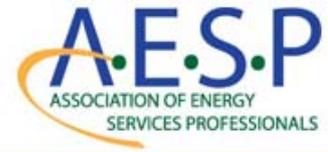


Strategies



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Letter from the AESP Chair

The future ain't what it used to be, or maybe it is

by John Hargrove

Later this month, we'll be once again embarking on our annual AESP State of the Industry survey. If you are a regular contributor to this yearly barometer of the EE/DR industry, we thank you and look forward to hearing from you again. If you have never participated, well, shame on you. We really want and need to know what you think. To get you motivated, we're putting everyone who completes the survey into a drawing to win one of five \$100 Amazon gift cards.

I reread the last State of the Industry report and it's always fun – with the benefit of hindsight of course – to see how some of the top issues identified 12 months ago have played out in the past year.

For example, at this same time last year, you said that behavioral programs aimed at business and residential customers, the impact of low avoided energy costs, and the opportunities created by "big data" from utility customers will have significant impacts on the industry in 2013. You were clearly correct on that prediction. In fact, AESP's two highest attended webinars this year were precisely on these topics: "Using Data Analytics to Accelerate Commercial Efficiency" and "Behavior Change Programs."

However, one trend in 2013 that was not in the book, literally, was the continuing maturity of solar and the ensuing pains and gains. Two of the year's major industry headlines were solar-related. The Solana Generating Station going online represents an exciting new class of solar-thermal plants that will continue to generate power long after sunset. We have one being built here in Nevada called the Crescent Dunes Solar Energy Project that will soon power the lights of Las Vegas after dark. Now that is cool.

Another big step for renewables (a technology near and dear to my heart and paycheck) was when California's PUC recently mandated its IOUs to bring 1.3 GW of energy storage online by 2020 – a major step in integrating renewables into the grid and improving their effective contribution to the grid.

At the same time, this is also the year the industry begins to address the elephant in the room – net metering. If solar installation owners contribute little (or negatively) to their utilities, then who pays for maintaining the grid? Many of us are watching the drama unfolding between APS and the Arizona commission. And I suspect this will not be the only jurisdiction where this debate will take place.

Energy efficiency and renewable energy are both very complicated issues, both subject to and in need of serious debate and thoughtful policy. These topics are currently very present in both the political arena and the public consciousness. I hope that this high level



John Hargrove
NV Energy

NOVEMBER 2013

Upcoming Events

Chapter Events

Chicago Chapter
Nov. 21 - Chapter Meeting

Midwest Chapter
Dec. 10 - Chapter Meeting

Brown Bags

November 7
Energy Efficiency Marketing – Moving past the peanut butter approach

November 21
Taking Demand Management to the Next Level

December 5
Energy Efficiency Trade Associations: An Executive Director Roundtable

December 12
How EM&V Ramp-Up Has Impacted Arkansas Energy Efficiency Efforts

December 19
Collaborative Groups: Harnessing the Power of Many

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

AESP Training Courses

Introduction to the Principles of Demand-side Management (DSM)
January 27, 2014 - San Diego

Leadership Training for Exceptional Team Performance
January 27, 2014 - San Diego

Introduction to the Principles of Evaluation, Measurement & Verification (EM&V)

of attention being paid to both delivers on its promise.

So, what do you think 2014 will hold for us? I can't wait to hear what you have to say in our State of the Industry survey. Watch for the email later in the month!

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Industry News

"Saving Lives Through Saving Energy"
"Is Energy Efficiency the Most Popular In-Home Automation?"
"Green' Building Incentive Nears End"
"Texas, Where Oil Rules, Turns Its Eye to Energy Efficiency"
"Home Buyers of Two Minds on Energy Efficiency"
"The Top 5 Most Energy Efficient Cities Are..."

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

Saving Lives Through Saving Energy *EnergyBiz (10/16/13) LaRossa, Ralph*

While there are numerous ways that energy efficiency can be applied, Public Service Electric & Gas (PSE&G) found that a targeted approach works best. EnergyBiz contributor Ralph LaRossa says, "We identified hospitals as a high energy-usage sector that faced significant barriers in moving ahead with energy efficiency improvements, yet where doing so would help everyone we serve." PSE&G's \$129 million hospital energy efficiency program is the only one in the country that does not require hospitals to pay the costs up-front. Instead, hospitals receive investment-grade audits to locate improvement that will significantly lower energy usage. PSE&G then invests to help mitigate the costs of these capital-intensive projects. "This initiative has proved so successful that our regulators gave us the green light to expand it to enable more hospitals to participate," LaRossa says. The 19 hospitals participating in the energy efficiency program to date are projected to save \$8 million annually in energy costs -- savings that are expected to grow to \$160 million over two decades.

