



Summer 2025

# PERFORMANCE MATTERS



## A Word From BPI's COO

Lynn J. Franz

As COO, I'm honored to help lead an organization that's transforming the residential home performance industry. My focus is on ensuring BPI's standards, certifications, and workforce initiatives remain rigorous, inclusive, and impactful for the communities we serve.

What inspires me most is working alongside BPI's passionate, mission-driven staff and seeing the dedication of professionals across the industry who improve lives and communities - one home at a time. A recent moment at an industry conference drove this home: when asked how many people were BPI certified, nearly every hand went up. Attendees shared how their certifications launched careers, built credibility, and empowered them to serve with pride. It was a powerful reminder of the real-world impact of our work.

At BPI, we're committed to growing this impact - developing new standards, making them more accessible, and partnering on innovative programs. Thank you for being part of this journey. The work you do matters, and we're proud to support you every step of the way.



## Coming Soon: BPI's ccASHP Certificate

BPI is excited to announce that the Cold Climate Air Source Heat Pump (ccASHP) Certificate of Knowledge is expecting to launch by the last quarter of 2025!

This certificate will equip professionals with the knowledge needed to evaluate a home for heat pump readiness in cold climates. From understanding siting needs to electrical and controls considerations and more, this certificate is designed to put professionals ahead in the movement to accelerate heat pump adoption.

Keep an eye out for more information soon!



## AMANDA ON HEATSPRING:

### *How BPI Creates Industry Leading Certifications*

In a recent interview with HeatSpring, BPI CEO Amanda Hatherly pulls back the curtain on how BPI certifications are built and maintained to remain the gold standard in building performance. These credentials aren't just tests - they're the result of collaboration with industry experts, rigorous psychometric analysis, and continuous updates to meet the highest standards of quality and relevance.

[READ THE FULL ARTICLE](#) →





The work we do has such a net positive effect on customers' wallets, comfort, and health all while providing great jobs for our communities and reducing strain on our energy grid.

## A Grand Thank You to **WILL DOYLE**

Will's journey in the home performance industry began with a simple idea in college - a business plan he wrote that quickly transformed into a thriving company built with five friends. What started as a small team performing energy assessments and earning BPI certifications has grown into a company of over 85 employees, now part of the Sila Service Group.

Will's passion lies in proving that home performance is not only a sustainable and impactful business model but also one that delivers real value to customers, creates rewarding careers, and strengthens communities. With more than 10,000 projects completed and significant energy savings achieved, he remains committed to scaling his impact and advancing high-quality building science.

Will also previously served on the BPI Board of Directors for six years, where his leadership helped guide the organization's growth and industry impact. BPI is incredibly thankful for Will's continued sponsorship and partnership - his dedication to training his team to meet BPI standards exemplifies the professionalism and passion driving this industry forward.

### BPI AT THE

## Georgia Community Action Agencies Annual Conference

In July, Amanda had the pleasure of attending the Georgia Community Action Agencies (GCAA) Annual Conference, where she was proud to represent BPI and witness the impactful work being done across Georgia to strengthen communities. It was inspiring to connect with so many dedicated people who share BPI's commitment to making a meaningful difference. A special congratulations to those who were received "BPI Professional" awards by the conference to recognize their hard work and expertise! And a big shoutout to BPI Board member Cornelious Richardson for his continued leadership and contributions to the field - we're grateful to have you on our team! Thank you, GCAA, for hosting such a great event.



### Build Your Business with Confidence: **Contractor Business Toolkit**



### FREE RESOURCES *Provided by IREC*

Looking to launch or grow your home performance business? The Contractor's Business Toolkit, developed with federal funding by IREC, offers free resources like business plan templates, budget tools, and employee handbook guides. The best part? It's available in English and Spanish!

It's everything you need to build a strong foundation and succeed in the home performance industry.

[ACCESS THE TOOLKIT](#) →

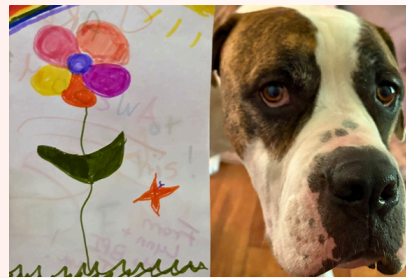


## CELEBRATING

### *International Friendship Day at BPI*

This International Friendship Day, our team at BPI embraced the spirit of kindness and connection by writing heartfelt cards for Love for Elders and children in hospitals. These small gestures were a way to spread joy and let others know they're not forgotten.

We're proud to share a few photos of our team in action - because building better communities starts with moments of care and compassion.



## *Honoring* **Andy Stone's Legacy**



Executive Director,  
NYSWDA

After nearly four decades of shaping the Weatherization Assistance Program and advancing energy efficiency, Andy Stone is retiring - leaving behind an extraordinary legacy of innovation and dedication to people and the planet.

Andy began his career in 1985 as an Energy Auditor and Program Director and spent over 20 years in the field before stepping into his role as Executive Director of NYSWDA in 2007. Under his leadership, NYSWDA became home to the nation's first pressure house, setting a benchmark for hands-on building science training. His advocacy helped craft state policies and programs that directly improved lives - reducing energy costs and empowering families across New York.

