



Monthly  
Member Newsletter

# Strategies

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## Letter from the Chair



Carol White, AESP Chair

### Introducing AESP's New Chair!

**Carol White, Director, Evaluation & Regulatory Affairs, National Grid**

AESP's 20th National Conference & Expo in Tucson, Arizona was an incredibly successful kickoff to begin my new term as AESP's chair. What a memorable event, and despite Mother Nature's snowy plans to cancel flights in the East, we had an outstanding turnout for this conference! From Ralph Cavanagh's inspiring keynote speech and the stimulating multitrack conference sessions to the filled-to-capacity expo hall and inventive networking events, this conference had it all. There were anniversary cakes, festive balloons, and even strolling mariachis to help commemorate this 20-year milestone in AESP's history.

This year, AESP's Energy Awards were presented during the opening session, and I want to personally congratulate all the winners. Your pioneering programs will undoubtedly motivate others to continue developing and implementing their own groundbreaking energy efficiency initiatives. Please join me in giving special recognition to Katherine Johnson of Johnson Consulting Group, who was the recipient of the prestigious B. H. Prasad Award. This industry award is given to individuals who have made a positive, long-lasting impact on AESP (for a complete list of the award winners, [click here](#)).

Offering post-conference training courses was also new this year, and based on the positive feedback, we will continue to offer these courses on a pre- and post-conference basis. The closing plenary featured Harvey Michaels from Massachusetts Institute of Technology. His message underscored many of the key findings described in AESP's innovative *State of the Industry Report*. This comprehensive report, spearheaded by Katherine Johnson, is now available to members on AESP's [Resource Library](#).

I look forward to my next two years in office with great anticipation. The energy industry is undergoing unparalleled growth on a global, national, and regional basis. I am excited to be part of the team that will help AESP successfully navigate through these challenges. Energy efficiency is here to stay as evidenced, in part, by the U.S. undertaking an unprecedented ramp-up in efficiency funding. According to the Consortium for Energy Efficiency (CEE), the nation's utilities increased spending on energy efficiency by 43% in 2009. In all, utilities spent \$4.4 billion for electric energy efficiency and \$930 million for natural gas programs, and 46 states now offer energy efficiency programs, up from 37 states in 2008.<sup>1</sup>

At AESP, we are poised and ready to help our members with their energy efficiency needs with topical conferences, training courses, Webinars, and much more.

In closing, my first message as AESP's chair is an important but simple one. I encourage you to get involved with AESP. There are many ways to make a difference and get the most out of your membership – join a [topic committee](#), start or join a [local AESP chapter](#), submit abstracts for conferences, and/or suggest ideas for AESP's signature [Brown Bags](#). The opportunities – and benefits – are endless. My column in April will outline more of my future plans for AESP, and I invite you to be a part of them.

<sup>1</sup> [www.cee1.org/files/2009CEEAnnualReport.pdf](http://www.cee1.org/files/2009CEEAnnualReport.pdf)

## March 2010

Please email feedback on Strategies to [kisha@aesp.org](mailto:kisha@aesp.org)

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### Upcoming Events

#### Brown Bags

March 25, 2010

Home Energy Efficiency Contests: Integrating Social Marketing with Energy Efficiency

If you would like to organize a Brown Bag, please contact Kisha Gresham at [kisha@aesp.org](mailto:kisha@aesp.org).