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Is Energy Efficiency the Most Popular In-Home Automation? *IEEE Spectrum (10/01/13) Tweed, Katherine*

A new study from the Consumer Electronics Association (CEA) found that energy efficiency technologies are the most popular home automation option in U.S. houses. Programmable and/or smart thermostats beat out home security and entertainment automation for the top honor, with 47 percent of households saying they had at least one. However, another study from Lawrence Berkeley National Laboratory found that 89 percent of survey respondents rarely or never used the thermostat to set a weekday or weekend program. Seventy percent were not set at all. A new generation of smart thermostats that connect with smartphones and the Internet make programming far easier. Not only is the interface easier to use but some have algorithms that can learn your household thermal characteristics and daily patterns to help fine-tune settings. The energy savings for software-based, digital thermostats range from about 15 to 30 percent. But such smart thermostats are still in the minority, with only 12 percent of CEA respondents saying they had one, and even then it was often in conjunction with older thermostats in the home. When old-school programmable thermostats are taken out of consideration, automated home security becomes the most popular technology choice. The CEA survey

January 30-31, 2014 - San Diego

P2 – Program Planning & Implementation

January 30-31, 2014 - San Diego

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

Online Conference: NewAdventures in EM&V

December 4, 2013

24th National Conference

San Diego

January 27-30, 2014

Spring Conference

Marketing & Implementation: Finding

NewPaths to Reach Program Goals

Baltimore

May 12-14, 2014

Summer Conference

Evaluators & Implementers: Merging on

the Energy Efficiency Highway

San Francisco

August 4-6, 2014

WELCOME & THANK YOU to our New and Renewing Members!

New Members

Amanda Vanega, Keyes, For & Wiedman
Amy Hutchins, Georgia Power
Andy Strote, Context Creative
Bev Riker, DNV GL Energy
Chad Ihrig, Mississippi Power Co
Cherlyn Seruto, Nexant
Christine McSweeney, Lummus Consultants International
Cindy Drucker, Weber Shandwick
Elise Berman, Georgia Power
Emilie Bolduc, Ecova
Jeff Shih, Student, Uni. of Delaware
Jim Heiss, Consumers Energy
Jon Davis, Conservation Services Group
Julie Paul, Georgia Power
Kandy Kernes, Toshiba
Kim Ballard, Ameren-IL
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Narine Kasabova, McGrann Associates
Norma Elizondo, ShowerStart
Peggy Peterson, Seattle City Light
Penny Cochrane, Willis Energy Services
Robert Feeney, Vergence Entertainment
Suzanne Shelton, Shelton Group
Teresa Cobb, Georgia Power
Teresa Rodriguez, JACO Environmental
Tina Grebner, Ameren-IL

New Group Members

Cascade Energy
CenterPoint Energy
Everblue Training Institute
Evergreen Consulting Group

Renewing Group Members

Agentis Energy
Alabama Power

found that saving money was a key motivator when it comes to energy efficiency products, but most people don't save anything with their programmable thermostats, and the smart thermostat market has been emerging slowly in the past few years despite the potential savings. The first generation of two-way digital smart thermostats was often sold through utility channels and the cost was too high. But with the proliferation of smartphones and lower costs, smart thermostats have started to catch on.

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'Green' Building Incentive Nears End

NuWire Investor (10/01/13) Anderson, Bendix

Many building owners and commercial developers are racing to use the Energy Efficient Commercial Building Tax Deduction before it expires. By upgrading HVAC systems, lighting, and building envelopes, building owners can qualify for up to a \$1.80 per-square-foot tax deduction. The program currently is set to expire Dec. 31, but commercial real estate advocates are lobbying Congress to extend and expand the program. Owners can apply for improvements made in the last six years, if the improvements meet independent certification that they cut energy costs. Other tax incentive programs from state and local governments and local utility companies also encourage and help owners and developers make their commercial properties more energy efficient.

If the program is renewed, it also may be expanded to include real estate investment trusts. Including REITs in the program would enable them to pass tax benefits along to their tenants. They also would be able to count a cash grant for energy improvements as a real estate asset, maintain their federal tax status, and make the incentives more valuable. The Obama administration is pushing Congress to also "incentivize" energy efficient development and rehabs. "The President believes that a new, more flexible tax credit is necessary to optimize investment opportunities for building owners and real estate investment trusts," according to the White House website.

