



Strategies

Monthly Member Newsletter

| [AES.P Home](#) | [Events Calendar](#) | [Contact Us](#) | [Membership Information](#) | [About AES.P](#) |

Newsletter Sponsored By:



June 2011

Please email feedback on Strategies to kisha@aesp.org

[Click here to view a printer friendly version](#)

Letter from the President



Meg Matt

The learning... the networking... the fun... AND the paparazzi... It just doesn't get any better!

By: Meg Matt, AES.P President & CEO

If you attended AES.P's Spring Conference *What's New in Marketing & Implementation*, you experienced firsthand the cornucopia of learning and networking opportunities. The opening plenary kicked off with Adam McKnight, a well-known local vocalist encouraging attendees to get into a Georgia state of mind. Bill Hamilton, merchandising vice president-electrical from The Home Depot, and Chris Bell, vice president of energy planning and sales from Georgia Power, followed Adam. Bill shared his insights from a retailer and trade ally

perspective and Chris discussed how smart energy builds customer value for Georgia Power.

The multi-track marketing and implementation conference sessions were provocative and practical. From learning how to develop effective community outreach programs and applying best practices for implementing low-income programs to designing amazing marketing plans and engaging hard-to-reach customers, this conference had it all. The interactive roundtable sessions left attendees clamoring for more. The Business Case for DSM featured speakers from three utilities who discussed and debated their various investments in DSM including energy- and non-energy-related benefits. In a post-conference evaluation, over 87% of the respondents said the quality of sessions was high or very high.

If you wondered what the flashing lights were near AES.P's registration desk – Lady Gaga was not in the house – but a professional photographer was providing head shots at no charge. What an ideal opportunity to update your photo on your company's Web site and for your social networking!

Perhaps you took advantage of the pre- or post-conference training courses on *A Taste of Marketing* or *P2 – Level II Program Design, Planning & Implementation* respectively. These courses offer CEU credits, and deliver unique case studies, best practices and lessons learned. These courses also enable you to collaborate with peers on meeting similar industry challenges.

Energy levels were high (pun intended!) at the evening receptions where networking, Expo Bingo, great food and refreshments took center stage. Were you a winner of one of the many generous gift cards awarded for playing Expo Bingo?

Upcoming Events

Brown Bags

June 23, 2011

Measuring the Impact of Market Transformation

July 14, 2011

The DOE High Performance Windows Volume Purchase Program

August 18, 2011

New Homes Programs - Going Beyond the STAR?

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

AESP Training Courses

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 AES.P Institute, click [here](#).

Conferences

October 3-6, 2011
AES.P's Fall Conference:

Suzanne Shelton, president, Shelton Group, closed the conference with her eye-opening presentation on customer behavior and the importance of market segmentation. She stressed the importance of getting the right message to the right people at the right time and understanding what truly motivates consumers to change their behavior.

Will you be in Dallas at our Fall Conference on *Consumer Behavior & the Smart Grid* on October 3 – 6, 2011 at the Westin Galleria? This conference promises to be just as educational, thought-provoking and fun!

Headlines

Stimulus News

"FPL, Miami-Dade Join Energy Efficient Upgrades"

Industry News

"In-Home Energy Display Makers Face Smartphone Challenge"
"DOE Announces Advanced Energy Design Guides"
"Tornadoes Show Value of Smart Grid"
"245 Sign Up for EPA's 'Battle of the Buildings'"
"Congregation is First Black Church in D.C. to be Powered by Solar Energy"
"The Smart Grid's Killer App? Smart Buildings, Says New Study"
"KU Asks to Expand Energy Efficiency Programs"
"Builders Offer Green Tract Homes With Nearly Zero Utility Bills"
"An Effective Load Management Regulatory Scheme"
"Research Shows the Benefits of Cool Roofs for Building Energy Savings"

Featured Article

Featured Article - EISA Impacts on Residential Lighting Programs

AESP News

Updates and News from AESP
New and Renewing Members
News Releases and Announcements

Stimulus News

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

FPL, Miami-Dade Join Energy Efficient Upgrades

Florida Power & Light has partnered with Miami-Dade County to provide \$1 million in funding for energy efficient upgrades to 55 community nonprofit facilities. The Grants to Green Nonprofits program kicked off on April 28 with the delivery and installation of a new air conditioning system at the American Red Cross building in Little Havana. Local contractors are being employed to complete the work at these facilities, and FPL said the energy-evaluations were done at no cost to the groups. The evaluations showed businesses key tools to manage energy use. The county was awarded \$12.5 million in 2009 through the Energy Efficiency and Conservation Block Grant Program, which is funded under the American Recovery and Reinvestment Act.

