

### Letter from the AESP Chair

## The Evaluator

by John Hargrove

The evaluator sat across the table from me. With the bright light that was shining in my eyes, I had a hard time making out the details of the face. But the voice, oh, that voice.

"Mrs. Jackson? Is that you?" I asked.

Why on earth was my fifth grade teacher sitting across from me looking even more formidable than she did all those years ago?

"It's time for your evaluation," Mrs. Jackson said sternly.

"Evaluation? Of what?" I asked, feeling equal parts curiosity and dread.

"Your term as Board Chair of AESP, that's what," she said in that all-too-familiar decisive tone.

For some context, I must tell you that Mrs. Jackson was the best teacher I ever had. She was clearly the most demanding, with the highest standards for work and the lowest threshold for kids trying to skirt around that work. Mrs. Jackson was the one who made me serve as Master of Ceremonies at our elementary school's annual holiday pageant. Not that big of a deal, now looking back. But, she made me do the whole thing entirely from memory, without notes in front of 300 people. But that task and her belief that I could do it made me comfortable with public speaking to this day.

"We need to evaluate the job you did as the AESP Board Chair. And this is no different than any other program evaluation you've done."

As I was saying the following, I already knew it was a mistake: "I'm not all that big on evaluation. I am a Program Manager. I just want to get my assignment and go do it. Whatever problems I find, I will solve on the run. Besides, evaluations always come too late to be of any help. When my task is done, I just want to move on to the next one. If you tell me to take that hill, then that's what I'm going to do."

"Oh, really?" she said, "And were you just planning on moving on to your next 'hill' as you say, and not do any sort of assessment of how you and the Board have done running AESP for the last two years?"

"No ma'am," I mumbled. Mrs. Jackson led off with a typical evaluator question. "What was the baseline when you began this project?"

I answered, "The organization was in great shape when I took over. I followed a really good Board Chair, Carol White. She did a great job, and other than picking me to succeed her, she made great decisions."



John Hargrove  
NV Energy

## DECEMBER 2013

### Upcoming Events

#### Chapter Events

*Southwest Chapter*  
Dec. 10 — Chapter Meeting

*Midwest Chapter*  
Dec. 10 — Chapter Meeting

#### Brown Bags

*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](mailto:kisha@aesp.org).

#### AESP Training Courses

[Principles of Demand-side Management \(DSM\)](#)  
January 27, 2014 — San Diego

[Leadership Training for Exceptional Team Performance](#)  
January 27, 2014 — San Diego

[Introduction to Evaluation, Measurement & Verification \(EM&V\)](#)  
January 30-31, 2014 — San Diego

[P2 — Program Planning, Design & 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](mailto:suzanne@aesp.org). For more information about the AESP Institute, [click here](#).

#### Conferences

"There will be no sarcasm here, Mr. Hargrove," she scolded. "This is serious business and you need to do your job."

That next hour was rough. She asked all the right, evaluator-type questions.

"How did your plan set out to increase AESP membership?"

"How did you use market research to make decisions to improve the membership experience over your program period?"

"Did you develop a logic model to support your program directions and conclusions?"

A logic model? She was grilling me pretty good.

I answered all of her questions. Some of them brilliantly, others, not so much.

She closed up her notebook and looked down at me over those glasses.

"That will be all for now Mr. Hargrove."

I remembered how anxious I used to be waiting for her approval all those years ago. I had always wanted to do a good job for Mrs. Jackson, because she always expected me to. This time didn't feel any different.

I said "So, what are the results of your evaluation? How did I do? You know, I mean, as the Board Chair? How did I do?"

And then she told me what I have heard oh, so many times from evaluators.

"The results of the evaluation will be available in three to six months. More analysis must be completed."

"No!" I yelled as I awoke with a start. My wife was asking me what was wrong. "You were talking in your sleep and it sounded like you were scared," she said.

"You have no idea," I said wondering if I would ever sleep again.

And now, here I am at a crossroads. I have wrapped up another "program" and now I am wondering if I should call in the evaluators to help me understand how I did.

I guess I will face my fear of evaluation and take some time to study this program I have been running for the last couple of years. I will think about how things were when I started, what I got done during my time and what my impact was. I will give some thought to the best ways to go forward and improve the program. And I will try to give Sara Van de Grift, my outstanding successor some solid, thoughtful advice that will help her do her job better.

