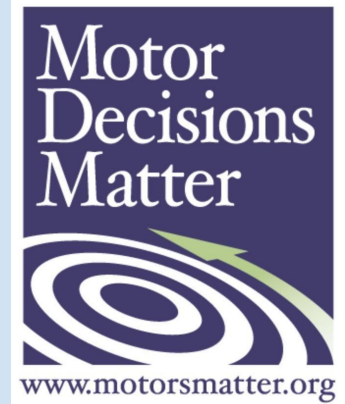


# Motor Decisions Matter (MDM)

[www.motorsmatter.org](http://www.motorsmatter.org)



- “At the table” with Industrial Partners
  - Efficiency programs, motor sales & service centers, manufacturers, and associations (NEMA, EASA, etc.)
- Shared Objective: Motor Management
  - Increase awareness of industrial motor management opportunities & incentives
- Strategy in 2009
  - Increase outreach at regional and local levels
  - “Go-to” resource for motor efficiency info.