Share   | [Return to Headlines](#)

From "FPL, Miami-Dade Join Energy Efficient Upgrades"
Miami Herald (04/28/11)

Industry News

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

The Smart Grid - (View Prospectus)
Dallas, TX

February 6-10, 2012
AESP's 22nd National Conference & Expo
San Diego, CA

May 15-18, 2011
AESP's Spring Conference
Baltimore, MD

Have a Question...Ask AESP!

Do you need advice from your peers on your latest project or program? If so, submit your questions on AESP's listserv. To subscribe to the listserv, email your request to imailsrv@aesp.org and type "Subscribe AskAESP" and your first and last name.

Take a look at some of the recent questions submitted on AskAESP:

QUESTION:

We would like to know what other utilities provide energy efficiency kits for customers and what their kits consist of. Examples of what may make up a kit are weather stripping, plastic window covering, LED night lights, CFLs, tips on energy efficiency, etc. Do you know of any vendors that we could contact?

QUESTION:

I am looking for reports/articles on what motivates building/business owners to improve the energy efficiency of the commercial space they own/occupy and the barriers they face in doing so. By commercial space, I mean non-government owned, non-industrial space. By improving energy efficiency, I mean actions such as lighting upgrades, retro-commissioning, HVAC system replacements

In-Home Energy Display Makers Face Smartphone Challenge

Manufacturers of in-home energy displays face increased competition from mobile and Web apps like Google Inc.'s PowerMeter, a free online energy monitoring tool that is being used by San Diego Gas & Electric. Convenient and able to connect to the grid, the new apps are forcing makers of in-home displays to develop apps for smartphones and digital tablets, add features such as the ability to control thermostats and other appliances in the home via their monitors, and develop cheaper versions targeted for specific segments of consumers. About 31 percent of utility customers are actively interested in managing their electricity usage and are ready to do it for a long period of time, according to a survey by the consulting firm Accenture. Those customers will have many ways to access energy information and control use, from mobile devices to their TV screen. Some firms such as Tendril, a leading energy management technology provider, have repurposed their research to create apps for smartphone platforms. "We believe the majority of people will select to have that information on an existing device," says Adrian Tuck, chief executive of Tendril. Seth Frader-Thompson, CEO of EnergyHub, says he realizes that the in-home displays will not be ideal for all customers, but that the interested niche is quite large. "There are 7 million homes that are hooked up to demand response programs," said Frader-Thompson about U.S. customers, adding that the number is growing. He says that EnergyHub has developed a way to display the energy use information on a mobile device and enable consumers to also control their thermostats on the go. That kind of flexibility and convenience offered by mobile devices is very important in this market, says Gregory Guthridge, global managing director for the Accenture Retail and Business Services for Utilities. "We can see very clearly that convenience is one of the most important factors for buyers," he says.

Share   | [Return to Headlines](#)

From "In-Home Energy Display Makers Face Smartphone Challenge"
Total Telecom (05/11/11) Chernova, Yuliya

DOE Announces Advanced Energy Design Guides

The Department of Energy has released its first Advanced Energy Design Guide (AEDG), which is designed to help architects and engineers in the design of energy efficient office buildings. The guide is part of the 50 percent series, which is named as such with the goal of achieving 50 percent energy savings versus standard commercial building energy codes. This particular guide is the first of four that are scheduled for release over the next few months. Their goal is to help architects and engineers select energy efficient designs for daylighting and building envelope assemblies, among other technologies. The guides will also recommend equipment commonly available from manufacturers and seek to reduce the time and cost required for designers to individually model energy use for specific high performance buildings. The 50 Percent Advanced Energy Design Guide series is being developed via a partnership with the American Society of Heating, Refrigerating and Air-Conditioning Engineers, the American Institute of Architects, the U.S. Green Building Council, and the Illuminating Engineering Society of North America.

