

AESP FALL CONFERENCE & EXPO

TOOLS & TECHNOLOGIES TO DRIVE PROGRAM PARTICIPATION

SEATTLE
Sept. 30
to Oct. 2

Strategies



Monthly Member Newsletter

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Letter from the AESP Chair

You Stay Right There!

by John Hargrove



John Hargrove
NV Energy

Yes I am talking to you, that is, if you are one of the members who's told us how travel and budget restrictions in your organization have been preventing you from attending much needed industry conferences.

Now you don't have to be left out of the AESP knowledge loop any longer. You can stay where you are and still be able to gain up-to-the-minute knowledge that you need, because we are bringing a conference to you! Right there, in your chair.

AESP wants to address the learning needs of our travel-challenged members. So for the first time, we will be presenting an online conference on August 20. It's titled "CSI Online: Codes, Standards and Improvements" and over half a day, we will discuss all the latest developments in the world of codes and standards. Whether you work in or around codes and standards, this is essential learning for many of us in energy efficiency.

There will be four consecutive 50-minute online sessions, with 10 minutes in between for Q&A and breaks. All you need to attend this conference is simply a computer or laptop, and half a day (12-4pm EST) set aside with no distractions. I recommend going into a conference room and pasting a "Do Not Disturb" sign outside. Or find yourself a cave... anywhere where the office can't get to you, for four hours of focused learning and discussion. And of course, you will need to register in advance as well. I hear the fee will only be \$189 per person, which is a real steal if you ask me, for half a day packed with learning. Group members can also pay with points.

More information on the session topics and registration will be available soon. I hope to see you at this conference, though not literally of course. Me? I will be making this a learning opportunity as I watch the webinar via air card connection to my laptop, listening through the speakers of my truck, as my interns and I drive across the great state of Nevada. It will be a great use of those four normally boring hours for something other than looking out the window.

P.S.: As long as we're talking about meeting your member needs, we're also conducting a reader survey for Strategies this month. We want to know what you think about this e-magazine and hear your suggestions on how we can improve it. There are only 3 easy questions, and afterward, we'll enter you into a drawing to win a \$50 gift card. [CLICK HERE](#) to enter the survey and thanks!

JUNE 2013

STRATEGIES SURVEY

TAKE THE SURVEY

**Tell us what you think.
Help us improve Strategies
by answering 3 short
questions, and enter to
win a \$50 gift card!**

Upcoming Events

Chapter Events

Mid-Atlantic Chapter
June 13 — [EE Strategies & Initiatives in our own Backyard](#)

Wisconsin Chapter
June 25 — [Happy Hour](#)

Wisconsin Chapter
July 16 — [Energy Potential Studies and Building Tour](#)

Wisconsin Chapter
August 27 — [Happy Hour](#)

Brown Bags

June 20
[Using Data Analytics to Accelerate Commercial Efficiency](#)

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Industry News

"Stealthy Green Homes"
"Long Live the Lightbulb"
"Demand Response Cuts the Need for New Generation in PJM"
"What It Takes to Change All the Lights in New York City"
"Top 10 Cities With the Greenest Homes"
"Renewables, Efficiency Take Flight in U.S. Air Force Energy Strategy"
"Is This the Google of Green Building?"

Featured Articles

Improving the Quality of Savings Estimates with Smart Meter Data Effective Presentation Skills: Planning (or How to Avoid 'Slideshows from Hell')

AESP News

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[News Releases and Announcements](#)

Industry News

The following executive summaries of current news items were written for Strategies after being compiled from various news sources.