In other words, I will complete my evaluation. And I'll hope that Mrs. Jackson would be proud.

Happy Holidays everyone,  
John

Share   

## Industry News

["PECO Invests in CVR"](#)

["This Little LED of Mine"](#)

["Code Green"](#)

["Updating Building Energy Codes: How Much Can Your State Save?"](#)

["Nevada Utility: Efficiency Can Cut Grid Management Costs by 25 Percent"](#)

["Arizona Utility Tries Storing Solar Energy for Use in the Dark"](#)

["Will Smart Meters Change Consumer Habits? Early Indicators Say Yes"](#)

["Rep. Upton Vows Efficiency Bill Action If Senate Plan Advances"](#)

["Most Homebuyers Seek Green Options When Buying, NAR Says"](#)

## Featured Articles

### [24th National Conference](#)

San Diego

January 27-30, 2014

### [Spring Conference](#)

[Marketing & Implementation: Finding New Pathways 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**

Alissa Kelly, Resource Solutions Group

Amber Mulnik, Alliant Energy

Amy Adams, NYSEG/RG&E

Andreas Savvides, Seldera

Angela Falbo, FortisBC

Benjamin Kitt, Residential Science

Resources

Brent Kent, TVA

Caitlin Williamson, CB&I

Cynthia Herron, TVA

Damaris Garcia, Southern California

Edison

Dave Dusenbury, JBT Corp

David MacRae, Con Edison

Dawn Galambus, NIPSCO

EJ Clayton, AEP-Kentucky

Jackie MacLaren, Alliant Energy

James Monts, Electric Reliability

Council of Texas

Jennifer Staciwa, NIPSCO

Jesse James, NIPSCO

John Finch, Kitchener-Wilmot Hydro Inc.

John Strode, GDS Associates (Ameren IL)

Josh Headlee, MyMeter

Julie Herman, E Source

Katherine Ashford, Student

Krysta Rasmussen, Snohomish County PUD

Kwame Watkins, Sodexo

Lisa Pfitzinger, SourceGas

Luis Damy, BC Hydro

Lyle McClelland, BC Hydro

Marian Goebes, TRC

Mark Easland, Mark Easland

Matt Kussman, Dropoly

Matthew Jones, Powerstream

Menachem Katz, NYSERDA

Meredith Hurley, NIPSCO

Michael Chang, Leidos

Michael Garcia, Con Edison

Michael Ihesiaba, Con Edison

Michele Abrell, NIPSCO

Mike Kaplan, Retroficiency

Mike Topitzhofer, Residential Science Resources

Patrick Nork, Research into Action

Rebecca Craven, Energy Market

Innovations

Sammy Davis, Impact

Sarah Chatterjee, NV Energy

Scott Revenig, MyMeter

## Effective Presentation Skills: Design (or “A Picture is Worth a Thousand Bullet Points”) U.S. DOE’s Uniform Methods Project Call for Stakeholder Review

### AESP News

#### 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.*

##### PECO Invests in CVR

*Intelligent Utility (11/13) Johnson, John*

The Pennsylvania Public Utility Commission (PPUC) in 2008 passed legislation requiring the state’s seven major electric utilities to reduce their customers’ consumption and demand levels over a period of three years. Utilities like PECO are piloting aggressive new voltage reduction programs as a way to meet the state goal. As part of its overall grid investment program, PECO looked at several ways of meeting the state’s requirements. One of the strategies it chose was a conservation voltage reduction (CVR) program by which PECO can leverage its advanced meters and provide a low impact benefit to consumers. Phase one of PECO’s CVR program examined the current performance of its distribution feeders. In many cases the voltage was on the higher end of the range allowed by the PPUC, representing a prime opportunity to reduce voltage. PECO’s research indicated that the utility could save about 17 megawatts simply by changing the settings to lower the voltage at its substation transformers. After monitoring the program for several months, the savings were far greater than anticipated. PECO also focused on the nearly 700,000 advanced meters that it has installed in its service territory. Because PECO is able to monitor the voltage for every customer surface point through its advanced meters, the utility decided to use this data in a closed-loop fashion. PECO gathered information from the substation and passed it along to its CVR analysis tool, which evaluated input from a select number of customers on each feeder to ensure that they receive sufficient voltage. The closed-loop system continuously feeds data back to PECO’s CVR engine that has the ability to make decisions on what the voltage setting should be on a particular circuit. PECO is then able to turn those capacitors on and off based on the actual conditions at the circuit as opposed to the predicted condition of the circuit. According to Bridge Energy Group, more utilities are focusing on CVR because new smart grid technology allows utilities to better manage voltage and reactive power while ensuring that customer voltages remain in the desired ranges. Brian Deaver, technical executive with the Electric Power Research Institute (EPRI), notes his organization is working on a number of research projects concerning conservation voltage reduction, including one to gauge the impact of modern ENERGY STAR® appliances and how their load reacts to changes in voltage.