Share   | [Return to Headlines](#)

From "DOE Announces Advanced Energy Design Guides"
Buildings (05/11)

Tornadoes Show Value of Smart Grid

A week after tornadoes and high winds left more than two-thirds of Chattanooga, Tenn., in the dark, the head of the community-owned electric utility EPB on May 4 urged his utility colleagues to build a more automated, robust grid to keep the lights on. EPB President Harold DePriest says the \$220 million fiber-optic and smart-grid system EPB is using to better connect its 170,000 customers should cut the number and length of power outages for EPB by up to 40 percent. EPB officials estimate the increased reliability from the smart grid is worth at least \$35 million a year to Chattanooga area businesses and homeowners. "It's amazing to me that in an industry that is literally crawling with engineers and technicians, we don't adopt a technological solution as elegant as the smart grid with all of our hearts," says DePriest. Rebuilding all of America's power grid and installing new automated meters for all power users is estimated to cost \$1.5 trillion, according to the U.S. Department of Energy. EPB is financing its smart grid with the help of an \$111 million federal stimulus grant, plus revenues derived from its fiber-optic telecommunications network and savings from automated meter reading, DePriest says. The fiber-optic network has allowed EPB to offer the nation's first gigabit-per-second Internet service to all homes

and insulation and air sealing.

QUESTION:

If an organization is developing a program where rebates are based on pre- and post-blower door air sealing, how do you handle quality control to ensure the program is accurately implemented? Do you provide customers with a certified vendor list? If so, how often do you update the list and how do you ensure the vendors are certified? Any other issues one needs to know?

If you would like weigh in on any of the above questions, subscribe to AskAESP and submit a response.









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

and businesses in the Chattanooga area. DePriest says the smart grid allows EPB crews to isolate troubled power spots more quickly and limit the number of customers cut off from storms and accidents. Industry observers say paying for an upgraded grid is complicated by a patchwork of state and federal rules and policies governing how utilities operate and recover their expenses. A smart grid, combined with time-of-day pricing for electricity, could help consumers figure out ways to better time when they use energy to cut their costs and improve the overall efficiency of power generation and use.

Share   | [Return to Headlines](#)

From "EPB Touts Smart Grid to Utilities"
Chattanooga Times Free Press (TN) (05/05/11) Flessner, Dave

245 Sign Up for EPA's 'Battle of the Buildings'

On May 2, the EPA launched its "Battle of the Buildings" competition, enlisting 245 stores, schools, museums, and other commercial buildings to take part in a contest to see who can reduce energy use the most. The agency's National Building Competition, which was held for the first time in 2010, promotes its ENERGY STAR program. Competitors exchange ideas to increase energy efficiency and track their building's month-to-month energy consumption with a Web-based tool known as Portfolio Manager. ENERGY STAR spokeswoman Maria Vargas comments, "It's really a nice way to dispel a bunch of myths. One is that it costs a lot of money to make buildings more efficient. There are a wide range of activities, from large capital improvements to just making sure lights are off when people aren't using them." The inaugural competition only included 14 buildings, which together saved over \$950,000 and reduced greenhouse gas emissions equal to the yearly electricity use of almost 600 homes. Morrison Residence Hall at the University of North Carolina, Chapel Hill ended up being the 2010 winner, slashing its energy use by 35.7 percent in one year and saving upwards of \$250,000 on its energy bills. This year's competition includes 26 types of buildings. The building with the largest percentage reduction between Sept. 1, 2010, and Aug. 31, 2011, will be declared the winner in November. EPA Deputy Administrator Bob Perciasepe states, "EPA's Battle of the Buildings competitors are showing that everyone can help save energy where we work, play, and learn. If you want to save energy, you can start by turning off lights when you leave the room, power down computers, and unplug electronics when they aren't in use."