Stealthy Green Homes

Wall Street Journal (05/03/13) P. M1 Rohwedder, Cecilie

McGraw Hill Construction says 20 percent of homes built last year were green, and that figure is slated to rise to between 29 percent and 38 percent by 2016. Most large builders have made energy efficient home construction a standard practice, and federal tax credits for such components as insulation and geothermal heat pumps have helped green housing go mainstream. Nexus Energy Homes COO Bruce McIntosh says green homes generally cost 5 to 10 percent more than conventional dwellings, but material and construction costs are on the decline. Low-energy homes are gaining in popularity as a way to cut utility bills, address concerns about future energy costs, and become independent from the power grid. Studies show that homeowners also reap the benefits of energy efficiency when they sell their homes, with researchers from the University of California, Berkeley and the University of California, Los Angeles reporting that in 2012, California dwellings with the LEED for Homes, ENERGY STAR®, NAHB Green, or other green certification fetched 9 percent more than a comparable house without the green label. However, Erich Cabe, an agent at Coldwell Banker, says green features are more of a selling point in markets like Berkeley, Calif., and Boulder, Colo., than in places like Washington, D.C.

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Long Live the Lightbulb

Time (05/09/13) Grunwald, Michael

Advanced Lighting Technologies released the Vybrant 2x, a 21st century incandescent light bulb powered by nanotechnology in May. The new incandescent is able to last twice as long as, and uses half the energy of, an old-fashioned Edison bulb, as well as being only a quarter the price of a Cree LED. Along with this new bulb, several top lighting manufacturers are selling even cheaper incandescents that may not be as efficient as the Vybrants, but still use 25 percent less energy than older bulbs. The rush in innovation was motivated by a 2007 law requiring that all light bulbs, no matter what type, meet gradually increasing energy efficiency standards. Under the law, all bulbs must be 60 percent more efficient than Edison's by 2020, which should save some \$13 billion a year.

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If you would like to organize a Brown Bag, please contact Kisha Gresham at kisha@aesp.org.

AESP Training Courses

Finding Customer Opportunities for Demand Response
Sept. 30, Seattle

Designing & Evaluating Behavior-based Programs
Sept. 30, Seattle

If you would like to schedule an onsite training please contact Suzanne Jones at (480) 704-5900 or suzanne@aesp.org. For more information about the AESP Institute, [click here](#).

Conferences

August 20, 2013
Online Conference
"CSI Online: Codes, Standards & Improvements"

September 30-October 2, 2013
[AESP Fall Conference](#)
Seattle

January 27-30, 2014
23rd National Conference
San Diego

May 12-14, 2014
Spring Conference
Baltimore

August 5-7, 2014
Summer Conference
San Francisco

WELCOME & THANK YOU to our New and Renewing Members!

New Individual Members

Aleisha Khan, ICF International
Andrea Bruce, SaskPower
Anthony Massa, Green Spider Energy
Becky Cambre, ICF International
Brad Harkavy, Sagewell
Brenda Girod, ICF International
Brian Dean, ICF International
Bryan Flannigan, ICF Marbek
Cameron Brooks, Tolerable Planet Enterprises
Carlos Nouel, National Grid
Christy Stuve, GDS Associates
David Colby, ScrapSafe, Inc
David Hathaway, ICF International-China
Dorothy Barnett, Climate + Energy Project
Edward Bartholomew, National Grid
Elliot Roseman, ICF International
Erik Olbeter, ICF International
Erin Motta, National Grid
Erin Rasmussen, Applied Proactive Technologies
Ezra McCarthy, National Grid
Gloria Vandegriff-Honea, ICF