Andy's passion for both people and the environment is at the heart of his work. "Improved energy efficiency is the result of what we do, but it's the outcomes that make the difference," he shared, reflecting on the lives made better through weatherization.

As Andy steps into his next chapter - focused on music, woodworking, and well-deserved adventures - we thank him for his incredible impact on our industry.

## *Join Us at the* **3RD ANNUAL US HEAT PUMP SUMMIT!**

Thinking about attending - or sending someone from your team? BPI will be there, and we'd love to connect!

This summit is your chance to dive into top-notch technical and business training, meet major manufacturers and innovative startups, get face-to-face feedback from rebate providers, and build valuable connections with forward-thinking HVAC and plumbing professionals.

[SIGN UP NOW](#) →

## **US Heat Pump Summit**

Nov 18-19 Worcester, MA @ DCU Center





## MEET JASMEET

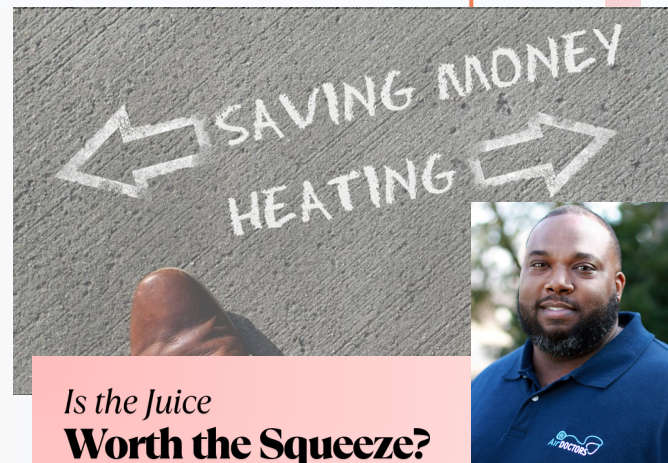
### BPI's New Marketing & Outreach Manager



We're thrilled to welcome Jasmeet K. Singh to the BPI team as our new Marketing & Outreach Manager!

Jasmeet brings over seven years of experience leading high-impact marketing and outreach strategies across diverse industries. Her expertise spans brand development, digital campaigns, partnership cultivation, and audience engagement - successfully driving awareness, deepening community connections, and advancing organizational goals.

Outside of work, Jasmeet enjoys taking her puppy, Teddy, on long walks, staying active with fitness, paddleboarding, and racing cars.



### Is the Juice Worth the Squeeze?

In a recent Forbes article, BPI GoldStar Contractor and newly appointed BPI Board Member, Brynn Cooksey dives into a question many homeowners and contractors ask: Is investing in energy efficiency really worth it?

Spoiler alert - it is, and the data backs it up. From long-term energy savings to increased comfort, healthier indoor air, and home value gains, Cooksey explains why these projects aren't just good for the planet - they're smart for your wallet too. He also breaks down the most impactful upgrades, how to measure ROI, and why more homeowners are jumping in with confidence.

If you're in the home performance industry or even just thinking about an upgrade, this piece is a must-read.

[READ IT NOW](#) —>



### A HIDDEN Problem IN A "CLEAN" HOME

A spotless home. Diligent homeowners. And yet - visible microbial growth hiding in the last 12 inches of a bathroom supply vent. When a young family started feeling unwell, they called in a pro - and what he uncovered in their attic told a story of high static pressure, ductwork drama, and a few key design flaws. Think your HVAC system is doing its job? This one looked fine from the outside... until it wasn't.

So what did cause the microbial growth - and how can you stop it from happening in the homes you work on?

[READ THE FULL STORY](#) —>

## UPCOMING Live Webinar

In our upcoming webinar, Making Sound Visible: Using Acoustic Imaging to Pin-Point Air Leaks in Existing Homes on August 28<sup>th</sup> at 12PM ET with Sorama and The LEARN Program, you'll see how sound can reveal what your eyes can't.

Acoustic cameras are changing the game in energy efficiency by detecting air leaks with remarkable precision - just like thermal cameras, but for sound.

Join us live to explore how this technology works, how it compares to thermal imaging, and how it's being used in real homes to improve performance and comfort. Plus, we'll take a quick look at surprising applications in other fields like bioacoustics, product testing, and more.



[REGISTER HERE](#) —>

## A Heartwarming Thank You TO OUR INCREDIBLE SPONSORS



AlliedExperts



We're incredibly grateful to our sponsors for their continued support and partnership! Your commitment helps us drive innovation, elevate industry standards, and expand access to high-quality training and certifications across the home performance workforce.

Because of you, we're able to do more - reach more professionals, create more resources, and make a bigger impact in the communities we serve.

### Interested in Becoming a Sponsor?

Join us in advancing healthy, efficient, and high-performing homes across the country. Connect with us at [sponsor@bpi.org](mailto:sponsor@bpi.org) to learn how you can support the BPI mission.