Share   | [Return to Headlines](#)

From "245 Sign Up for EPA's 'Battle of the Buildings'"
New York Times (05/02/11) Yehle, Emily

Congregation is First Black Church in D.C. to be Powered by Solar Energy

Florida Avenue Baptist Church in D.C. has become the first African American church in Washington, D.C., to rely on renewable solar energy for electrical power. The church's installation of 44 solar panels was hailed at a ribbon-cutting on May 3 by Environmental Protection Agency Administrator Lisa Jackson and other government officials as a breakthrough in the black community, where the clean-energy divide mirrors its well-known high-tech digital divide with the white community. "This is an important first," said Jackson, whose agency recently started a faith-based initiative to increase clean-energy awareness among religious groups. "They're saying: We're going to take the lead in helping African American homes to become energy efficient." The church's pastor, the Rev. Earl D. Trent Jr., said the panels' installation could awaken churchgoers who know little to nothing about clean energy and its benefits. African Americans tend to live in older, less energy efficient homes equipped with older appliances and, therefore, have higher energy bills. According to "Energy Democracy," a 2010 report by the Center for Social Inclusion, African Americans spent an average of \$1,439 on electric bills in 2008, more than what Latino and Asian Americans spent, and significantly higher than what white Americans paid. The idea to go solar came to Trent through Gilbert Campbell III, a co-owner of Volt Energy, a North Carolina clean-energy company with an office in Washington. Volt Energy helped Florida Avenue Baptist set up a business, allowing it to make the investment and receive the certificates. The investors recouped \$18,000 within 60 days from a federal tax credit that for-profit entities receive for making investments in renewable technology. Volt Energy also customized a curriculum for the church, teaching energy efficiency, recycling, and the how-tos of using energy efficient light bulbs and reading energy bills to children. The church is expected to save 15 percent, about \$450, on its monthly bill, Campbell said. More money will probably be saved after an energy audit of the church and the installation of energy efficient doors, windows and light fixtures.

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

Editorial Staff

Meg Matt, President & CEO

Carol White, Board Chair

Katherine Johnson, Vice Chair, Publications

Editorial Committee

Gary Green, Board Member

Lani MacRae, Board Member

Tracy Narel, Board Member

Laura Orfanedes, Board Member

Elizabeth Titus, Board Member

Kisha Gresham, Strategies Managing Editor

Share   | [Return to Headlines](#)

From "Congregation is First Black Church in D.C. to be Powered by Solar Energy"
Washington Post (05/04/11) Fears, Darryl

The Smart Grid's Killer App? Smart Buildings, Says New Study

A new IDC Energy Insights forecast says worldwide growth in the commercial smart building systems market is taking off. Spending is expected to reach just over \$10 billion in 2015, which translates into a compound annual growth rate of just under 27 percent from 2010 to 2015. Most of that growth is expected to happen in Western Europe and the United States. "The primary motivating factor behind the emergence of smart building systems is cost reduction through energy savings," says Casey Talon, an IDC research analyst and an author of the report. "Energy consumption in the building sector is usually one of the leading line items in operational budgets and thus a tempting target for smart building controls." A second report details the opportunities and challenges for electric utilities, building owners, and tech vendors in the smart building market. The highest growth is expected to be where electricity markets have decoupled revenue from the quantity of energy sold, thereby monetizing energy efficiency projects. The report also makes recommendations for utilities in non-decoupled areas, like partnering with large building owners in pilot projects. It also notes that an energy efficient building that can offer lower energy bills is an effective way to attract tenant interest in a property. The report notes vendors can boost their chances for market success by developing a reputation for verified performance data and establishing strong partnerships, as well as relationships with established equipment vendors.

"The smart grid, which has received significant attention, is – in the end – a platform. The smart building might turn out to be the first true 'killer app' of the new smart grid infrastructure," says Talon.

