

NEWS

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For Immediate Release
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Energy Trust of Oregon adds members to new Diversity Advisory Council, hires senior level diversity leader

Council will help guide Energy Trust's efforts to reach more diverse customers and contractors

PORTLAND, Ore. — March 5, 2020 — Energy Trust of Oregon has added six members to its Diversity Advisory Council, which was created in 2019. The members bring a variety of experience that will help Energy Trust's board and staff increase customer and contractor participation in Energy Trust programs among groups that have been underserved in the past, including people with low and moderate incomes, communities of color and rural communities.

The new members are:

Dolores Martinez, director of community engagement at EUVALCREE, an Ontario-based nonprofit that serves Latino communities in Eastern Oregon.

Indika Sugathadasa, Portland-based small business owner of PDX HIVE, a residential energy company offering home inspections, home energy scoring and education for homeowners and real estate agents.

Shane Davis, human resources business partner with the City of Portland, where he supports several city bureaus.

Sherry Tran, a small business owner in Bend, where she provides adaptive tai chi to senior citizens and supports Allyship of Bend and Embrace Bend in their work to advance equity and social justice.

Susan Badger-Jones, who is involved with many civic and community organizations in Eastern Oregon and previously served as Energy Trust's Eastern Oregon outreach manager.

Veronica Silva, bilingual youth and community organizer for Rogue Climate in Southern Oregon, which promotes climate justice, clean energy and energy efficiency.

They join the council's five existing members:

Charity Fain, executive director of the Portland-based nonprofit Community Energy Project, which promotes healthy and efficient housing through weatherization and safety repairs.

Cheryl L. Roberts, founding executive director of the African American Alliance for Homeownership, a Portland-based nonprofit working to increase homeownership and economic stability among African Americans and underserved communities.

Kaeti Namba, program support specialist at the Native American Youth and Family Center in Portland, which provides educational and culturally specific programs for all ages.

Kheoshi Owens, a North Portland native and founder of Empress Rules, a diversity, equity and inclusion consulting company that promotes economic prosperity for people impacted by historical inequities and works to create inclusive environments.

Oswaldo Bernal, owner of OBL Media LLC, a Tigard-based media buying and consulting company that helps private and public organizations connect with the Hispanic community.

To further support its efforts to reach more diverse groups, which is a focus area of Energy Trust's 2020-2024 Strategic Plan, the organization has [hired Tyrone Henry to serve as its diversity, equity and inclusion lead](#), a new full-time senior management position.

"Historically, customers with low and moderate incomes, communities of color and rural communities have had lower participation levels with us," said Michael Colgrove, executive director, Energy Trust. "Through our Diversity, Equity and Inclusion Initiative, and the guidance and expertise of our advisory councils and our board, we are working to intentionally reach these underserved customers with programs and offers that fit their needs."

Energy Trust serves utility customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista in Oregon and NW Natural in Southwest Washington. It is led by a board of directors made up of non-stakeholder volunteers who set the strategic direction, policies and budget. In addition to the Diversity Advisory Council, the board and staff receive guidance from a Conservation Advisory Council and Renewable Energy Advisory Council. Information on these councils and their members is available [online](#).

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save \$3.4 billion on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. Learn more at www.energytrust.org or call 1-866-368-7878.

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