Share    | [Return to Headlines](#)

##### This Little LED of Mine

*New York Times (11/02/13) Cardwell, Diane*

Many consumers who are dissatisfied with compact fluorescent lighting are turning to light-emitting diodes (LEDs), which increasingly resemble traditional incandescent lights yet consume significantly less energy. Several manufacturers are selling LEDs for roughly \$10 each or less this year, largely due to subsidies paid by utilities to manufacturers and distributors. “We want to invest heavy now because we feel this is where the future is going to be,” explains Caroline Winn, vice president for customer services at San Diego Gas and Electric. The subsidies are ultimately paid by ratepayers, and are usually used toward lights that have an ENERGY STAR designation, which requires compact fluorescents and LEDs to use a certain amount of energy, disperse light in all directions, and accurately render the color of objects they illuminate. In California, only bulbs that meet the ENERGY STAR specification can qualify for utility rebates, potentially giving them a price advantage over other bulbs, but manufacturers are undecided about whether they will pursue making LEDs for the California market. “There is a place in the market for some of these high-color, high-quality products, but for the average consumer, I think it is perhaps not necessary,” asserts Dan Mellinger, lighting strategy manager of the Vermont Energy Investment Corporation, which oversees the state’s Efficiency Vermont energy conservation program. “Of course

Shannon Montgomery, WECC  
Stephanie Whitehead, Yukon Energy Corp  
Steve Noe, Knoxville Utilities Board  
Tommy Thurmond, Georgia Power  
Travis Reid, TVA  
Van Johnson, NV Energy  
Vicki Campbell, DTE Energy  
Wendy De Leon, Pasadena Water & Power

##### New Group Members

AEP-Kentucky  
Con Edison  
Flynn Wright  
Gulf Power  
Integrus Energy Group  
MyMeter  
New England Gas Co  
NV Energy  
Pasadena Water & Power  
Seldera

##### Renewing Group Members

American Electric Power  
APPA  
CB&I  
Chartwell  
Consumers Energy  
D&R International  
DTE Energy  
GDS Associates  
HouseRater

#### Follow:



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.

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](mailto:Adeline@aesp.org)  
(480) 704-5900

#### Editorial Committee

Adeline Lui, Editor, [adeline@aesp.org](mailto:adeline@aesp.org)  
Laura Orfanedes, Vice Chair, Publications Committee  
Tracy Narel, Board member

better color is always good — who wouldn't want that? — but it comes at a surprisingly significant cost and efficiency penalty."

Share    | [Return to Headlines](#)

### **Code Green**

*Ensis (10/28/13) Nelson, Bryn*

Building ultra-green buildings increasingly requires overcoming regulatory barriers. The new Bullitt Center in Seattle had to revise or change some two dozen codes and regulations to comply with strict Living Building Challenge criteria. For example, a height variance was required for the tall windows that reduced lighting needs. Increasing U.S. green building stock will require bringing building code and zoning laws up-to-date. Most current regulatory reform is aimed at making energy-efficient buildings more viable, and a unique pilot program in Seattle called metered energy savings helps finance major energy-saving upgrades through a pay-for-performance contract. The Bullitt Center will be the first trial run for the program, signing a 20-year contract with city-owned utility Seattle City Light. Accrued savings are calculated on energy meters and compared to a standard commercial building or a building before energy-saving retrofits are made. The saved kilowatt hours are then sold back to the utility at a premium. Rainwater management also has met with regulatory barriers that restrict rainwater harvesting or reusing gray water. Washington and Texas are leading the way toward loosening these restrictions. Seattle has created performance-based codes, an innovative and proactive approach that could provide a template for good public policy for green building.