Share   | [Return to Headlines](#)

From "The Smart Grid's Killer App? Smart Buildings, Says New Study"
SmartGridNews.com (04/26/11)

KU Asks to Expand Energy Efficiency Programs

Kentucky's Public Service Commission is reviewing Kentucky Utilities' plan to expand its energy efficiency programs, a request that includes creating three new offerings and making changes to five existing programs. Kentucky Utilities wants to create a smart energy profile, a program that would provide customers with reports that compare their energy use with others like them and offer information on energy efficiency programs. A residential incentives program would offer rebates of \$50-\$300 for ENERGY STAR appliances, HVAC equipment and window film. The utility would like to pay customers \$30 to remove and recycle their working secondary refrigerators and freezers. Also, the utility wants to expand the demand conservation program to improve customer incentives, add to the list of qualified energy efficient improvements for commercial energy rebates, expand incentives for the residential audit program, add more participants for the WeCare low-income assistance program, and increase staff for administration and program development. Such changes in the seven-year plan could enable the utility and affiliated company Louisville Gas and Electric to save the amount of energy a typical coal-fire generator produces over its lifetime.

Share   | [Return to Headlines](#)

From "KU Asks to Expand Energy Efficiency Programs"
Lexington Herald-Leader (KY) (04/21/11) Sloan, Scott

Builders Offer Green Tract Homes With Nearly Zero Utility Bills

The nation's leading home builders are rolling out affordable tract homes with solar panels and other features that aim to almost eliminate utility bills, in an effort to gain a competitive edge in the weak housing market. Meritage Homes will sell "net-zero" dwellings in Arizona, California, Colorado, Nevada, and Texas beginning on April 22, with nine-panel rooftop solar arrays and a starting price as low as \$140,000. Home buyers seeking to reduce utility bills to zero can pay \$10,000 for an additional 24 solar panels. Meanwhile, KB Home has made a six-panel rooftop solar array standard in nearly a dozen communities in Southern California, shaving 30 percent off energy costs. The U.S. Green Building Council's

Nate Kredich praises the builders, noting that "shiny granite can only go so far [to lure buyers from low-price foreclosures]."

Share   | [Return to Headlines](#)

From "Builders Offer Green Tract Homes With Nearly Zero Utility Bills"
USA Today (04/20/11) P. 1B Koch, Wendy

An Effective Load Management Regulatory Scheme

Regulators are increasingly convinced that even small changes in residential load patterns could provide significant benefits when aggregated in total. Load cycling and other non-critical load management (pool pumps, air conditioning, etc.) can and will provide significant benefit to the grid on a consistent and predictable basis without impact or inconvenience to consumers. Regulators can start by abandoning complex and arcane tariff concepts for the mass market to keep this as simple as possible. Under this scenario, the utility can enact the non-critical load cycling scheme whenever it chooses. Consumers would receive a 5 cents/kWh reduction in their retail price for all consumption. If they choose to override the scheme, they would pay 5 cents/kWh more. Additional voluntary load shed would be provided for the consumers who actually will respond to price signals. If consumers see the message on in-home displays showing the scheme has been activated and they shed another 30 percent of their load, they get another 3 cents/kWh in savings. If a true grid emergency were to occur, utilities would be allowed to actually turn the loads off instead of dumping entire portions of the grid for under-frequency or under-voltage load shedding schemes that inevitably impact critical care customers. This type of three-stage approach would provide a period of time for the utility to resolve a system problem without any blackouts or brownouts or with even a significant impact on consumers. Consumers' non-critical loads are off, but no critical care customers or facilities, such as hospitals, would be impacted.

Share   | [Return to Headlines](#)

From "Residential Demand Response"
Electric Light & Power (04/11) Vol. 89, No. 2, P. 50 Shargal, Meir; Harper-Slaboszewicz, Patti

