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## Generation NEXT Energy Pros: Continued Success in Massachusetts in 2021

*Connecting qualified applicants with heating oil, Bioheat® fuel, and HVAC employers*

Last year, in partnership with Consumer Focus Marketing and the National Oilheat Research Alliance, the Massachusetts Energy Marketers Association (MEMA) launched Generation NEXT Energy Pros, a workforce development program for retail heating oil and Bioheat fuel and retailers in Massachusetts. The program is designed to connect recent technical school graduates and energy professionals with potential employers in the home and commercial energy industry. The program has seen great success in the past year by utilizing a free online platform, performing marketing outreach, and hosting speaking engagements to promote the Bioheat® fuel and heating oil industry as a viable career path for technical students.

“The Generation NEXT Energy Pros team has been hosting presentations with energy dealers at local technical and vocational schools over the past year,” said MEMA President Michael Ferrante. “We have experienced nothing but positive feedback when it comes to interactions between retailers and emerging energy professionals.”

Peter Tourigny of Chair City Oil notes that **“Workforce development has been hard for the Bioheat® and fuels industry. Generation NEXT Energy Pros is just what we need! We’re excited to see what the program can do for companies like us, applicants, and the industry as a whole.”** Along with the support of Massachusetts energy providers, tech school faculty share a similar sentiment. Kim Curry, a Massachusetts technical school coordinator, states **“Your program is very beneficial to the industry, our students are already taking advantage of the HVAC companies to connect with.** We are pleased to know that these efforts are working to help technical students and local energy providers form professional relationships that could turn into future employment.”

**Upcoming Informational Webinar:** To show heating oil and Bioheat® fuel dealers how to utilize the website to find qualified applicants in their area, MEMA and Consumer Focus Marketing will host an informational webinar on May 4, 2021 at 10:00 a.m. Join us for a session that will highlight the benefits received from the program and include a demonstration of how to sign up and view available applicants. This platform is designed specifically for the energy industry, to help trade school students and energy professionals connect with potential employers in Massachusetts.

If you are interested in learning how to secure the next generation of the energy workforce, we invite you to join us for free by [registering for the webinar here](#).

**About Generation NEXT Energy Pros:** Generation NEXT Energy Pros was developed to address the need of expanding the service-based workforce within the home and commercial energy industry. Consumer Focus Marketing works with state associations to implement Generation NEXT Energy Pros to help students and energy professionals connect with prospective employers. The program goes above and beyond the typical job search website to cater specifically to the needs of candidates and employers alike.



If you are a Massachusetts energy provider and haven't created a company profile on Generation NEXT Energy Pros, don't hesitate. It's easy to create a free account. It can be done in minutes and provides you with premium access to qualified applicants and tech school graduates looking for work. **Visit [ma.nextenergypros.com](http://ma.nextenergypros.com) to sign up or learn more!**