Demand Response Cuts the Need for New Generation in PJM

GreenTechMedia (04/24/13) James, Adam

In 2011, the Federal Energy Regulatory Commission passed Order 745, a rule that allowed demand response to bid into electricity markets and be treated as a dispatchable resource. The rule opened the door for companies like EnerNOC and Converge to aggregate on-demand efficiency and compete with coal, nuclear, gas, and renewable generation in servicing customers. Two years later, this rule is shaping markets in new and unexpected ways. For example, in the face of about 9,000 megawatts of retirements in net capacity, the regional transmission organization PJM has made clear that it will plan to harness more demand response instead of just building new generation. This increasing reliance on smart technology to revolutionize the way efficiency is utilized represents a departure from the supply-side approach that has traditionally governed the electricity system of years past. The grid is currently structured to reliably meet peak demand while keeping an additional 15 percent of generation on demand in case of an emergency. By strategically reducing electricity consumption, demand response can allow lower reserve margins and help shave peak demand, thus reducing the need for new capacity. PJM just released data showing that its projected installed generation reserve margin is dropping from 13 percent to 9 percent in 2014, meaning that, due to large capacity retirements, PJM will not have enough capacity to provide that 15 percent "buffer" if there are plant outages or downed transmission or distribution lines. However, demand response has contributed to keeping the total reserve margin at 20 percent, well above the 15 percent that the North American Reliability Corporation requires. In practice, this means that PJM is likely to call on demand response twice as much in 2014-2015 as it did in 2013-2014, or between 5 and 9 times instead of 1 to 5. Since each generation resource bids into the market at its marginal cost of production, there is still a question of how much demand response will actually be called upon. Although demand response can be bid into the market, it would still have to bid in at a low enough price to be competitive against other resources.

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What It Takes to Change All the Lights in New York City

GreenBiz.com (04/17/13) Yoshiyama, Cindy Cesca

New York City has a project to replace all of its streetlights with light-emitting diode (LED) lights by 2019, and this is expected to cut streetlight energy consumption by 35 percent. Margaret Newman with the New York City Department of Transportation says the LED installation in Central Park alone will save about \$250,000 annually in energy consumption as well as about 700,000 kilowatts annually. She describes the difficulty level she encountered to launch the project as medium, partly because of the cautious attitude the engineers took. Cost also was a key variable, and Newman reports that the LED lights' cost has notably declined since the project's beginning in 2009. "We can consider — with the energy savings — you get payback periods of five years, seven years—whereas before we were getting paybacks of like 14 years with no guarantee that the lights were going to last that long, so it didn't really make business sense to do it at that point," she notes. Newman says the city will have spent \$11 million on the project by the end of 2014, and reap energy savings of \$1.3 million, maintenance savings of \$1.4 million, and greenhouse gas (GHG) savings of 3,190 tons. Another \$80 million is projected to be spent on LED replacements by 2017, with respective energy, maintenance, and GHG savings of \$8.5 million, \$10 million, and 19,380 tons. "Basically...our budget office...agreed to fund these upfront, realizing that the cost savings that we will achieve by putting them in will essentially pay for them so they advanced us the money," Newman notes. The project is being funded by taxpayer dollars.

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Top 10 Cities With the Greenest Homes

EcoBuilding Pulse (04/18/13)

Redfin recently ranked U.S. cities with the greenest homes by analyzing overall greenhouse gas emissions and numbers of homes on the market with green features or green ratings. The top 10 cities on the list and their unique qualifications from first place to 10th include San Francisco for the lowest carbon dioxide emissions per capita and the largest number of eco-friendly homes on the market. Washington, D.C., earned second place for the most LEED-certified space, low greenhouse emissions, and several rebates and tax credits for energy efficient homes. In third place, Sacramento, Calif., emphasizes

International

Gomathi Sadhasivan, DNV KEMA
Gregory Wong, Port Authority of NY & NJ

Greta Zink, Avista Utilities
Haider Khan, ICF International
Hillery Brown, Opower
Hugh MacDonald, Efficiency Nova Scotia
Jackson Lehr, National Grid
Jason Steinbock, The WEIDT Group
Jesse Ander, Grundfos
Jon Fabre, Otter Tail Power Company
Kim Dragoo, ICF International
Kristi Matthews, Advanced Energy
Kyle Addiss, Southern California Edison
Lisa Gagne, ICF International
Maci McDaniel, ICF International
Mergie Gardner, CA Energy Efficiency Industry Council
Mark Allington, ICF International
May Moy, National Grid
Michael Flatt, ICF International
Michelle Tashima, PECI
Mike Berry, ICF International
Mike L'Ecuyer, ICF International
Nicholas Corsetti, National Grid
Rick Grant, ICF International
Rob Sinyard, Emergent
Sameer Kwatra, American Council for an Energy-Efficient Economy
Scott Broten, ICF International
Sean Cahill, Clearlight Partners
Spencer Pidgeon, ICF International
Spencer Sator, E Source
Steve Thomas, ICF International
Terry Kessinger, ICF International
Travis Michalke, ICF International
Uriah Rohrbacher, Cadmus

New Group Members

Deloitte Consulting

Renewing Group Members

Arizona Public Service
DNV KEMA
National Energy Federation
PowerDirect
San Diego Gas & Electric
SmartWatt
Southern California Edison

Have a Question...Ask AESP!