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Texas, Where Oil Rules, Turns Its Eye to Energy Efficiency

New York Times (09/20/13) Malewitz, Jim

A plan for boosting energy and water efficiency upgrades led by a coalition of renewable energy proponents, city officials, bankers, and others could make Texas an energy efficiency model for other states. The group is developing PACE in a Box, a variant of the Property Assessed Clean Energy (PACE) strategy, which seeks to solve the biggest obstacle to efficiency investments—initial costs that can take years to recoup—by allowing owners of commercial and industrial property to use a property tax lien to fund energy efficiency upgrades. A smooth-running PACE program is designed so that property owners pay less than what they save on their energy bills. If a property is sold, the new owner would assume the debt. The unveiling of the PACE in Box program is planned by year's end, and the coalition hopes that many of Texas' 254 counties and more than 1,200 cities will embrace the initiative, encouraging consistency in a state that ascribes much value to local power. Although many PACE backers would prefer the program also apply to home upgrades, the exclusive concentration on commercial and industrial properties has sparked buy-in from bankers.

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Home Buyers of Two Minds on Energy Efficiency

San Francisco Chronicle (09/19/13) Said, Carolyn

Several federal proposals designed to spur the sales of green homes, which also could coax more homeowners to invest in energy upgrades, are underway. The federal Sensible Accounting to Value Energy (Save) Act would allow home buyers to qualify for larger loans on energy efficient residences. Meanwhile, the real estate industry is concurrently striving to standardize and improve how it reports and assesses energy improvements for existing homes so that house hunters who desire green features can more easily find them. The Save Act would basically let lenders tally energy savings as part of the buyers' income, while appraisers could include energy features in their calculations of a home's value. "The mortgage underwriting standards would stretch the values of an energy efficient home because it would cost the consumer less over time," says Conservation Services Group CEO Steve Cowell. "Looking at operating costs as well as initial fixed costs gives a more accurate picture." The Save Act is pending in the Senate, but is solely applicable to loans supported by Fannie Mae, Freddie Mac, and the Federal Housing Administration. In the meantime, the National Association of Realtors is developing a turnkey solution for local MLS listings to include fields on energy efficiency, while the National Home Performance Council and CNT Energy recently issued a study on how greater

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Bki
City Utilities of Springfield
Dayton Power and Light
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FortisBC
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New Mexico Gas Co
NPEI
NYSEG/RG&E
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AESP
15215 South 48th Street,
Suite 170
Phoenix, AZ 85044
(480) 704-5900

Submissions are due by the 12th of each month to Adeline Lui at Adeline@aesp.org
(480) 704-5900

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transparency around energy efficiency would encourage homeowners to invest in such enhancements.

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The Top 5 Most Energy Efficient Cities Are...

EcoBuilding Pulse (09/18/13) Weeks, Katie

Seattle, San Francisco, New York City, Portland, Ore., and Boston have been singled out as the five most energy efficient U.S. cities, as ranked by the 2013 City Energy Efficiency Scorecard from the American Council for an Energy-Efficient Economy (ACEEE). Seattle's score of 65.25 tops the U.S. median score of 43.69 with its well-financed electric utility efficiency programs, strong water efficiency measures, energy benchmarking policies, and the latest energy codes for commercial buildings. Both San Francisco and New York City earned scores of 69.75, with the former gaining recognition for strong investment in utility efficiency programs, good access to data, policies that encourage efficient buildings, and the Residential Energy Conservation Ordinance requiring homes to improve efficiency when sold or renovated. New York City, meanwhile, received kudos for best practices such as the energy benchmarking policies under the Greener, Greater Buildings Plan, solid water efficiency measures, strong transit services and funding, and heavy use of combined heat and power and district energy systems. Portland owes its score of 70 to policies encouraging compact development, reducing vehicle trips, and improving land use planning. Boston won the top ACEEE spot with 76.75 points through efforts such as energy-saving goals for local government operations, its building Energy Reporting and Disclosure Ordinance, and initiatives to connect residents with local utilities to use energy-saving services. Portland might dethrone Boston by expanding the use of combined heat and power and setting up a large-scale energy benchmarking policy for commercial and residential buildings.

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Featured Articles

Knock Their Socks Off! Effective Presentation Skills: Delivery

by *Danielle Marquis*

You've spent months writing your paper, planning your presentation and designing your slides. Getting ready for delivery is the final phase of preparation, where all your work comes together. The key to good delivery is practice. And here's a dirty little secret: "Effortless" delivery requires a process and, well, a lot of effort. As Peter Urs Bender writes in his classic book "Secrets of Power Presentations": Good preparation compensates for lack of talent, whereas failure to plan in advance, combined with the absence of talent, can destroy your credibility. If you shortcut this phase, you'll shortchange yourself and your delivery will suffer.