Share    | [Return to Headlines](#)

### **Updating Building Energy Codes: How Much Can Your State Save?**

*National Institute of Standards and Technology (11/05/13)*

A new on-line publication from the National Institute of Standards and Technology (NIST) gives a state-by-state breakdown of the benefits and bottom-line impacts of upgrading to later editions of the nation's benchmark energy standard for commercial buildings. Calculated are energy use savings, energy cost savings, life-cycle costs, and energy-related reductions in carbon emissions. For each metric, summaries list total savings to be realized over a 10-year period. The analysis is based on a new NIST sustainable-buildings database and associated software tools that will debut this winter. Called BIRDS (for Building Industry Reporting and Design for Sustainability), the free, Web-based resource will provide baseline energy-efficiency measurements for prototypical buildings. These measurements will be able to be adjusted to reflect energy-related improvements so that energy, environmental and economics benefits and costs can be calculated.

Share    | [Return to Headlines](#)

### **Nevada Utility: Efficiency Can Cut Grid Management Costs by 25 Percent**

*Greentech Media (10/21/13) Lacey, Stephen*

NV Energy has issued data on how energy efficiency and demand response enhance the grid. In a recent filing with the public utilities commission, the utility reported that the avoided cost for transmission and distribution upgrades to meet peak demand was \$12.23 per kilowatt, or one quarter the total cost-per-kilowatt of maintaining the grid. Nevada Power, a subsidiary of NV Energy, says the annual cost of maintaining transmission lines and distribution systems is \$48.92 per kilowatt. The estimate of the savings brought by home weatherization, equipment retrofits, and demand response is "conservative," according to the utility. "Increasingly, energy efficiency is a contributing element of an integrated solution for ameliorating or avoiding T&D system capacity problems. By improving customer end-use energy efficiency, T&D system upgrades can be downsized, delayed, or in some cases avoided entirely," stated Nevada Power. NV Energy is currently developing a demand-side management program that features the deployment of HVAC optimization technologies, intelligent thermostats, smart plugs, real-time energy displays, and demand response programs for its commercial, industrial, and residential sectors. These strategies will complement commercial and residential retrofit programs. Meanwhile, researchers at ACEEE are advocating a more comprehensive "market valuation method" to determine the true value of demand-side management programs. ACEEE recommends the inclusion of energy prices, ancillary services, and more detailed load profiles for customers to calculate the real-time value of demand reduction efforts.

Share    | [Return to Headlines](#)

Elizabeth Titus, Board member  
Katherine Johnson, Board member  
Greg Wikler, Board member  
Matt Daunis, Board member

## Arizona Utility Tries Storing Solar Energy for Use in the Dark

*New York Times (10/18/13) Wald, Matthew*

Arizona Public Service's closely watched new solar project — called Solana — features a sprawling network of parabolic mirrors that focuses the sun's energy on black-painted pipes, which carry the heat to huge tanks of molten salt. When the sun has set, the plant can draw heat back out of the molten salt to continue making steam and electricity. The emerging technology is one way that the utility industry is trying to make electricity from the sun available even when it is not shining, overcoming one of the major shortcomings of solar power. "We're going to care more and more about that as time goes on," says Brad Albert, the utility's general manager of resource management. In California, the Public Utilities Commission approved a rule on Oct. 17 that will require the state's three big investor-owned utilities and other electric industry players to install storage by 2024. "The impetus to require storage is definitely inspired by the success of solar," says Robert Gibson, vice president of the Solar Electric Power Association, a nonprofit educational group. "Hopefully the California initiative is going to kick-start this and bring down costs," he adds. Solar panels can help utilities meet afternoon peaks, but by evening, panels are producing only about half their maximum, even if they are installed on tracking devices that tilt the panels to follow the sun across the sky. Solana is a \$2-billion project built with a \$1.45 billion loan guarantee from the Department of Energy. It can gather heat roughly 1.75 times as fast as its steam turbines can use it, so on a sunny day the plant is turning out power steadily even if clouds obscure the sun. Its capacity is about six hours. Its production, up to 280 megawatts, can be throttled back at hours when photovoltaic cells are churning out current, or at night when demand is low. "There will be a trend towards storage as we see more variable renewables like photovoltaics and wind being added to the grid," says Cara Libby, the project manager for solar research at the Electric Power Research Institute.