Do you need advice from your peers on your latest project or program? If so, submit your questions on AESP's listserv. Or, do you have the answer or advice for this recent post?

"Does anyone know of any EE/DSM program being offered for load shifting the charging of battery-powered golf carts to off-peak hours? Thanks."
— Judy Simon, Judy Simon + Associates

To subscribe to the listserv, email your request to imailsrv@aesp.org and type "Subscribe AskAESP" and your first and last name.

energy efficient homes in new developments with some attaining net zero status. Fourth place went to Boston with its Green by 2015 initiative that includes promoting residential energy produced by solar panels and waste products. In Portland, Ore., residents can pay a little more to use renewable energy, and Fix-it Fairs teach homeowners green initiatives to reduce water and energy usage. Philadelphia had the second highest number of eco-friendly homes, largely due to 2009 laws to advance green building practices. Phoenix, Ariz., offers one-time grants to homeowners for making green improvements. Los Angeles makes loans of up to \$50,000 with low interest rates available to homeowners for energy efficiency improvements, and rebates up to \$4,000 for improvements. Eco-conscious Seattle has financial incentives for homeowners installing solar systems, while Austin, Texas, offers homeowners low-interest home loans up to \$20,000 and rebates for energy- and water-efficient home upgrades.

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Renewables, Efficiency Take Flight in U.S. Air Force Energy Strategy

CleanTechnica (04/10/13) Marcacci, Silvio

The U.S. Air Force's Energy Strategic Plan signals a major shift toward energy efficiency, renewables, distributed generation and microgrids, and green buildings to "actively seek solutions to the energy challenges that pose a threat to our operations." The Air Force annually burns 2.5 billion gallons of aviation fuel and uses 64 trillion BTUs of energy, adding up to a \$9 billion annual energy bill. "Reducing demand for energy is the single, best action the Air Force can take to improve its energy security," says the report. The USAF aims to improve aviation energy efficiency 10 percent by 2020, reduce total facility energy consumption 15 percent by 2020, and lower energy intensity 30 percent by 2015. In addition, the USAF wants 100 percent of new construction and renovations starting in 2013 to meet high-performance building standards on the way to ultimately hitting the mark of all new buildings achieving net-zero energy use by 2030. Alternative fuels play the largest role in greening the Air Force's energy consumption. The strategic plan mandates the USAF increase its use of alternative aviation fuel blends for non-contingency operations to 50 percent by 2025. In addition, the USAF will certify 100 percent of the aviation fleet for bio-based aviation fuel blends by 2013. The strategic plan also mandates that on-base renewables provide 1 percent of all facility consumption by 2013 while building 1,000 megawatts of on-site capacity by 2016, and facility consumption of renewables must increase to 25 percent of total electricity use by 2025. Long-term, the strategic plan could create an "air base of the future" where microgrids ensure bases can operate on their own. "The air base of the future would rely on power generated from renewable energy sources connected to a centralized storage facility and directly to facilities. Excess power generated during the day or night from renewable sources would be stored and used during high demand periods, and the installation would rely on distributed sources of energy to reduce single point vulnerabilities and rely on energy from the main grid as backup—not the other way around," the report states.

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Is This the Google of Green Building?