Danielle Marquis

Inspiration

If you want to see how powerful good delivery can be, check out some Ted Talks at www.ted.com. You'll find more than 1,500 presentations on every topic imaginable by some of the best presenters in the world. Models talk about self image. Scientists talk about astrophysics. Artists talk about drawing. And they are all engaging. Study the speakers. Pick them apart. What makes them good? What isn't coming off well? Apply your knowledge to your own presentations.

Training

The best way to become a better speaker is to do it more. If you're terrified of public speaking, you're not alone. Even people who love the spotlight are terrified in those first few minutes. Join your local Toastmasters' chapter, volunteer to run your department's next meeting, or try to get speaking slots at local or regional events. It doesn't really matter how you do it, but it does matter that you start speaking in front of groups. It gets a little bit easier every time.

Script

When you're ready to start working on your delivery, your first step is to write a script. Doing so helps you to further refine your slides. After your script is complete, revise it the following day, then practice it out loud. You may want to write your script the way you naturally talk, but sometimes you'll read your words out loud and it'll sound all wrong. This is your chance to rework the way you say things until they sound right.

Once you're happy with your script and slides, do your first run-through with a colleague, either in person or via webcam. Ask your colleague to take notes and be quiet until you're done, so they get a complete picture of what you're planning to say and when. Choose someone who will be honest with you and tell you if something isn't working. After hearing your colleague's feedback and making changes, you are ready to submit your slides to AESP, or wherever else you're speaking. If you follow this process, you won't feel the need to revise slides in the eleventh hour. Promise.

Notes

After your script is complete and you've practiced reading through it with your slides a few times, it's time to condense it to notes. You can use regular three-by-five note cards or the notes function in PowerPoint. I like note cards because you'll still have them if something goes wrong with the technology. With your notes, you should be writing keywords only and maybe some symbols to remind you where to advance slides. Each slide gets just one card with only a few words on it. If you write in sentences in your notes, you'll end up reading straight from the cards—and it will show. The great thing about practicing is you probably won't need the cards at all, but you'll have them there in case you get completely lost and need to get yourself back on track.

Process

Give 'er

After you've practiced with the notes a bunch of times, you're ready to take the training wheels off and try the speech without notes—also known as “give ‘er.” The first time, you'll probably be pretty horrible. Embrace it. Remember when you used to try and give presentations without practicing at all? It's good to realize you need more practice, before you're standing on a stage in a room full of people. Don't forget, your slides will help guide you through your use of visual imagery.

When you feel like you've got it, try doing a live dress rehearsal in front of colleagues or family. It's good to have fresh ears here, so try to avoid using the same person from earlier. You want to get the reactions of people who are new to your material — maybe your jokes aren't as funny as you thought, or your analogies need tightening up. You're doing more fine tuning at this point. After that, keep practicing by yourself without notes until the day before the presentation. Whether you practice the day of your speech or not is up to you. I feel like it kills my spontaneity, but I have colleagues who practice up until the minute they speak and that works well for them.



Once you're on stage, try to develop a rapport with the audience, but be authentic to who you are. If you're not the joking type, don't lead with a joke. If you don't fancy yourself an actor, don't come up with some big dramatic scene. Maybe asking the audience a question or asking for a show of hands better suits your style. In his book “The Naked Presenter,” public speaking expert Garr Reynolds suggests making a strong connection with your audience by incorporating “content that is personal, unexpected, novel, challenging or humorous” into your presentation. Do what works for you, but try to include one of these elements — the best presentations do.

Throughout the presentation, continue to read the audience. Look around the room, look people in the eye, pay attention to what's registering and what's not. Are they smiling at you with shining eyes or do they seem bored? Are they looking at their phones because they're tweeting your brilliance or because they're checking their email?

Do something to shake things up if you feel like you're losing the crowd. Show your enthusiasm for your topic. Be passionate. Differentiate your cause. Make them fall in love with your topic the way you have. Be fully present. Differentiate yourself. Leave them just a little bit hungry for more. Tell your story.

Danielle Marquis is the Marketing Director of SmartWatt Energy, a direct install program implementer and implementation contractor.

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So You Think You Have a Good Idea for a Lighting Product?

by Mark Lien

You might enjoy the creative process of design. You may even find the market analysis and customer feedback interesting. Assuming the ability to manufacture your idea profitably, without significant compromise to the design, you might stand ready to announce your achievement. But wait...there's more! The following is a long list of mandatory requirements likely not considered. Not complying with these can result in significant financial penalties and restrictions on the ability to sell your product.