#### AESP Training Courses

April 5-6, 2010  
Milwaukee, WI  
P<sup>2</sup> - Program Planning & Implementation

April 7-8, 2010  
Milwaukee, WI  
E<sup>2</sup> - Economics & Evaluation

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

## Newsletter Sponsored By:



## Headlines

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### AESP News

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## Stimulus News

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

### Green Makeover; Stimulus Funds Pave Way for Energy Efficient BHA Housing

The Boston Housing Authority's (BHA) South Boston Old Colony project will use \$37 million in stimulus and other public and private funds for a green makeover that is expected to save the city of Boston hundreds of thousands of dollars each year. Currently, the average annual utility bill per Old Colony unit is more than \$4,000, and green updates could slash that average by 65 percent. The new units will be BHA's most energy efficient, with plans for state-of-the-art technology, including geothermal heat, storm-water reclamation and solar panels. The move is part of an effort by BHA and Mayor Thomas Menino to create greener, more energy efficient housing. The U.S. Department of Housing and Urban Development (HUD) chose Old Colony in part because of BHA's pledge to seek to make it "net zero," meaning it will generate as much energy as is used, says Deborah Morse, BHA director of real estate development. Dan Helmes, BHA's energy manager, says the work would not be possible without stimulus funds. "We've been looking at Old Colony for awhile trying to figure out how to get this one going," he said. "There wasn't a clear picture prior to this stimulus funding, other than waiting." Boston was among 170 housing authorities that received \$600 million in stimulus funds to create green housing, according to HUD.

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From "Green Makeover; Stimulus Funds Pave Way for Energy Efficient BHA Housing"  
*Boston Herald (02/14/10) Fargen, Jessica*

AESP's Spring Conference  
Boston, MA  
Click here for exhibitor and sponsorship opportunities

October 4-6, 2010  
AESP's Fall Conference  
Portland, OR

January 17-21, 2011  
AESP's 21st National Conference & Expo  
Orlando, FL



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  
4809 East Thistle  
Landing Drive, Suite 100  
Phoenix, AZ 85044  
(480) 704-5900

Submissions are due by the 12th of each month to Kisha Gresham at [kisha@aespa.org](mailto:kisha@aespa.org)  
(770) 413-3934

### Editorial Staff

Meg Matt, President & CEO

Susan Nathan, Board Chair

## Appliance Rebate Program Could Spur Energy Efficiency

Consumers in Georgia can earn rebates ranging from \$25 for buying a new ENERGY STAR freezer to \$199 for a qualified gas furnace in the State Energy Efficient Appliance Program, which started on Feb. 12. Nationwide, the program has made available \$300 million from the American Recovery and Reinvestment Act of 2009 in order to stimulate the economy and improve energy efficiency. The U.S. Department of Energy estimates that more than 70 percent of the energy used in a household goes to appliances, refrigeration, space heating and cooling and water heating. "It's a gift that keeps giving," says Hank Linginfelter, executive vice president of utility operations for AGL Resources. "In addition to the initial savings on the purchase price through a one-time rebate, ENERGY STAR appliances such as a natural gas furnace or a tankless water heater can help homeowners lower their utility bills each month through their efficient use of energy." Retail industry executives report the program is proving popular. "My members are enthusiastic. They're trying to advertise [the program]," says John Heavener, president of the Georgia Retail Association, which represents retailers in 1,400 locations across the state. Consumers can get a rebate of \$30 for a qualifying room air conditioner; \$50 for a refrigerator; \$50-\$99 for a washer, dishwasher or gas storage water heater, depending on the unit's efficiency; \$99 for a gas condensing water heater, central air conditioner or oil furnace; and \$199 for an electric heat pump water heater, gas tankless water heater, solar water heater, air source heat pump, gas furnace, oil burner or gas boiler.

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From "Appliance Rebate Program Could Spur Energy Efficiency"  
*Atlanta Journal-Constitution (02/15/10) Markiewicz, David*

## Kansas Receives \$6 Million Grant for Green-Jobs Training

Kansas has been given a \$6 million grant from the U.S. Department of Labor to train people, specifically unemployed Kansans, for work in the green industry. The grant will focus on environmentally friendly sectors such as energy transmission, biomass, green construction and manufacturing and renewable energy operation, construction, manufacturing and supply chain. It is unknown how many jobs will be provided by the grant or how much of the money will be given to the Wichita, Kan., area. "It's a little hard to say right now," says Joe Monaco with the state department of commerce. "This is largely money that will help us continue to integrate training nationwide."