DesignBuild Source (04/01/13) Heaton, Andrew

The U.S. Green Building Council (USGBC) has introduced its Green Building Information Gateway (GBIG), a search engine that enables users to see the green ratings and features of buildings and cities. GBIG features 10 years of USGBC data on about 133,000 green building activities for 80,000 buildings. Users can search GBIG to find out which energy- and water-saving features were used in a particular building, whether sustainable materials were used to construct the building, and how the air quality is rated for the building. Buildings can be compared to one another for energy efficiency, or a user can determine how much LEED-certified space or ongoing green building activity is in a city. The tool creates a LEED scorecard, says USGBC's Chris Pike. It is designed to provide meaningful information in an easily digested format. For example, a real estate agent might use it to search for energy efficient buildings that have a lot of natural light. "Also, if I'm advising a team and building a building, I can say what are the characteristics of green buildings that have been delivered in a certain market over the last 12 months, and I can use GBIG to answer that question, too," Pike says.

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AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

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Featured Articles

Improving the Quality of Savings Estimates with Smart Meter Data

by David Jump and Matthew Denny

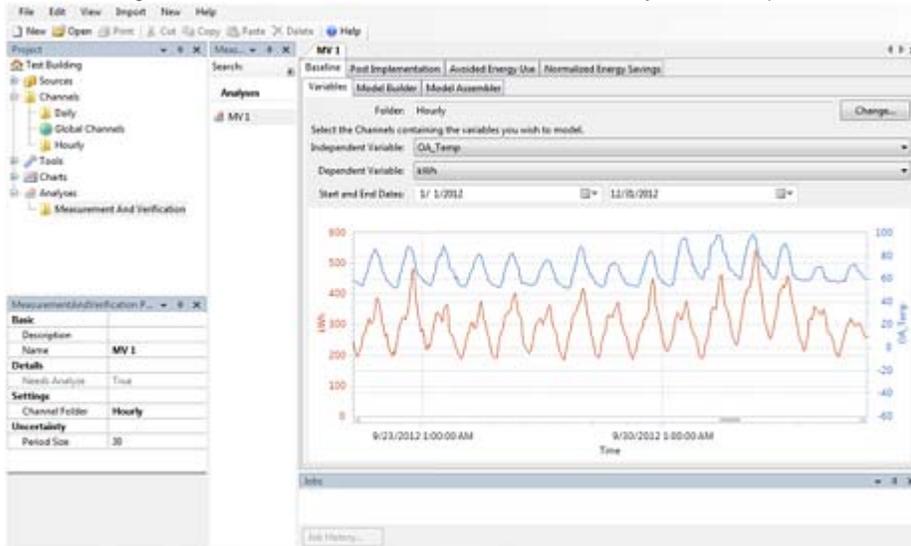
Investments in Smart Meters are beginning to generate rich data sets that can improve the quality of savings estimates and support long term savings persistence. These data sets have traditionally been available from time-of-use meters in large commercial buildings, but Smart Meters are generating them for smaller buildings. Through application of rigorous whole building measurement and verification (M&V) strategies, owners, service providers, and utility program administrators can now provide assurance that savings are realized, begin to harvest deeper levels of savings, and start impacting the huge small building market sector. The California Energy Commission, through its Public Interest Energy Research (PIER) program and in partnership with Pacific Gas & Electric, will introduce a tool that streamlines the whole-building M&V process using the short time interval data available from Smart Meters.¹