Research Shows the Benefits of Cool Roofs for Building Energy Savings

Department of Energy (DOE) Secretary Steven Chu has announced that cool roofs will be mandatory on all department facilities and has urged other federal agencies to follow suit. Chu notes the possibility of a 10 percent to 15 percent reduction in building energy use, depending on the configuration of the building and other variables, "simply by having a white roof." Further quantifying the potential benefits of cool roofing will be the goal of a DOE initiative known as the Cool Roofs Roadmap, says Marc LaFrance, building envelope program manager at DOE. The roadmap builds on current and past research to provide proof — and therefore act as a basis for policy — of cool roof benefits. A 2010 LBNL study found that the average annual savings when substituting a 0.55 weathered reflectance cool roof for a 0.20 weathered reflectance gray roof is 5.02 kWh per square meter of roof surface. New cool roofs can exhibit reflectance numbers as high as 0.75 or 0.80, but the industry is beginning to understand that the true measure of how well the roof will perform depends not on its initial reflectance number, but once it's weathered. "Every cool roof gets soiled and loses performance over time," says LaFrance. "So it's very important to base energy calculations on aged value, not new." DOE's new Roof Savings Calculator enables facility managers to enter several variables to find the potential annual energy savings with a cool roof. Part of the goal of DOE's Cool Roofs Roadmap is to expand and improve the Roof Savings Calculator and to benchmark its results against actual experimental data. Another part of the plan is to study several different types of roofing, such as vegetative roofs and roof coatings, to determine energy savings potential.

Share   | [Return to Headlines](#)

From "Research Shows the Benefits of Cool Roofs for Building Energy Savings"
FacilitiesNet (04/01/11) Zimmerman, Greg

Featured Articles

Featured Article - EISA Impacts on Residential Lighting Programs



Scott Dimetrosky

EISA Impacts on Residential Lighting Programs

By: Scott Dimetrosky, Opinion Dynamics Corporation

By now, nearly everyone in the energy efficiency industry is aware of the 2007 Energy Independence and Security Act (EISA). There are a number of energy efficiency standards required by EISA, perhaps the most notable of which is the requirement regarding screw-based light bulbs. The new standards are certain to change the lighting market – and energy efficiency programs – going forward.

EISA 2007 Lighting Requirements

The law requires that most screw-based light bulbs become approximately 28% more energy efficient—as measured by the lumens per watt (LPW)—beginning in 2012. The legislation is phased in, beginning with 100-watt equivalents in 2012, 75-watt equivalents in 2013, and 60/40-watt equivalents in 2014. The standards are technology neutral, which means the law does not ban incandescent bulbs, but allows any technology that meets the requirement to be sold. The law applies to the manufacturing and import date, and has a number of exemptions, including three-way bulbs, candelabras, and appliance lights. The requirements take effect a year earlier in California.

Product Choices

Manufacturers have already responded to the legislation, and are actively producing bulbs that meet the EISA requirements. These EISA-compliant bulbs employ a number of technologies, mostly halogen based. The EISA-compliant bulbs cost more than current incandescent bulbs, mostly in the \$1.50 to \$2.00 per bulb range, but have shown a steady drop since their introduction. EISA-compliant bulbs look like current incandescent bulbs, provide similar light output, and can fully dim. Some EISA-compliant bulbs last longer (up to two times longer) than today's incandescent bulb.

Compact Fluorescent Lamps (CFLs) provide a more energy efficient alternative to the EISA-compliant bulbs, but have faced some consumer resistance due to dissatisfaction with the light output, limited dimming capability, higher cost, and concern over mercury.

Light Emitting Diodes (LEDs), or solid state lighting, offer the most efficient lighting options, and last far longer than incandescent bulbs or CFLs (approximately 30 years). LEDs, however, are still extremely expensive (most are well over \$20, some even over \$40/bulb), are mostly available in only lower wattage equivalents, and are still best for directional lighting.

Consumer Awareness and Reaction

A recent USA Today poll found that over two-thirds of consumers are still unaware of the legislation. Once told about the legislation, however, many consumers support the changes.

To help consumers understand light bulb efficiency, the EISA legislation directed the Federal Trade Commission (FTC) to change its current labeling requirements for all medium-based general service incandescent, halogen, LED, and CFL bulbs. Manufacturers are required to provide brightness (lumens) and energy-cost information on packaging within a detailed "Lighting Facts" label. The new labels are expected to be available by January 2012.

Impact on Energy Efficiency Programs

CFLs, typically promoted through "upstream" incentives to retailers or manufacturers, have become the cornerstone of many energy efficiency portfolios around the country. For example, in recent years, CFLs have represented almost 50% of claimed energy savings for many of the nation's largest utility-sponsored energy efficiency programs.

Program administrators and regulators, therefore, are asking what impact the EISA legislation will have on the existing CFL programs. Does EISA represent the end of residential lighting programs?