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From "Kansas Receives \$6 Million Grant for Green-Jobs Training"  
*Wichita Eagle (KS) (01/21/10) P. B1; Mann, Fred*

## UCD Plans Waste-to-Energy Plant

A \$2.5 million federal stimulus grant will allow the University of California, Davis, to build a waste-to-energy plant to power a village that will house some 4,350 faculty, staff and students. The plant is expected to begin operating in 2013 or 2014, and until then, solar panels will generate electricity. The facility will convert food scraps from campus cafeterias, animal waste and tree trimmings into methane, which will then provide energy for a fuel cell to make electricity. The full estimated cost of the zero-energy project, including the park, solar panels, energy efficiency measures and the power plant is \$65 million. The plant and the fuel cell comprise about \$18 million of the total. "If we weren't doing renewable energy, we would plug our project into [Pacific Gas & Electric]," says developer Nolan Zail.

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From "UCD Plans Waste-to-Energy Plant"  
*Sacramento Bee (CA) (02/03/10) P. 8B; Wasserman, Jim*

## Industry News

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

## State and Local Governments Innovate to Cut Energy Waste

Katherine Johnson, Vice  
Chair, Publications

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Strategies Managing  
Editor

Liberal, environmentally friendly towns such as Berkeley, Calif., Cambridge, Mass., and Boulder, Colo., have been at the forefront of providing their residents and utilities with financing in order to encourage the consumption of less energy. These state and local governments are using policies such as renewable energy standards and electricity price reform to create the biggest impact on climate change. All of this occurs as the federal government's moves to promote clean energy have been suspended. Delaware plans to start a \$35 million fund called a sustainable energy utility (SEU), which is essentially a nonprofit that will assist anyone who wants to save energy. John Byrne, co-chairman of the SEU, provided an example of what the organization will do. Budget cuts have left the state's public schools with drafty buildings. "The school districts have to pay this high energy bill, [but they] don't have capital to go and fix the problem," says Byrne. "All they can do is keep paying the bill." The SEU would pay for an energy audit of the school district's buildings in order to determine what upgrades are cost-effective. It would then hire retrofitting companies and sign a contract. The SEU would pay for the work up front, but each month as the school district saved money on their electric bills, some of the savings would go to the SEU to pay them back. The process also could work for renewable energy, such as installing solar panels. The SEU is receiving its first \$35 million from a Delaware state bond, and the organization is currently applying for additional stimulus funds. Delaware's plans are an example of how states and non-profits are taking charge of energy efficiency instead of utilities. Other states are looking into allowing utilities to profit from being efficient, not just from selling power. However, power companies still look at their business as selling more power and making more money. Two other programs, PACE (Property Assessed Clean Energy) and the Local Energy Alliance Program, are also helping individuals to connect with auditors and contractors as well as funding for the efficiency investments.

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From "State and Local Governments Innovate to Cut Energy Waste"  
*New York Times (02/11/10) Rahim, Saqib*

### **Utility Energy-Savings Plans Get OK From State Regulators**

Massachusetts regulators have approved three-year plans for the state's electric and gas utilities to make the state more energy efficient, lower customer bills, and add "green" jobs. The plans were developed as a requirement under the 2008 Green Communities Act, and they are a result of meetings between government officials, environmentalists, and industry officials. The plans are expected to reduce carbon dioxide emissions across the state by 9,759,000 tons and create 3,100 local jobs during the plans' three-year period, 2010 to 2012. In the order - which approved the plans for Bay State Gas Co., National Grid, Western Massachusetts Electric Co., and other major utilities - The Massachusetts Department of Public Utilities said, "While energy efficiency programs will typically increase rates, average bills should be lower than they would otherwise be without energy efficiency programs." Bay State Gas plans to increase its budget for energy efficiency programs to \$22 million in 2012, up from \$7.9 million for 2009. Bay State Gas officials estimate the program will add about \$2 to the average gas customer's monthly bill, with the savings expected to offset this cost. Sandra Ahearn, a spokeswoman for the Western Massachusetts Electric Co. said, "We believe residential customers who do not participate will see a monthly increase to their bills of about \$1, but those who participate will see a savings of about \$1.65."

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From "Utility Energy-Savings Plans Get OK From State Regulators"  
*MassLive.com (02/08/10) Freeman, Stan*

### **10 Great 'Green' Home Improvements for 2010**

Energy efficient features have become a key attraction for today's home buyers, so "U.S. News & World Report" spoke with a number of experts to compile a list of 10 Great Green Home Improvements for 2010. Meg Matt, the president and CEO of the Association of Energy Services Professionals, notes that consumers "can talk about the future of the smart home and all of that, but it really does come back to the basics of sealing what I call 'the leaky house.'" A key first step is to plug the leaks that allow cold air to penetrate a house and drive up heating bills. Such leaks are often found near doors and windows, but they can also appear in the basement or attic. Some materials used to seal these leaks, including caulk, spray foam, and weatherstripping, can qualify for federal tax credits. The article also recommends homeowners conduct an energy audit, in which an energy

Homeowners should also consider installing higher efficiency windows and doors, as well as replacing an outdated heating, ventilating, and air conditioning system with more energy efficient models.

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From "10 Great 'Green' Home Improvements for 2010"  
*U.S. News & World Report (02/11/10) Mullins, Luke*

### **Solar Districts May Become Switch to Turn on More Energy Upgrades**

Ohio state Sen. Jimmy Stewart hopes to expand a law that lets municipalities create special improvement districts (SIDs). The state law currently allows businesses and homeowners in these districts to finance solar energy projects via assessments on their property tax bills. Senate Bill 223 would enable communities to also use SIDs to fund weatherization projects and wind, geothermal, and other alternative energy efforts. Communities would also form revolving loan funds where some of the loan repayments by property owners would finance the next set of alternative energy projects. SID financing can help ease funding deficits that present a hurdle to solar, wind, and other green energy projects, says Geoff Greenfield, co-owner of Third Sun Solar & Wind Power Ltd., a renewable energy contractor and developer. A solar energy system capable of powering a home or small business can cost about \$42,000; a 30 percent federal tax credit and a state energy grant would reduce that amount to about \$11,000, which is still a large out-of-pocket sum. A SID "addresses the financial cost hurdle by allowing them to pay it back as part of their (tax bill)," says Greenfield. Jerry Tinianow, director of the Mid-Ohio Regional Planning Commission's Center for Energy & Environment, notes that the original law "jumped over the energy efficiency part and went directly to the installation of solar." He believes that the dollars are better spent when energy efficiency is taken into account.

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From "Solar Districts May Become Switch to Turn on More Energy Upgrades"  
*Business First of Columbus (02/05/10) Bell, Jeff*

### **Payments To Those Who Curb Energy Use Helps Utility Cut Peak Demand**

Since 2004, Idaho Power has been paying farmers to cut power use at crucial times, resulting in drop-offs of as much as 5.6 percent of its maximum power needs. To pay for this and other energy-saving measures, Idaho customers have a 4.75 percent "energy efficiency" rider on their electric bills, one of the highest-percent charges of this kind in the United States. The need to conserve energy has been embraced by Idaho's farmers, anglers, and snowbirds - outdoor types who have helped keep the state nearly free of coal plants. They have been largely receptive to the utility's arguments that it costs less to save energy than to build new power plants. Energy experts say Idaho Power's efforts can be replicated by other power companies across the country. J. LaMont Keen, the chief executive of Idaho Power, asserts that the success of his programs shows that even utilities with large industrial loads can adapt. After peak-time energy prices increased about tenfold in 2000 and 2001, Idaho Power decided that farmers could help it reduce the load on sunny summer days, when air conditioners and other gadgets are on, by turning off their pumps for as many as 15 hours a week. The demand respond concept enables utilities to rely on cutting some demand on their systems at crucial times and avoid the cost of building a new plant just to meet those peak needs. Idaho Power is asking regulators to make permanent a pilot program started in 2007 that allows the utility to raise rates to make up for selling less power.

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From "Payments To Those Who Curb Energy Use Helps Utility Cut Peak Demand"  
*New York Times (01/23/10) Galbraith, Kate*

### **Energy Reports Compare You With Neighbors**

More than 1 million U.S. households now receive reports on how their energy consumption compares with their neighbors, resulting in their energy use dropping an average of 2 percent to 3 percent, according to the privately held OPOWER, which provides the reports. Dozens of companies provide products to help consumers manage home energy use, such

norm," says Teresa Mastrangelo, analyst with researcher Smart Grid Trends. "Everybody gets a utility bill. Few understand what the numbers mean," she says. OPOWER's reports compare a household's use to 100 similar-size homes in the same area. The company also gathers data on the home's age and construction type, enabling it to personalize conservation tips. Utilities use different ways to tell consumers where they stand. Connexus Energy in Minnesota first told consumers they were "below average" if their energy use exceeded that of their neighbors. "We learned people don't like being called below average," says Bruce Saylor, manager of regulatory affairs for Connexus. Now, consumers are told they use more energy than neighbors. In Massachusetts, National Grid started sending reports to 50,000 customers last year. Project manager Monica Ibrahim says fewer than 20 customers have opted not to participate, and the utility saw a more than 1 percent drop in home energy use in the first two months and expects that to climb.

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From "Energy Reports Compare You With Neighbors"  
*USA Today (02/01/10) Schmit, Julie*

### **Rebates for Solar Water Heaters Approved**

The California Public Utilities Commission (CPUC) on Jan. 21 approved \$350 million in rebates to encourage Californians to install water-heating systems powered by solar energy. The regulators established the California Solar Initiative Thermal Program, which will be funded using \$250 million to replace natural-gas-powered water heaters, with \$25 million set aside for low-income customers. An additional \$100.8 million will be used to swap out water heaters powered by electricity. The rebates could reduce the cost of a solar water heater by 15 percent to 25 percent. The federal government also offers a 30 percent tax credit. The program could result in systems that displace 585 million therms of natural gas, or the equivalent of placing a solar water heater in 200,000 single-family homes, according to the utilities commission. It also could lead to systems that displace 275.7 million kilowatt-hours of electricity per year. California's popular rebate program for photovoltaic solar helped spur the growth of the state's solar power industry, from companies that make solar panels to those that install them, and the CPUC wants to see the same results with solar thermal companies. "The time is right to establish a program that promotes the growth of the solar thermal market, creates green jobs and furthers our goals of greenhouse gas reductions," said Commissioner Timothy Simon.

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From "Rebates for Solar Water Heaters Approved"  
*San Francisco Chronicle (01/22/10)*

### **New Building 'Skins' Save Energy**

A new thermal cover is being applied to older, concrete buildings to improve their energy efficiency. While cars receive the most attention in the energy efficiency movement, buildings account for nearly half of greenhouse gas emissions in the United States and use more than 40 percent of the nation's energy, according to the U.S. Green Building Council. Older concrete buildings that are structurally sound but lack energy-saving technology are particularly wasteful. The problem is not necessarily solved through new, energy efficient "green" buildings if an older building has to be demolished as part of the solution. A new solution is emerging as developers start to "re-skin" older concrete buildings by adding new thermal covers to reverse concrete's tendency to capture heat in the summer and release heat in the winter. Re-skinning a building can reduce energy use by as much as 50 percent and can allow for the use of newer and better pipes and cables. Germany and England are leaders in this area. However, the Empire State building is being retrofitted on the inside, which is expected to save \$4.4 million in energy costs every year.

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From "New Building 'Skins' Save Energy"  
*Hartford Courant (CT) (01/22/10)*

### **For Hawaii, Big Push to Go Green Is Natural**

Hawaii soon may become the country's leader in green energy. The state already has its

runs solar power projects, algae into power projects and wind turbines. The authority assists 42 green private-sector companies on 877 acres and is looking to get 70 percent of its energy from clean sources within 20 years. The figure may be impressive, but Hawaii relies on imported oil to fuel its facilities and vehicles, which can lead to spills, price changes and geopolitics. Hawaii also is concerned about global warming because climate change has the potential to increase the risk of dangerous storms. Although Hawaii's changes will not alter the entire country's footprint, the state hopes to provide an example for the United States. "We're adopting policies and technologies here that can serve as a model for the rest of the globe," says Blue Planet Foundation executive director Jeff Mikulina. In order to reach its goal, Hawaii's regulations include requiring new homes to be built with solar water heaters, building a network of recharging stations for electric cars and creating a system to convince customers to go solar by paying them to generate renewable energy.

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From "For Hawaii, Big Push to Go Green Is Natural"  
*Los Angeles Times (02/04/10) Semuels, Alana*

### CL&P Energy Program Pilot Customers Respond to Price Signals

In 2009, Connecticut Light & Power (CL&P) conducted a pilot study on smart technology and peak-time based energy rates from June 1 to Aug. 31. The voluntary rate initiative, called the Plan-It Wise Energy Program, involved roughly 1,700 residential customers and 1,300 commercial and industrial (C&I) customers. The pilot study was recently filed with the state's Department of Public Utility Control. It concluded that ratepayers used significantly less energy during times of peak electric usage when they were provided with clear pricing signals. Residential customers saved an average of \$15.21 during the course of the pilot, of whom limited-income customers saved \$8.07. C&I customers paid an additional \$15.45 on average. The data also revealed, however, that ratepayers who used the Plan-It Wise Web site to monitor their energy usage saved more, with residential customers saving \$24.69 on average and C&I customers saving \$0.14. Nearly 90 percent of residential and C&I customers surveyed said they joined the pilot to save money, while 67 percent of residential and 52 percent of C&I customers said they were also motivated by environmental concerns. The rate programs that had the fewest peak hours, the highest peak-time pricing and the lowest off-peak-time pricing were most effective in reducing peak-time power consumption.

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From "CL&P Energy Program Pilot Customers Respond to Price Signals"  
*Transmission & Distribution (01/10) Vol. 62, No. 1, P. 18*

## AESP News

### Featured Article



**Alison Williams**

#### Highlights from AESP's 20th National Conference & Expo

*By: Alison Williams, Opinion Dynamics Corporation*

AESP's 20th National Conference & Expo took place last month in Tucson, Arizona. A lively tone was set early, with mariachis greeting bright, shining faces (or bedraggled ones in the case of the few D.C.-area attendees who actually avoided the snow and managed to arrive on time) and Rick Morgan (Morgan Marketing Partners), as announcer, jovially inspiring everyone to get up from their chairs to look for prizes – prizes that kept coming throughout the week.



**Mariachi Band**

The more serious side of the conference began with Paul Bonavia, CEO of this year's host utility, Tucson Electric Power, who discussed the opportunities for solar in Tucson. The focus then quickly shifted to energy efficiency and demand-side management. Bill LeBlanc, the visionary and founding president of what has become

opportunities ahead: trying to meet ambitious energy efficiency goals through techniques such as on-bill financing, building commissioning, marketing, behavior change, community partnerships, and refocusing evaluation processes toward program improvements and marketing effects .

In the keynote address, Ralph Cavanagh, co-director of the Natural Resources Defense Council, focused on the need to provide utilities with a business model that works to encourage and not penalize energy efficiency, including 1) cost recovery, 2) earnings opportunities for energy efficiency performance, and 3) a break in the link between financial health and increased energy use, such as instituting decoupling along with the yearly reassessment and true-up of rates.



Ralph Cavanagh

A consistent theme discussed during conference sessions was the growth and use of marketing, and social marketing in particular. Tom DuBos (Apogee Interactive) described the marketing opportunities presented by RSS feeds, YouTube, Twitter, and Facebook. He emphasized that the question should not be "Should I be on social media?" but rather "Do conventional media meet all my needs?" Lynn Belkin (Focus on Energy) cautioned that marketing on social media cannot stand on its own, requires time and intention, and must stay true to the brand. Mike



Bill LeBlanc

Schifman (KCP&L) presented a Web portal for trade allies, which gives contractors opportunities to interact and obtain customized information – increasing recruitment and decreasing reporting and rebate payment issues.

Bill LeBlanc moderated a panel that reviewed key marketing issues facing the industry, including the historical dependence on rebates as the sole marketing effort to engage customers in energy efficiency. Rebates were termed "a blunt instrument" that should be integrated with other efforts to overcome barriers. Alternatives to rebates were proposed, including focusing on consumer behavior and segmentation (addressed in presentations by Caroline Wilson of Opinion Dynamics and Duane Larson of PG&E), calling rebates incentives, and using rebates upstream in concert with marketing efforts directed toward retailers and distributors. However, the

consensus was that focusing on marketing efforts will be an uphill battle, as rebates are the easiest way to attribute program savings.

Luckily, many presenters had ideas for how to attribute savings to non-rebate programs. Rafael Friedmann (PG&E) discussed the difficulties of attributing impacts from upstream programs when many retailers are trying to be green, markets are often national, and the market changes so quickly. However, evaluation can happen if it focuses on where the program intervenes, captures data early and thoroughly, uses a variety of qualitative and quantitative methods, and includes market effects. Rob Russell (NEEA) also emphasized the need for using multiple methods and data sources when evaluating programs designed to transform the market. Brian Coble (Advanced Energy) evaluated the differences in performance between ENERGY STAR, code-built, and Guaranteed Performance homes in the Houston area. Program homes performed as expected, but resulted in only 2 percent to 4 percent savings over code-built homes, as the programs also transformed the market, reducing energy use by 16 percent over five years. Although evaluation found this effect, currently there is no provision for attributing the market transformation savings to these programs.

Further complicating energy efficiency efforts are greenhouse gas objectives. Not all energy efficiency programs reduce greenhouse gases equally, noted Lisa Skumatz (SERA), and some energy efficiency programs or efforts to reduce peak use may actually increase greenhouse gas emissions depending on the fuel mix, noted Kenneth Skinner (Integral Analytics). However, more than 1,000 municipalities have begun to develop ambitious climate action goals. Derrick Rebello (QuEST) noted that one new type of program to use energy efficiency to meet these goals is PACE (Property Assessed Clean Energy) financing, which enables debt to stay with the property rather than the person.



Attendees in Expo Hall

Other timely topics in the sessions included the smart grid, pricing and demand response, renewable energy, and policy changes such as ARRA (American Recovery and Reinvestment

percent increase in lighting efficiency by 2014). The conference also offered ample opportunities for networking, from the topic committee meetings to the evening receptions to breaks in the expo hall. Expo bingo provided an opportunity for the shy (or greedy) among us to meet new contacts. And participants also got to kick up their heels with a night of line dancing, steer roping, and gun shooting.

The conference concluded with a call to action by Harvey Michaels (MIT). After Katherine Johnson outlined the state of the industry, including \$13 billion in funding from ARRA, Michaels noted that with this money and at the present time, the energy efficiency movement has everyone's attention. It is up to us to apply our skills and expertise to successfully take advantage of this opportunity.



**AESP Awards Outstanding Achievement in Energy Efficiency**  
*By: Kisha Gresham, AESP*

AESP proudly announced winners of its 2010 Energy Awards during a very exciting plenary session at its 20th National Conference & Expo. AESP's Energy Award recognizes those who have contributed to the advancement of the energy services field; have raised awareness of an energy services program; have represented the "best in class" in designing, implementing, or evaluating an energy services program; or have demonstrated an outstanding commitment to advancing the energy services field.

Award recipients included:

**Energy Program Design & Implementation**

- Energy Trust of Oregon's New Homes Program
- Puget Sound Energy's Duct Ninja and Rock the Bulb™ Campaigns
- ComEd's Energy Usage Data System Program
- Pacific Gas & Electric's Business and Consumer Electronics Program

**Marketing Communications**

- Toronto Hydro's Get Smart Toronto Time-of-Use Program

**Pricing and Demand Response**

- PowerCentsDC's Smart Meter Pilot Program
- Southern California Edison's Participating Load Pilot Program

**Energy Efficiency Technology**

- OPOWER's Home Energy Reporting Platform

One of the highlights of AESP's awards ceremony came when current board member and longtime supporter of AESP Katherine Johnson received the much-deserved B. H. Prasad Award for Outstanding Contributor of the Year. "I want to express my deep appreciation and heartfelt thanks for receiving the B. H. Prasad Award from AESP," said Katherine Johnson. She continued, "It has been a privilege to work with the board, staff, and members of AESP during the past few years, and I know AESP will continue its outstanding efforts to serve energy services professionals."



**Katherine Johnson Receiving  
B.H. Prasad Award**

AESP wishes to thank the topic committees for taking the time to review and score this year's awards. To read more about the award-winning programs, go to [www.aesp.org/awards](http://www.aesp.org/awards).

[Click here to view photos of award winners and others>>>](#)



Meg Matt

### **Point, Click, Connect!**

*By: Meg Matt, AESP President & CEO*

*In a recent member survey, many members indicated they were not aware of some of the features and benefits available from AESP. In the next few issues, we will highlight some of these features and where they are located at [www.aesp.org](http://www.aesp.org). Information is power!*

### **AESP Job Bank**

#### **Who uses it?**

Those interested in posting job announcements or viewing available job opportunities.

#### **What is it?**

AESP's Job Bank is a great tool for members who are currently seeking career opportunities or those who are looking for well-qualified candidates to fill open positions at their companies.

#### **How do I use it?**

Simply go to [www.aesp.org](http://www.aesp.org) and click on Job Bank on the navigational menu. Job postings cost \$400 for a 30-day period. There is no fee for candidates to view the job openings. Group members can also use points (2) for job postings.

#### **Why should I use it?**

AESP's Job Bank is a great way to gain access to industry-experienced candidates and to view current job opportunities.

Visit [www.aesp.org](http://www.aesp.org) and discover the power of AESP!

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### **AESP Welcomes...**

#### ***New Individual Members***

[\*Click here to view a list of new members\*](#)

#### ***New Group Members***

AEP-Ohio  
EnerNOC  
Marketing Drive  
Matrix Energy  
OPOWER  
Pulse Energy

#### ***Renewing Group Members***

Abt SRBI  
Olameter

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### **News Releases and Announcements**

[AESP President & CEO, Meg Matt, quoted in U.S. News and World Report article, "10 Great 'Green' Home Improvements for 2010"](#)

[Association of Energy Services Professionals Announces Winners of its 2010 Energy Awards](#)

[The National Action Plan for Energy Efficiency has just released "Customer Incentives for Energy Efficiency Through Program Offerings", a brief that summarizes the approaches used by energy efficiency program administrators when assessing incentives to be used in energy efficiency programs.](#)

[The Energy Performance Score Lets Home Buyers Compare Home Energy Consumption](#)

[APOGEE Interactive Helps Georgia Schools Surpass 20 Percent Energy Savings](#)

[APOGEE Interactive's Home Energy Analysis Software Now Accredited by RESNET](#)

[D&R International Appoints New President](#)

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