Beyond Calculations

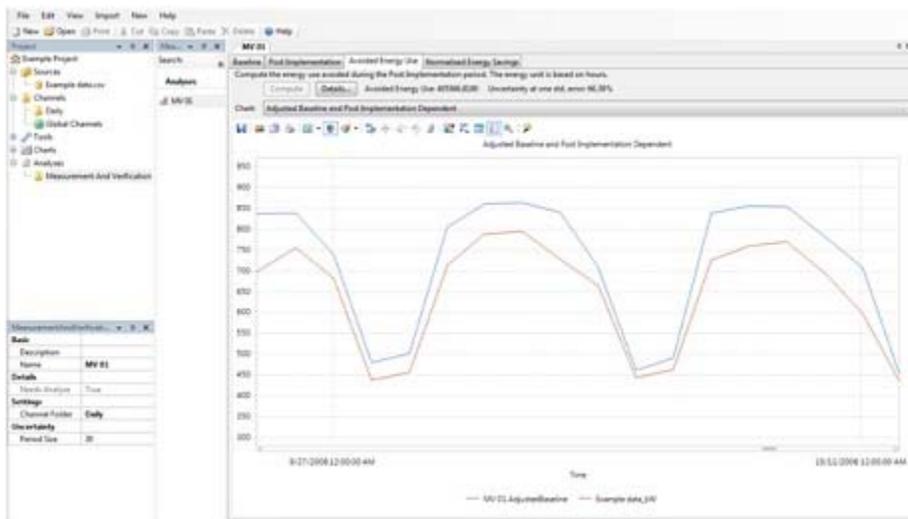
In the commercial market sector, high levels of savings are achieved by installation of complex energy efficiency measures. Installation of digital controls for HVAC and lighting, and comprehensive retro-commissioning measures are in this category. Under a typical program design, savings estimates are made based on engineering calculations which in turn are supported by field measurements and assumptions. Savings estimates are produced on a measure-by-measure basis to support investment decisions. Engineering calculations are completed with limited budgets which can constrain their quality. At times these calculations are flawed due to incorrect understanding of equipment operations, poor assumptions, and inadequate supporting data. Savings uncertainties are rarely estimated and reported, as they are nearly impossible to quantify with this approach. Clearly the need exists for an intrinsic, easy to use, parallel method to verify a project's savings.

This concept is not new. The International Performance Measurement and Verification Protocol (IPMVP) describes a whole building approach (WBA) to verifying a project's savings. Originally developed to use monthly utility bill energy use data, its methodology is enhanced when using short time interval data, such as from Smart Meters. The WBA utilizes measurements of energy use (i.e. kWh and therms) rather than operational parameters (temperature, flow, equipment status, etc.) and provides a more direct means of accounting for energy savings. Since energy savings cannot be physically measured, the WBA determines what baseline energy use would have been under post-installation conditions in the absence of the energy efficiency project.² The adjustments to baseline energy use are accomplished with regression modeling of the energy data with ambient temperatures and other parameters. The measured post-installation energy use is subtracted from the adjusted baseline use to obtain savings. Importantly, this methodology also produces savings uncertainty estimates.

Figure 1. Screenshot of Universal Translator with M&V Analysis Module open.



The M&V Tool provides users with great flexibility to develop accurate baseline regression models. Users can select analysis time intervals, group data from similar operating periods, select different modeling types, select the independent variable model characteristics, and quickly generate models and check their fit and error metrics. Its integration with PG&E's Universal Translator software enables users to quickly drag-and-drop data sets into the tool, merge and re-sample data, conduct data quality checks, and begin analysis. All data and modeling procedures are stored in one project file, which may be transferred to other parties who have the software for the purposes of technical review. With the raw data in hand, generating an accurate baseline model takes mere minutes. An example of the baseline modeling tab of the M&V Tool is shown in Figure 1. Figure 2 shows the avoided energy use savings tab with the adjusted baseline and the measured post-installation energy use. When available, users can download the software for free as well as a companion specification document.



WBA Gets Results

The WBA gained a foothold in the Monitoring-Based Commissioning Program available to California's universities and state universities in partnership with its investor-owned utilities. The UC/CSU/IOU partnership provided individual whole-building metering systems to individual campus buildings prior to starting retro-commissioning projects. The program required three months of baseline energy data and three months of post-installation energy data in order to use the WBA. Some projects conducted with the WBA in the MBCx program have shown it to provide a rigorous check on the estimated savings for individual RCx measures, as Table 1 of savings results for two projects shows below. When examining project costs, it was demonstrated that with reliable WBA results, and low cost RCx measures, that it no longer made sense to spend precious project resources on savings estimation prior to measure implementation. Table 2 summarizes the project costs and benefits using the WBA.