To answer that question, it's important to understand both the available technologies and likely consumer reaction to the legislation. While conservative opposition to the legislation has suggested that CFLs will be the new baseline, the expanding EISA-compliant offerings—and rapidly decreasing prices of the bulbs—appear to prove otherwise. In addition, despite years of aggressive CFL promotion among many program administrators, the highest CFL saturation is still under 30% of sockets. As noted above, CFLs have faced some consumer resistance, partially driven by technology limitations.

The evidence, therefore, seems to be building that consumers will have a lower-priced alternative to CFLs, and that these EISA-compliant bulbs will offer light quality and features more comparable to today's incandescent bulb.

The legislation, however, will shift the baseline, meaning that the savings claimed from every program CFL will go down by the new standard (approximately 28%). So a portfolio with 40% savings from CFLs would lose about 11% of total savings (40% of 28%=11%). Further degradation of savings is likely to come from other factors as well, including decreasing hours of use. While the decreased savings might appear to make CFL programs less cost-effective, the decrease in savings may be offset by the decreased incremental cost; EISA-compliant bulbs cost more than today's standard incandescent bulbs and thus future CFL programs might even be more cost-effective than they are today. LEDs, although the most efficient technology, still face performance and incremental cost issues that make their application limited, although that is likely to change quickly over the next few years.

Conclusions

EISA 2007 will have a profound effect on energy usage in the United States, and particularly on energy efficiency programs. Program administrators and regulators need to consider available technologies, prices, and consumer reactions when determining exactly how to position future lighting programs.

¹ "Traditional incandescent bulbs on their way out starting Jan. 1," *USA Today*, April 26, 2011.

² 2010 ENERGY STAR CFL Market Profile. Prepared by D&R International for DOE.

LIGHTEN UP! - News and articles of a different kind

Below is an inspirational article from The UN-COMFORT ZONE, by Robert Evans Wilson, motivational speaker and humorist.



Robert Wilson

What motivates you? That's the question I'd like to ask in this inaugural column on motivation. Are you motivated by fame, fortune or fear. Or is it something deeper that fans the flames inside of you. Perhaps you are like Jeanne Louise Calment whose burning desire enabled her to do something that no other human being has done before. A feat so spectacular that it generated headlines around the globe, got her a role in a motion picture, and landed her in the Guinness Book of World Records. A record that has yet to be beaten.

Jeanne Louise, however, did not initially motivate herself. It was someone else who drew the line in the sand. But, it became a line she was determined to cross.

In motivation we talk about getting outside of one's comfort zone. It is only when we are uncomfortable that we begin to get motivated. Usually to get back into our comfort zone as quickly as possible.

Born into the family of a middle-class store owner, Calment was firmly entrenched in her comfort zone. At age 21 she married a wealthy store owner and lived a life of leisure. She pursued her hobbies of tennis, the opera, and sampling France's famous wines. Over the years she met Impressionist painter Van Gogh; watched the erection of the Eiffel Tower; and attended the funeral of "Hunchback of Notre Dame" author Victor Hugo.

Twenty years after her husband passed away, she had reached a stage in life where she had pretty much achieved everything that she was going to achieve. Then along came a lawyer. The lawyer made Jeanne Louise a proposition. She accepted it. He thought he was simply making a smart business deal. Inadvertently he gave her a goal. It took her 30 years to achieve it, but achieve it she did.

Are you willing to keep your goals alive for 30 years? At what point do you give up? Thomas Edison never gave up, instead he said, "I have not failed. I've just found 10,000 ways that won't work." Winston Churchill during the bleakest hours of World War II kept an entire country motivated with this die-hard conviction: "We shall defend our Island, whatever the cost may be, we shall fight on the beaches... in the fields and in the streets... we shall never surrender."

Many of us give up too soon because we set limits on our goals. Achieving a goal begins with determination. Then it's just a matter of our giving them attention and energy.

