

# DAVID GOLDSTEIN

Board Candidate Application	
<b>Candidate Information:</b>	<b>David Goldstein</b> Natural Resources Defense Council dgoldstein@nrdc.org 415.875.6100
<b>Category:</b>	Associate Member
<b>Submitted:</b>	Friday, September 05, 2014 6:37:36 PM
Core Questions	
<b>1. Please describe in light of the responsibilities of the RESNET Board why you are the right person to be a member of the RESNET Board of Directors</b>	
<p>As a current Board member, I have given RESNET strategic guidance that facilitated its growth in stature and accomplishments from an organization that was perceived by many stakeholders as a trade association for raters to a respected standards-setting organization that is recognized in the International Energy Conservation Code and by major building-sector stakeholders.</p> <p>If elected, I will guide RESNET to greater, hopefully universal, acceptance in the new homes market and increasing use in existing homes, by assuring that RESNET is responsive to stakeholders and to new data and by developing broader markets and partnerships for ratings.</p>	
<b>2. Why is this the right time for you to serve on the RESNET Board?</b>	
<p>The next few years are a critical test of RESNET's responsibility in terms of continually improving QA/QC and technical accuracy and fairness of ratings, not only for their intrinsic value but to increase the confidence that builders, consumers, and eventually lenders and retrofit contractors have in RESNET.</p> <p>I can be an effective external advocate for RESNET's commitment and openness to improving our processes and outcomes, and an internal advocate for the changes needed to make this happen.</p>	
<b>3. Please explain your knowledge and/or experience in terms of each of the primary responsibilities of the RESNET Board</b>	
<p>I have been a RESNET Board member for 12 years, and served as President for two terms. I believe I have the respect and credibility of the other Board members and their trust to resolve issues that have arisen in the past between different interests or factions, and that the track record of what RESNET achieved during my two-year term as President helps me develop strategic direction and internal consensus and cooperation.</p>	
Candidate Questions	
<b>1. Describe your experience in either leadership and/or serving on the board of a non-profit organization.</b>	
<p>In addition to serving on RESNET's Board, I have chaired the Boards of the Institute for Market Transformation and the New Buildings Institute, the former since its establishment in 1995 and the latter since 2000. I have also served on the Board of the Consortium for Energy Efficiency for over a dozen years, currently as its Second Vice Chair, and as a Board delegate for the Alliance to Save Energy, so I have plenty of experience concerning what Boards are supposed to do and what they are well-served not to try to do.</p>	
<b>2. What would you contribute to the RESNET Board?</b>	
<p>I believe I can continue to offer a broad public-interest perspective that can balance the varying stakeholder interests between raters, providers, software vendors, building industry partners and potential partners, and government agencies, and guide RESNET in a direction that can harness existing market forces and help develop new ones to encourage home energy efficiency through a combination of market forces, I regulation, and informal regulation.</p>	
<b>3. Why do you want to serve on the RESNET Board?</b>	
<p>I am convinced that a low-energy, high-efficiency future depends on developing more effective markets for home efficiency, and that markets are incapable of working if they don't know what commodity (lower energy cost) is being offered. Thus RESNET ratings are a necessary condition to meet efficiency goals.</p> <p>But we have seen that they are not a sufficient condition. I want to work with the RESNET organization to develop and implement strategies that correct the current failures of market and will allow ratings to be as common and well-used as miles-per-gallon ratings.</p> <p>This goal applies first to North America, but eventually globally, as what I have seen of rating systems elsewhere suggests that RESNET is ahead of the curve and can contribute to better and better-harmonized labeling worldwide.</p>	

**4. As a RESNET Board member you will be a member of the fundraising committee. Please describe how you would raise \$5,000 for the organization.**

RESNET's dominant sources of funding are rater and provider fees and conference registrations. By encouraging wider use of ratings, and increasing business partnerships, all of these revenue sources will increase, not only because there will be more raters and ratings but because the broader use of ratings will attract a broader clientele of conference attendees; and the past few years' financials suggest that they will increase faster than costs.