Table 1. Comparison of Estimated and WBA Savings in kWh
(The Option B column is a system-level approach using the same regression-based M&V method).

Building Name	Estimated Savings	WBA Savings	Option B Savings
Soda Hall	483,008	216,716	462,472
Tan Hall	653,575	663,184	686,519

Table 2. Project Economics

Building	Project Cost	Cost Savings	Payback/years
Soda Hall	\$117,689	\$69,229	1.7
Tan Hall	\$90,873	\$12,989	0.7
Shields Library	\$180,552	\$180,000	1

These projects provide cases studies where the WBA is an acceptable and appropriate alternative to costly and uncertain engineering calculations. Transaction costs must be reduced in order to make energy efficiency inroads in the small commercial building sector. In larger buildings, the WBA provides assurance that a project's savings are achieved, and increases realization rates. The M&V Tool provides the transparency required for the WBA to gain acceptance and a tool to help owners maintain savings over time. These examples highlight how investments in Smart Meters can improve future energy efficiency programs effectiveness and penetration in new market sectors.

Conclusion

In a fortunate confluence of evolving technologies, Smart Meter proliferation is providing a wealth of usable, quality, revenue-grade data for every commercial building. There is potential that this whole building data can be leveraged to improve (and simplify) the quality of savings estimates in commercial retrofit and RCx programs. PG&E's soon available version 3 of its Universal Translator software will provide whole building M&V analysis for this short-time interval data to build accurate baseline and post-energy models and provide quality savings estimates.

¹ The M&V Tool is an analysis module in PG&E's updated Universal Translator software, which has an expected release in summer 2013.

² IPMVP 2009, Chapter 4, p. 12.

David Jump, QuEST principal and director of engineering, is the current chair of the Efficiency Valuation Organization's IPMVP Committee. Matthew Denny, QuEST Senior Engineer, is the lead engineer in the development of the M&V Tool project for the California Energy Commission.

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Effective Presentation Skills: Planning (or How to Avoid 'Slideshows from Hell')

by Danielle Marquis



The first time I received the magical phone call from Meg Matt, AESP's president and CEO, that my abstract had been accepted for an AESP conference, I was on a chairlift in the middle of a snowstorm with my daughter. I'd worked really hard on that abstract and had some unsuccessful attempts in the past. We did a little dance and skied down the mountain. I was completely elated; it was a perfect moment. I started brainstorming right away, and I was emailing myself ideas for the rest of our vacation.

Danielle Marquis Whether it's your first professional speaking opportunity in your career or your 45th, the best place to begin a successful presentation is with proper planning. I realize that doesn't sound particularly fun. But proper planning will make it that much easier to design your presentation, and it will ensure that your delivery is professional, engaging and useful. A bit of groundwork will make the fun parts of presenting even more fun—and it will save you time in the long run.

Step 1: Brainstorming

The first step in presentation planning is brainstorming. You need to set aside enough time to brainstorm without distraction. Turn off the email notifications on your computer, step away from your iPhone, grab yourself a coffee, turn up your favorite music and get to work. It's best to brainstorm in "analog" mode—in other words, in the physical world, without screens. The concept of "going analog" is common with professional designers and recommended by author of "Presentation Zen" Garr Reynolds, as an approach that leads to "more clarity and better, more creative results" than brainstorming using digital tools.

Save PowerPoint or Prezi for later. For now, use a white board, a blank pad of paper or a stack of Post-Its and jot down every idea you can think of about your topic for 30 minutes to one hour. Time yourself. Don't stop to answer emails or even the phone. According to Reynolds, "Busyness kills creativity. Busyness leads to the creation and display of a lot of cluttered presentation visuals that substitute for engaging, informative, and provocative speeches where actual conversations could and should be taking place." We all inherently know this because we've sat through a bad presentation. Don't let that presentation be yours.

