

Press Release

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The Sustainable Energy Fund Selects Wavelength's Jody Jacobs to Speak at Energy Service Provider Conference

Energy Contractors Look to Wavelength B2B for Marketing Best Practices

LANCASTER, PA – Jody Jacobs of [Wavelength B2B](http://www.wavelengthb2b.com), a marketing communications firm headquartered in Lancaster (PA), has been invited by the Sustainable Energy Fund (SEF) to speak to energy contractors who will be attending the Energy Service Provider Conference January 28 and 29 in Hershey, PA.

The conference organizer – the Sustainable Energy Fund – was created in 1999 as the result of electric utility deregulation to promote energy efficiency, renewable energy, and energy education initiatives. The SEF strategically invests capital into building projects that adopt energy-efficient technology and utilize renewable energy practices.

Jacobs has been selected to speak to energy contractors attending the conference on business-to-business marketing best practices and customer engagement strategies when selling a technical product or service, which are her areas of expertise.

For more information on the Energy Service Provider Conference, visit the Sustainable Energy Fund at <http://thesef.org>.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.