Share    | [Return to Headlines](#)

## Will Smart Meters Change Consumer Habits? Early Indicators Say Yes

*Midwest Energy News (10/18/13) Uhlenhuth, Karen*

DTE Energy, which serves Detroit and southeastern Michigan, has installed 1.1 million smart meters in homes and businesses. In order to learn how customers are using the meters the utility introduced a pilot program called Dynamic Peak Rate pricing. The company charged 1,600 customers according to the following rate schedule: Peak: Mondays through Fridays, 3 to 7 p.m., 12 cents per kilowatt hour; Mid-peak: Mondays through Fridays, 7 a.m. to 3 p.m. and 7 to 11 p.m., 7 cents per kWh; Off-peak: 11 p.m. to 7 a.m., all day Saturdays, Sundays and designated holidays, 4 cents per kWh; and Critical peak event: \$1 per kWh. Normally, residential customers pay 6.9 cents per kWh for the first 17 kWh per day, and 8.2 cents after that (all customers also pay a 4.2 cent per kWh distribution charge). The results of the program found that customers made significant changes to their energy use habits. More customers were using dishwashers or washing machines late at night. Other utilities around the country are also experimenting with time-of-use pricing and have seen similar positive feedback. Energy officials note that the exact impact smart meters will have on energy consumption is still unclear, but a more efficient future is expected.

Share    | [Return to Headlines](#)

## Rep. Upton Vows Efficiency Bill Action If Senate Plan Advances

*The Hill (10/28/13) Geman, Ben*

U.S. House Energy and Commerce Committee Chairman Rep. Fred Upton (R-Mich.) promises to move bipartisan energy efficiency legislation for federal buildings through his panel if the Senate can approve a bill. "I have talked to Senator [Ron] Wyden [D-Ore.]," Upton says. "If they are able to move their bill soon, we are going to take it up in our committee." Wyden is chairman of the Senate Energy and Natural Resources Committee, and the bill Upton is likely referring to is the bipartisan energy efficiency bill sponsored by Sens. Jeanne Shaheen (D-N.H.) and Rob Portman (R-Ohio), according to a GOP aide. Their legislation contains provisions to increase efficiency in federal buildings, but also would encourage stronger commercial building codes, train workers in energy efficient building technologies, and assist manufacturers in improving efficiency. Supporters of the legislation are trying to revive it after it stalled on the Senate floor in September, and Reps. David McKinley (R-W.Va.) and Peter Welch (D-Vt.) have co-sponsored a House companion measure.

Share    | [Return to Headlines](#)

## Most Homebuyers Seek Green Options When Buying, NAR Says

RealtyBizNews (10/22/13) Dawson, Michelle

Most homebuyers want an energy efficient home, and nine out of 10 homebuyers consider heating and cooling costs important factors in a home, according to the National Association of Realtors (NAR) 2012 Profile of Home Buyers and Sellers. In addition, the U.S. Department of Energy reports that more than 50 percent of a home's energy is used for heating and cooling. The NAR report also found that 24 percent of homebuyers place high importance on a home's energy-efficient appliances and lighting. Half of the survey's respondents felt it was important to have energy efficient and environmentally friendly landscaping. Respondents from the northern and southern parts of the country were most interested in lowering heating and cooling costs. The survey also found that people who are more interested in energy efficiency are more likely to buy newer homes. For example, of those who bought homes built in 2011, 60 percent cited energy efficiency, especially heating and cooling costs, as very important, while only 30 percent of those who bought homes built before 2010 considered the home's energy efficiency important.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

Abstract News © Copyright 2013 INFORMATION, INC.



## Featured Articles

### Effective Presentation Skills: Design (or “A Picture is Worth a Thousand Bullet Points”)

by Danielle Marquis



Danielle Marquis

A Fast Company study shows that design-oriented firms in all kinds of industries outperform their more-traditional peers. The study showed that design and innovation go hand-in-hand with financial success. That's because good design solves problems; it doesn't just make things look good. Keep that in mind when you're designing a presentation. If you choose to use PowerPoint, Prezi or some other tool for your presentation, remember that it's intended to enhance your presentation, not to stand alone. In my last article, I covered the keys to good presentation planning. In this article I'll outline five design tips to make your presentation visuals more polished and professional.

#### Tip #1: People can't read and listen at the same time

Your slides shouldn't be containers for reams of text — they should visually support your speech. People in your audience will read your bullet points in their head twice as fast as you can read them out loud. When they read your bullet points, they automatically tune you out.



According to John Sweller, who developed the Cognitive Load Theory in the 1980s, our brains aren't physically capable of reading and listening at the same time. As a result, you

should avoid displays with lots of text at all costs. Think about this for a minute: If you could email your PowerPoint or Prezi link to someone and they could know exactly what your speech is about, why are you even there? Your goal: Design a presentation that would be completely useless without you there to deliver the content.

### **Tip #2: A picture is worth a thousand bullet points**

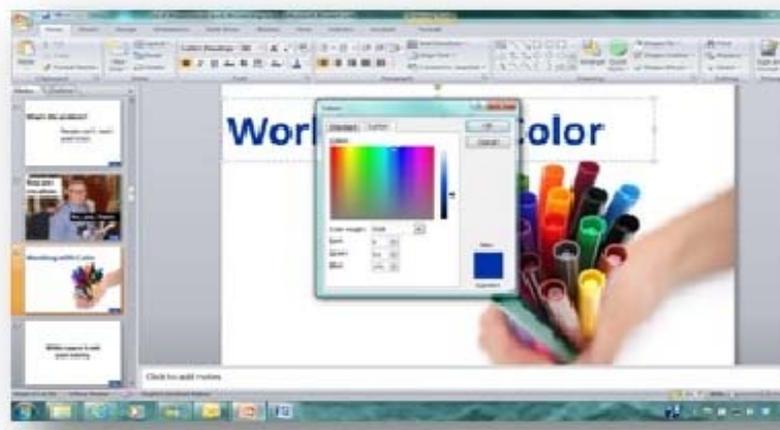
Incorporate images into your presentation. According to presentation expert Garr Reynolds in "Presentation Zen Design," we are naturally drawn to images of people, and we're especially drawn to images of faces. People respond well to people. When including faces, be sure to direct the gaze toward the text on your slide. This little trick will subconsciously draw your audience's gaze toward your text. When you want your audience to focus on something other than a person, don't include the face; maybe include just a hand.



Think of ways to include images of other people in your presentations whenever possible. You can find high-quality, inexpensive images on stock image websites. The cheaper option is the free clip art available in PowerPoint. If you're worried that these images are all cheesy, don't be. When you click on the clip art option, you can sort by media type. Choose "Photographs," and you'll find high-quality, free images. Also check with your company's marketing department to see if they have images available for your use. The bonus to using images from your marketing department is that they will have a look and feel consistent with the rest of your company's brand — another subtle branding opportunity. Professional designers refer to this as "establishing a photographic family." Your images should all look like they belong together.

### **Tip #3: You don't need your logo on every slide**

You don't need to put your company's logo on every slide — the first and the last slide is plenty. If you put the logo on every slide, your presentation quickly begins to resemble a commercial, and who wants that? Instead, you can make subtle branding references throughout your presentation by incorporating your company's fonts and colors into the presentation. Ask yourself, does the logo on the bottom of each slide solve a problem? If you ask your marketing department for their graphic standards, you'll find the font names and the RGB codes for your exact colors. You can then choose those in the "Custom Colors" tab in PowerPoint or the "Advanced Features" tab under themes in Prezi.



### **Tip #4: Slide text should be legible from the back of the room**

Large font sizes are important. If you're presenting in a large room, you want the people in the back to follow along, right? A good trick is to view your slides in the slide sorter on the left of the screen. Can you still read the text in the thumbnail? If not, your font size is too small. Larger font sizes also help you limit the amount of text on any given slide. I strive for six words per slide. Not six sentences or six bullet points, but six words. Challenge yourself to convert your text into visual imagery. It's the secret way to retain the visual prompts you

need to help remember your presentation during delivery.

#### Tip #5: Visual thinking enhances “stickiness”

The Cognitive Load Theory in Tip #1 has a flip side. Just like text alienates an audience, visual displays engage an audience and enhance memory retention. They also look better. According to visual thinking expert Dan Roam, in his book “The Back of the Napkin,” almost all problems can be solved with pictures, since they can represent complex concepts and summarize vast sets of information in ways that are easy to see and understand. Don’t just think about the numbers and the facts, think about what those things actually mean. That’s what you need to convey. Doing so visually will help your audience remember it.

Good presentations take a lot of time to build — probably a lot more time than you’ve ever spent building a presentation in the past. It’s difficult to strip away the excess and convey your message in an aesthetically pleasing way that gets your audience to do what you want them to do. But it’s worth it. Once you begin working to take your presentations beyond bullet points and corporate templates, you’ll see design’s problem-solving potential in action.

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

---

Share    | [Return to Headlines](#)

## U.S. DOE’s Uniform Methods Project Call for Stakeholder Review

The U.S. Department of Energy (DOE) and the National Renewable Energy Laboratory (NREL) invite you to participate in a stakeholder review of the latest measurement and verification protocols produced by the Uniform Methods Project.



DOE is developing the protocols in close collaboration with the industry. The protocols will provide a straightforward method for evaluating gross energy savings for each of the most common residential and commercial measures and programs offered by ratepayer-funded energy efficiency programs in the United States.

Over the next several months, protocols for several measures will undergo stakeholder review, starting with:

- Commercial New Construction
- Retro-Commissioning
- Chillers

Watch for additional protocols in the coming months.

DOE invites AESP to participate in a review of the draft protocols before Friday, December 20, 2013. The review will provide stakeholders with the opportunity to provide feedback about the draft protocols before they are released in their final form. And it will allow DOE to gather feedback on their validity and usefulness. After the review period closes, DOE will update and publish a new draft of the protocols online along with its responses to reviewer comments.

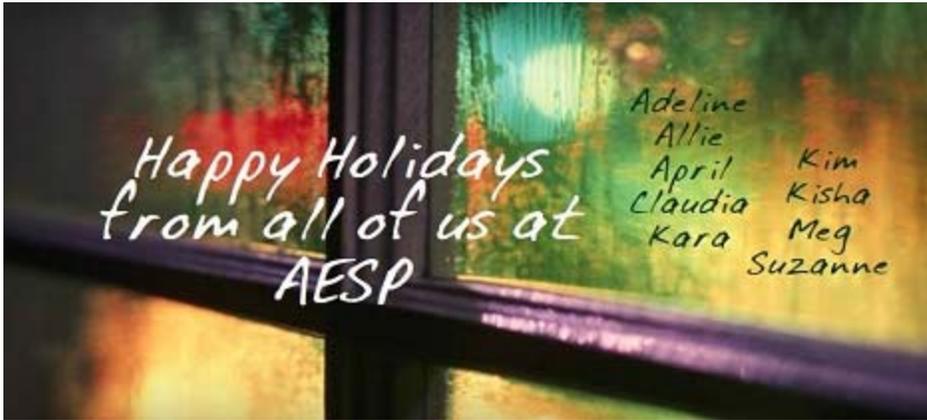
Learn more about the project and participate in the protocols review at:

[eere.energy.gov/ump](http://eere.energy.gov/ump)

Share    | [Return to Headlines](#)

---

### AESP News



### 65 Degrees in January — Perfect Weather for a Conference

The best learning and networking takes place in ideal conditions and at AESP conferences. Well, AESP's 2014 National Conference is coming up soon, January 27-30, 2014 at the Hilton Bayfront San Diego. Come hear over 100 speakers present in more than 60 sessions — covering implementation, evaluation, marketing, policy, technology, pricing and more. Register now at <https://m360.aesp.org/event.aspx?eventID=91014>

### Enter the Lion's Lair

The closing plenary at the National Conference will feature a highly unique concept. Modeled after TV's Shark Tank, managers of real, proposed or hypothetical programs will present their program for critique by a panel of highly esteemed industry veterans and decision makers. Grab this opportunity to present your program or proposal at this session, and hear what the experts have to say — it's like getting priceless advice for free. Submit your proposal by December 20. Click here for details:

[http://www.aesp.org/associations/5980/files/LionsLair\\_CallforProposal\\_Presentations.pdf](http://www.aesp.org/associations/5980/files/LionsLair_CallforProposal_Presentations.pdf)

### Get Your Opinion In

You are an important part of the industry so we want to make sure that your opinion gets into AESP's 2014 State of the Industry report. So please take a few minutes to complete our State of the Industry survey before January 3: [https://www.surveymonkey.com/s.aspx?sm=jBhk0VZgolezUzjPQqKGCw\\_3d\\_3d](https://www.surveymonkey.com/s.aspx?sm=jBhk0VZgolezUzjPQqKGCw_3d_3d)

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

### News Releases and Announcements

[PECI Tests New Buildings Institute's New Energy Use Metrics at Headquarters](#)

[Shelton Group Survey: Consumers Are Hopping Off the Efficiency Bandwagon](#)

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)