When Jeanne Louise was 92 years old, attorney François Raffray, age 47, offered to pay her \$500 per month (a fortune in 1967) for the rest of her life, if she would leave her house to him in her will. According to the actuarial tables it was a great deal. Here was an heir-less woman who had survived her husband, children, and grandchildren. A woman who was just biding her time with nothing to live for. That is until Raffray came along and offered up the "sucker-bet" that she would soon die. It was motivation enough for Jeanne, who was determined to beat the lawyer. Thirty years later, Raffray became the "sucker" when he passed away first at age 77.

When asked about this by the press, Calment simply said, "In life, one sometimes make bad deals." Having met her goal, Jeanne passed away five months later. But on her way to this end, she achieved something else: at 122 years old, she became the oldest person to have ever lived.

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

[Return to Headlines](#)

AESP News

Updates and News from AESP

AESP Welcomes its New Manager of Marketing Communications

AESP is pleased to introduce Adeline Lui, AESP's Manager, Marketing Communications. Adeline will be responsible for continuing to brand AESP, streamline and update its communications vehicles, and assist with growing our membership. We are delighted Adeline is joining us and have no doubt she will quickly make a positive impact on our association. Adeline can be reached at adeline@aesp.org.

AESP's FALL CONFERENCE CALL FOR ABSTRACTS!

AESP is looking for original material to be presented as panel discussions, case studies, lessons learned and/or best practices on Consumer Behavior and the Smart Grid at its Fall Conference, October 3 – 6, 2011 in Dallas, Texas. Your session must provide meaningful and practical information for AESP members and your abstract(s) should contain:

- Maximum one (1) page with 1" margins
- Brief objective of your session including key results/achievements/concepts
- Names and contact information for you/your panelists/session participants

Please make sure your participants have travel approval and can present at this conference.

SEND YOUR ABSTRACT TO:

meg@aesp.org by June 17, 2011 by midnight PST. Abstracts will not be accepted after that date. No exceptions.

Recap of AESP's Southeast Regional Chapter's (SEARCH) Inaugural Meeting

The first SEARCH Event on "Emerging Technologies in the Southeast" at the AESP Spring Conference in Atlanta, GA on May 16, 2011, was well attended with over 40 individuals. The session was kicked off by Meg Matt, President of AESP, who discussed the importance of regional chapters. James Linder of TVA and President of SEARCH then described the vision for SEARCH and introduced the other Board Members. Carol Sabo of Tetra Tech and Secretary of SEARCH presented the results of the 2010 SEARCH survey of members on topics of interest and format of SEARCH events.

The technical agenda then began with Dr. Ron Domitrovic, a senior project manager in the Power Delivery & Utilization Sector at EPRI, who provided an overview of emerging energy efficient technologies, particularly those that could work well in the Southeast followed by a presentation of the study EPRI has been conducting on Heat Pump Water Heaters.

Gregg Holladay, the national account manager for GE Energy & Water Products, then gave the vendor perspective on the benefits of the new Energy Star electric water heaters to both the utility and their members.

Chris Gray, a research engineer for Southern Company, represented the utility perspective in discussing some of the best practices associated with Heat Pump Water Heater installation as a result of Southern Company's research.

Brian Pippin, a conservation and efficiency specialist for JEA in Jacksonville, Florida, provided an overview of the current market for Heat Pump Water Heaters in the southeast, including Southern utilities that are rebating Heat Pump Water Heaters and the rebate levels.

All of the panelists then participated in a lively question and answer session, before James Linder wrapped up with some closing comments.

Copies of all of the presentations can be downloaded from the SEARCH site, www.aesp.org/displaycommon.cfm?an=1&subarticlenbr=93 or by emailing carol.sabo@tetrattech.com.

[Return to Headlines](#)

New and Renewing Members***New Individual Members***

[Click here to view new member list](#)

New Group Members

Peregrine Energy Group
SmartWatt Energy

Renewing Group Members

AEP-Texas
E Source
Franklin Energy Services
Freeman, Sullivan & Co
Honeywell
LG&E and KU
TecMarket Works

[Return to Headlines](#)

News Releases and Announcements

[ESCO Announces Selection by Southern California Gas Co. for AMI Technology Deployment](#)

[Siemens Smart Grid Technology Innovation Contest](#)

[Return to Headlines](#)

Abstract News © Copyright 2011 INFORMATION, INC.

