



# Strategies

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- Principles of Evaluation, Measurement & Verification
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**Nov. 8-9, 2011 - Albany, NY**

**DON'T MISS THE LAST TRAINING COURSES FOR 2011**



### October 2011

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

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### Upcoming Events

#### Brown Bags

**Oct. 13, 2011**

International Approaches to Energy Efficiency and Demand Response

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

#### AESP Training Courses

*Course I: Principles of Evaluation, Measurement & Verification*

*Course II: E2 – Level II DSM Economics & Evaluation*

Nov. 8-9, Albany, NY

[Click here for course details and to register.](#)

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

### Letter from the Chair

## ***DROP THE TECHNICAL SPEAK AND FOCUS ON CUSTOMER-FOCUSED COMMUNICATIONS***

*By: Carol White, AESP Board Chair*

I had the pleasure of introducing Dr. Julie Albright, our keynote speaker, at the AESP Fall Conference last week in Dallas. A sociologist and professor at the University of Southern California, Dr. Albright is a co-recipient of a \$121 million Smart Grid Demonstration Project DOE grant. Dr. Albright and her team will explore the relationship between human behavior and the deployment of smart grid technologies and information streams.



**Dr Julie Albright and Carol White**

During my introduction, I encouraged the audience to step away from the “technical speak” that many of us gravitate toward and instead to focus on truly communicating with our customers in a way that they can relate. It was a pleasant surprise for me when Dr. Albright opened with a parallel message: “Start thinking like a sociologist.”

In a very insightful and dynamic presentation, Dr. Albright described three types of adopters and how they respond to new technology: the “Luddites,” “Digital Immigrants” and “Digital Natives.” The key is to better understand and to tap into their motivators and concerns. In other words, we need to understand that our focus on grid modernization can also become a focus on meeting consumers’ needs and on communicating in a way that helps them to understand what is in it for them.

We need to deeply understand human behavioral drivers and respond accordingly. While lower costs and savings is a big behavioral change driver, Dr. