



Next Generation Initiative

Energy Industry Recruitment in the New Millennium

An AESP Panel Discussion
January 28, 2009

Next Generation Initiative

- Partnership between AESP's Mid-Atlantic & Cascade Chapters & the Green Professionals Conference designed to:
 - Support industry's efforts to expand workforce development for the new Energy Economy
 - Attract and recruit students and professional candidates into the energy industry and utility sector

Key NGI Strategies

- Capitalize on the workforce development missions of Mid-Atlantic & Cascade Chapters to grow NGI
- Channel support to other AESP Chapters by serving as a clearinghouse for tracking workforce development needs
- Develop and distribute tools and resources to Chapters for their use in meeting workforce development challenges

Our Agenda for this Panel

- Brief, opening remarks from each panelist
- Moderator will ask questions of panel and then open the room for discussion

Our Desired Outcome

- Recognize the current challenges our industry faces in obtaining and building a viable workforce
- Understand what type of help organizations need to meet their workforce needs
- Hear what NGL-tools and resources would be most needed *and used* by AESP members to help them fulfill their workforce needs

A Few Topical Quotes

“If a family wants to weatherize their home, it can take up to two years to make it happen because there are not enough workers out there. The same thing goes for installation of solar panels or wind turbines. The widespread adoption of these technologies is being stopped in its tracks because we simply don’t have enough people to do the jobs.”

U.S. Senator Bernie Sanders (VT)

A Few Topical Quotes

“Across the country, our companies experience workforce shortages as one of the key barriers to growth.”



Collaborative statement from:
National Assoc. of Energy Service Companies
American Solar Energy Society
American Wind Energy Association
Renewable Fuels Association
Solar Energy Industries Association

A Few Topical Quotes

“You have to tell us what is going on!”

19 year old Con Edison Intern, 2008

A Dose of Reality

- Long-term projections show rising energy supply costs = need for more EE/DSM
- Industry deregulation, consolidation and de-emphasis of EE programs has decimated workforce
- Retirements of up to 50% projected next 5 years
 - *Declining work age demographics through 2030*
- Ethnic diversity, declining post-secondary education

Source: Research from NEET (NW Energy Efficiency Taskforce) Workforce 5: Building the EE Workforce of the Future

Not Set Up to Meet these Challenges



- Lack of strategic coordination
- No coordination on training level
- Industry and colleges need information
 - Little or no state/federal funding
- Competition with high-tech “Green” industries
 - Lack of attention to the role of EE/DSM

Source: Research from NEET (NW Energy Efficiency Taskforce) Workforce 5: Building the EE Workforce of the Future

And now... some words from
our Sponsors!

Phillip Kelsven, CSG

- **418,715 jobs in Engineering, Research, and Consulting are directly or indirectly related to “green” sector**
 - Forecasted to double to 846,900 in 2018

Source: www.usmayors.org/pressreleases/uploads/GreenJobsReport.pdf (assumes 35% reduction in energy use in 30 years)

- **Fastest growing segment of U.S. economy**
 - 10% of new job growth

Source: http://www.unep.org/PDF/UNEPGreenJobs_report08.pdf



Phillip Kelsven, CSG

- EE leads the way:
 - National energy efficiency programs are growing by 15%
 - 16 states have energy efficiency requirements, and this number is growing
 - Estimated that \$1 million in EE funding = 21.5 jobs created

Source: NEET workforce paper "Building the Energy Efficiency Workforce of the Future – Facing today's demographics, how do we create systems that build and sustain energy efficiency talent to meet today's and the future's needs?"

State	Increase in EE Funding from 2006-2008 (\$ million)	% Increase in Funding
Connecticut	54	90%
New Jersey	72	58%
New York	43	16%
Vermont	18	100%
Illinois	9	27%
Indiana	6	100%
Minnesota	45	45%
Ohio	60	37%
Wisconsin	38	375%
Arizona	19	73%
Colorado	10	42%
Nevada	27	90%
New Mexico	9	450%
Utah	18	72%
Idaho	12	80%
Oregon	26	51%
Washington	66	100%
Florida	58	24%
Georgia	12	44%
Texas	32	39%
Tennessee	12	86%
California	384	44%
Hawaii	12	63%
Avg increase	*Source: ACEEE State Energy Efficiency Policy Database	91.5%

Maggie Ramos, LI Power Authority

- Utilities facing major workforce shortages
- Partnerships – Local Towns and Munis
- Super Call Centers”
- Educational Partnerships
- Industry Outreach (Green Collar Jobs)

Laura Orfanedes, The Cadmus Group

- What are the solutions consultancies need right now to help them fill their workforce needs?
 - Turnkey internship programs
 - Model rotational programs
 - Targeting retirees “on the edge” through AARP, professional orgs
 - National help through partnerships with orgs like NEED

John Morris, Fluid Market Strategies

- The Green Professionals Conference
- Annual event designed to:
 - Attract and engage potential recruits
 - Educate freshmen and sophomore employees
 - Provide essential networking opportunities for employee at all levels with industry peers and experts



John Morris, Fluid Market Strategies

- Event program features:
 - 10 breakout sessions engage those defined audiences
 - All-day “career fair” setting
 - Morning and Lunch Keynote speakers
 - High caliber speaker “Ron Pernick”
 - Involvement from the local government
“Portland’s mayor elect”

John Morris, Fluid Market Strategies

- Results included:
 - Attendees from across the country came to learn more about Green Jobs exceeding our goals by nearly 20%
 - Incredible local media coverage of the event
 - Became a catalyst for an international movement



Welcome to the Discussion!

- Moderator questions for the Panel
- Then it's your turn to tell us what is going on....!

Questions

- 1. How can NGL work effectively with the new incoming administration and maximize their efforts to create EE and other 'green' jobs?**

Questions

- 2. What types of education services and training, either traditional or online, are needed to complement AESP's current programs that would specifically target these new hires, college students, etc.. who may have little to no background in utility or energy industries?**

Questions

- 3. How can NGI effectively transfer knowledge from other career sectors so that comparative skills are matched to positions within the energy industry?**

Questions

- 4. How do we best position utilities and AESP member organizations to get the talent and candidates they need?**

Questions

- 5. Regional competition for new hires, given these current workforce challenges:**
- Just the way business is, or can we address this problem in a way that helps us all out? Thoughts?**

Questions

- 6. How does the NGL partner with the Wal-Marts and Home Depots to sponsor and promote workforce development conferences, training and other recruitment opportunities?**



Questions

- 7. What are some of the “1 on 1” solutions that companies can employ now to fill their ranks?**

Questions

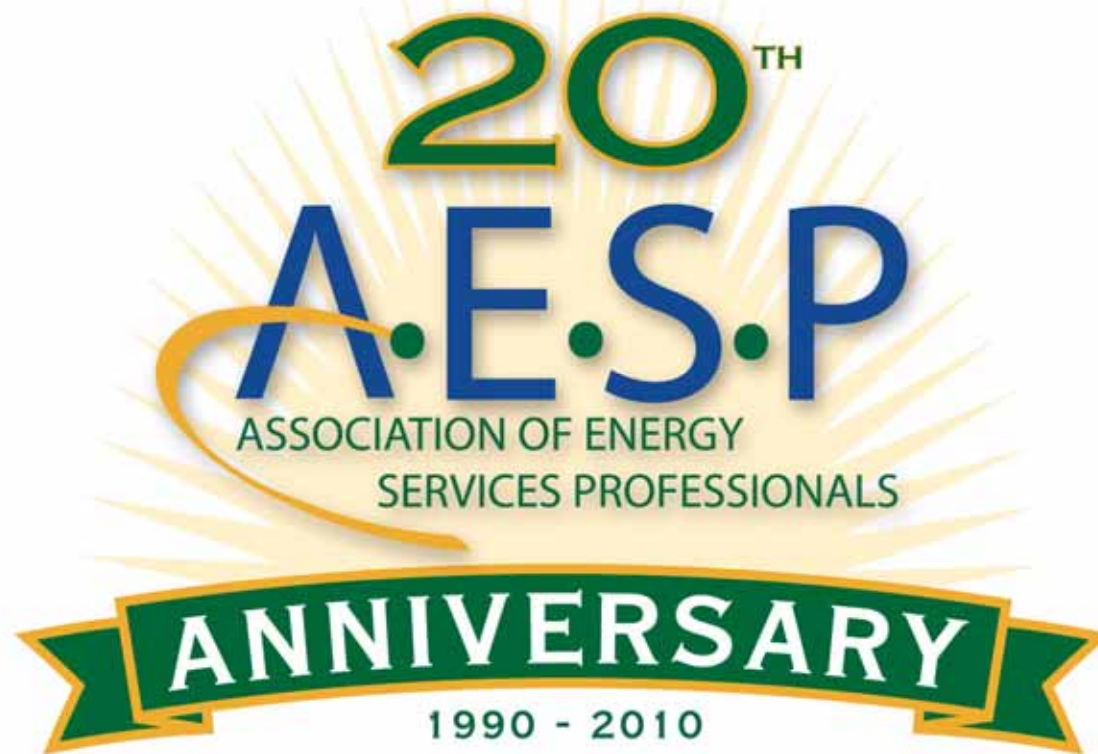
- 8. How can traditional media (radio, print) best be utilized to get our message out effectively and engage prospective candidates?**
- Is this something the chapters can collaborate on?**
 - Does this make sense as a collaborative effort?**

What We Think Makes Sense for Next Steps – Agree?

- Member survey to establish needs
- Establish Chapter and Regional partners
- Draft materials and toolkits
- Establish information exchange model
- Conference planning

Let's Continue the Conversation!

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