



ELECTRIFICATION WORKFORCE NETWORK

Spotlight Series

*Featuring Special Guests: Jason Altshuler, My Electric Home and
Wayne Blackwell, Pickens Technical College*



My Electric Home



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration



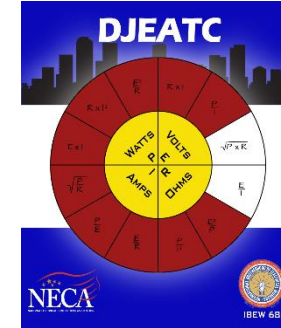
What is the **Electrification Workforce Network (EWN)?**

Denver regional coalition with a mission and vision to foster collaboration between industry stakeholders to increase equitable access to quality jobs in beneficial electrification and energy efficiency.

Why Does the EWN Exist?

- Rising demand for jobs related to electrification
 - Millions of dollars from federal, state, and local governments, as well as Colorado utilities to encourage electrification.
- Electrification industries are already facing shortages
 - Insulation installers
 - Electricians
 - HVAC technicians
 - Plumbers
 - Energy auditors and inspectors
 - Electric vehicle (EV) auto mechanics
- We don't need just jobs, we need **good jobs**

EWN Members



Interested in becoming a member? Email ljemison@brendlegroup.com



Resource Sharing

- Raise your hand or drop in the chat to share...
 - Upcoming events
 - Relevant funding
 - Training opportunities
 - Other resources that might be of interest to attendees!

Today's Presenters: **My Electric Home and Pickens Technical College**

Wayne Blackwell and Jason Altshuler



Pickens Technical College

Wayne Blackwell



My Electric Home

Jason Altshuler



Mission & Inspiration

- Founded from firsthand experience of the challenges in “electrifying” a home.
- Created as a one-stop shop for EV chargers, solar, battery backup, and heat pump systems—helping homeowners navigate rebates, tax credits, and installations at a fair price.
- Focused on making electrification accessible and affordable through education, financing support, and trusted partnerships.

Success Stories

- Helped customers across income levels electrify their homes with personalized solutions.
 - Example: Coordinated rebates, RENU loan, and Denver CARE support for a low-income homeowner
- Recognized for the Denver CASR \$50K Mini-Home Project, a mobile learning lab showcasing real-world electrification technology at trade schools and community events.

Community & Workforce Partnerships

- Collaborates with Pickens Tech, ATAA, The Masters Apprentice, Cherry Creek Innovation Campus, Goodwill, and other partners.
- Uses the Mini-Home to engage students and future tradespeople in electrification education and workforce development.



My Electric Home



Workforce Challenges

- Transitioning traditional HVAC/plumbing professionals to heat pump and electrification technologies.
- Overcoming misconceptions (e.g., that heat pump tech doesn't work in cold climates).
- Maintaining quality through a trusted Power Partner network—partners who fail to adapt or meet standards are removed.

Looking Ahead

- Expand grant-funded apprenticeship opportunities to train 1–3 full or part-time apprentices annually.
- Grow the Mini-Home program to reach more students, communities, and Power Partners statewide.
- Continue leading Colorado's clean energy future by building a skilled, inspired, and inclusive electrification workforce.



My Electric Home

Questions?





What's Next?

- Upcoming EWN Activities
 - December [EWN & Women Who Charge Cookie Exchange](#)
- New website and newsletter coming soon!
- Interested in becoming an EWN member? Email ljemison@brendlegroup.com
- Sign up to present at the webinar Spotlight Series. Scan QR code →

Webinar Spotlight Interest Form

