

BIOMASS AND GREEN ENERGY

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BUS 4/12/2022 #16

Renewable biomass energy from SPI's Burlington cogeneration facility will soon be providing power to homes and businesses in Western Washington, thanks to a contract recently signed with Puget Sound Energy (PSE). This contract is part of PSE's commitment to be coal-free by 2025 and carbon-neutral by 2030. Starting in 2021, PSE will begin delivering 17 MW of biomass energy produced from the Burlington Division to its customers. That's enough energy to power over 10,000 homes.

"Our crew is proud to be using locally grown, harvested and manufactured wood products to power homes in our own neighborhoods," said Brad Gould, Division Manager at the SPI Burlington facility. "This is a partnership that provides both environmental and economic solutions for our community."



PSE is also proud to be sourcing locally. "Not only are we supporting a local renewable energy project that is located right here in our service area, but we're also proud to be supporting local jobs in Skagit County," noted David Mills, Senior Vice President of Energy and Supply at PSE.

PSE produced a video touting the new green energy source, which includes SPI leaders, Division Manager Brad Gould and Area Manager Curt Adcock. To watch the video visit: <https://www.youtube.com/watch?v=XWtPPv4U4HA>

The Burlington cogeneration energy facility provides steam to dry lumber and run the mill site. Historically, the division sold its excess power to organizations as far away as Sacramento.

CREATING COMMUNITY ON SOCIAL MEDIA

With over 1 billion (yes with a B) monthly users, Instagram is one of the most popular social networks of today. Having an emphasis on beautiful photography and video, Instagram is a favorite for many generations of people. All the entertainment of YouTube, inspiration of Pinterest, and connection of Facebook, are provided in one platform.

The Sierra Pacific Windows marketing team took note. Over the past few years they have dedicated most of our social efforts here. It's paying off! We now have over 13,000+ followers, a stellar engagement rate, and a mix of user-generated content, "beauty" shots and behind-the-scenes stories. A community is growing @sierrapacificwindows and we are excited!

Our followers are posting their progress and finished pictures, potential customers are connecting with us to ask where they can purchase our product or what products are used in their favorite posts, and return customers are in our DMs (direct messages) to ask warranty and service questions. Instagram has become a one-stop-shop for all customers in every phase of the buyer's journey. It is a platform that allows us to build the brand to our customers, potential and current, every day.

We invite you to check it out. Follow us and be proud of the work put in by you, our crewmembers. From the seedling to the finished window or door, this community we are building on Instagram would not be possible without all the hard work put in behind the scenes.

Thank you! @sierrapacificwindows

This is a screen shot from the @sierrapacificwindows Instagram page, showing just some of the variety and end uses of our beautiful windows.

