfort and durability,” said John Majercak, Executive Director at the Center for EcoTechnology. “We’re very pleased with the substantial new incentives being made available to tornado victims and want the public to know that our staff is ready to help them participate.”

The Center for EcoTechnology also announced two special sessions of their “Smart Building: High Performance Homes” seminar for the area’s builders who intend to participate in the Storm Recovery Program. Funded by the DOER, these sessions will provide insight into building high performance homes. The seminars will be offered from 8:30 a.m. to 2:00 p.m. in Sturbridge on Friday, August 19 and in Monson on Tuesday, August 30. There is a \$25 registration fee for participants.

For more information on participating in the Storm Recovery Program, contact Peggy MacLeod 413-586-7350 ext. 226, or through email to [peggym@cetonline.org](mailto:peggym@cetonline.org). To pre-register for the Smart Building sessions contact Lisa Karlin at 413-586-7350 ext. 240, or through email at [lkarlin@cetonline.org](mailto:lkarlin@cetonline.org).

The Center for EcoTechnology helps people carry out their daily activities with less environmental impact. It provides practical solutions that save energy, materials and money and have a positive impact on our environment and community. The Center for EcoTechnology serves residents, business and communities in the areas of Energy Efficiency and Green Building, Green Communities and Businesses, and through its retail store - EcoBuilding Bargains. It is a 35-year-old non-profit organization with offices in Springfield, Northampton and Pittsfield. Visit [www.cetonline.org](http://www.cetonline.org) to learn more.