Mark Lien

Mandatory Requirements (in alphabetical order)

- CEC – California Energy Commission database verifies product performance to sell in the state
- U.S. DOE – The U.S. Department of Energy database verifies product performance and labeling
- FCC – Federal Communications Commission performance and labeling of select products
- FDA – Food and Drug Administration requires registration for UV products before production
- FTC – Federal Trade Commission monitors labeling and performance of select products
- Various state requirements include California's Proposition 65 and Green Chemistry, Vermont's mercury labeling law and state recycling efforts. A rigid plastic packaging law in California requires 25 percent minimum post-consumer content.

In addition to the above, there is very specific and expensive testing necessary for safety and hazards, U.S. DOE and ENERGY STAR® processes. The testing is usually referenced to IES, NEMA and ANSI standards.

Voluntary or pseudo-voluntary (technically voluntary but required by some customers)

- CEC LED Lamp Quality Specification – New criteria for rebated products for California utilities
- ENERGY STAR – Database performance and labeling for product required for some rebates
- DLC – DesignLights Consortium lists lamps and luminaires that meet quality and efficiency levels
- GHG – The Environmental Protection Agency manages the Greenhouse Gas Reporting Program
- LEED – Metric for the environmental impact of buildings including efficiency, mercury, etc.
- RoHS/Reach/SVHC, TCLP, Conflict Minerals – Restrictions on hazardous substances and mining.

Other factors influence products from cradle to grave (or landfill). Lamp and luminaire requirements written into energy and environmental standards become law by federal, state or municipal passage, or are required by force of contract. Mandatory dimming levels and controls, occupancy, vacancy and daylighting sensors, minimum efficiencies and color quality metrics, optical characteristics and toxic substance limitations all must be addressed prior to production. Knowledge of the following is critical to success.

- ASHRAE/IESNA 90.1 – Federal minimum energy standard for commercial building applications
- IECC – International Energy Conservation Codes for residential and commercial

- energy use
- Title 20 – California Code of Regulations for energy efficient appliances including lighting and controls
- Title 24 – CEC building energy efficiency program for applications including lighting and controls
- Variations in State Energy and Environmental Requirements – Some states have unique codes.

The International Dark-Sky Association certifies exterior luminaires when uplighting limits are written into law or desired. Buy America/American, Made in America, TAA-compliant and Assembled in America all have legal definitions and are required by some customers. National retailers have vendor scorecards that offer preferential terms for suppliers that meet environmental or made-in-America stipulations.

Before launching a new product, there are many considerations. The list above is not complete or static. Dozens of colleagues with unique skill sets need to work together to launch a new product. Many of the above also need to be revisited when existing products are modified or when current versions of the above requirements are updated. Some help us to differentiate high quality from low quality manufacturers. All require time, money and a skilled staff. Speed to market is increasingly critical, yet the requirements are becoming more restrictive and burdensome.

While these organizations and standards seek to filter negative product aspects, they also stifle innovation. So if you think you have a good idea for a lighting product, you have just started on a long and complex process.

Mark Lien is the director of government & industry relations at Osram Sylvania.

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AESP News

My, What a Busy Calendar You Have!



- 2014 AESP Energy Awards - Deadline is November 8. Enter a winning program or product, or nominate someone you know: <http://www.aesp.org/displaycommon.cfm?an=1&subarticlenbr=226>
- Spring 2014 Conference - Abstract submissions due November 22. The conference next May 12-14 will focus on marketing and implementation. More details: <http://aesp.org/associations/5980/files/Spring%20Conference%202014%20call%20for%20abstracts.pdf>
- Annual Membership Survey - closes November 15. Tell us how we're doing and get a \$5 Starbucks card! <https://www.surveymonkey.com/s/3YDMMHC>
- December 4 Online Conference "New Adventures in EM&V" - Register by November 28 at <https://m360.aesp.org/event.aspx?eventID=91633>. Four sessions and eight experts talk about the hot topics in EM&V right now. Attend online, no travel needed.

Hear it even if you were not there

The Wisconsin Chapter hosted “From Behavior Change Research to Program Design,” a panel discussion on October 10. The panel featured presentations from four experts in the field of behavioral research and program design and implementation. There were nearly 50 people in attendance at this event, which is a record high for the chapter. The meeting was recorded and is now available to all AESP members across the country. Access the presentation here: www.ecw.org/aespbehavior.

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News Releases and Announcements

NEEA Releases PECI Research on Market-Changing Energy Management and Information Systems

parago announces acquisition of Helgeson Enterprises

As Commissioning Requirements in Building Codes Expand, PECI Ramps Up Commissioning Training

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