Step 2: Organize Your Thoughts

After your set-aside brainstorming time has passed, you can begin Step Two, which is to organize your thoughts. Draw connecting lines on the white board or your paper, cross out thoughts that no longer sound good, number things or move the Post-Its into sequential order. Your goal is to determine, "What is my core point?" Once you've distilled that, you can begin pulling out other thoughts and concepts that will serve as supporting points and expand upon your ideas.

Step 3: Make It Sticky

As your outline comes together and you begin the work to further refine it, you are ready for step three, which is to make a conscious effort to build in "stickiness." In their book "Made to Stick", Chip and Dan Heath explore the six key qualities of an idea that is made to stick, or to put it another way, to transform the way people think and act. Reynolds advocates thinking in terms of stickiness when planning ideas and messages for presentations.

According to the Heath brothers, you can build stickiness into your communications by focusing on simplicity, unexpectedness, concreteness, credibility, emotions and stories. Let's break that down.

- *Simplicity* is "stripping an idea to its core." The brainstorming sessions outlined above will help build simplicity into your presentation—what is your core point? Why does it or should it matter?
- *Unexpectedness*, or the element of surprise, is a surefire way to capture and hold your audience's attention. Stimulate their curiosity! To do so, the Heath brothers recommend posing questions to open holes in people's knowledge, then filling those holes throughout your presentation.
- *Concreteness* helps people understand and remember your ideas. Reynolds recommends using natural speech and giving real examples—talk like yourself, not like you're reading from a white paper. Drag out all the good war stories you've accumulated over your career to illustrate your points. Unlike your family at the summer BBQ, your colleagues and peers actually want to hear about this stuff ... and it will help them remember your core point.
- *Credibility* positions you as an expert so people believe your idea; you need to give your idea context and meaning. This does not mean a long-winded personal bio or company overview. At AESP events, a moderator introduces each speaker. If you're moderating a session, get to know your speakers—dig deeper, find out who they really are and what background experience makes them uniquely qualified to present on this topic. Ask yourself, "What will surprise the audience? What will position the speaker so the audience is excited to hear the presentation?"
- *Emotion* will help you get people to care about your idea. You want them to feel something—to fall in love with your idea just as you have, to feel the struggle you felt when executing your pilot or conducting research, to know the pride you felt when the project was completed.

- *Stories* are the way you'll convince your audience to act on your idea. There is a reason human beings have told stories throughout our history—they're a great communication tool, and they make concepts easier to remember. Use this to your advantage.

A Presentation to Remember

By taking the time to properly plan your presentation, you are setting yourself up to design and deliver an exceptional presentation—one that people remember and act upon. As Reynolds so bluntly points out, "Yes, we're all insanely busy, but this is just all the more reason we owe it to ourselves and our audiences not to waste time with perfunctory 'slideshows from hell.' To do something better takes a different mindset, and it takes time and space away from 'busyness.'" Embrace that time and space away—spend time with your family, go skiing, read a book, plant a garden. Train yourself to let your brain work on concepts while you're doing other (probably more enjoyable!) things than sitting at a desk. Don't fear planning. Planning is what will take your presentations to the next level.

Danielle Marquis is the marketing director of [SmartWatt Energy](#).

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AESP News

[Say Hi to AESP's New Accountant](#)

We're really excited to welcome the newest addition to our staff, Jason Lake. Jason will be responsible for AESP's accounts receivable and payable, payroll, tax and other financial matters. And with more than 10 years' experience (most recently with a health supplements company), he'll be keeping our finances in great health!

Fall Conference — Coming Soon!

The agenda is coming together nicely for AESP's fall conference. We will focus on tools and technologies that drive customer engagement in EE programs, including lessons learned from pilot programs, successful marketing tactics and more. Registration and the agenda will be available soon. Make plans to join us this Sept. 30 — Oct. 2 in Seattle!

Texas Chapter Update

The first organizing conference call to create a new Texas chapter for AESP members was held on Friday May 19 with seven Texans agreeing to form the leadership team and Robin Maslowski from the Rocky Mountain chapter acting as chapter advisor/mentor. Stay tuned for further updates!

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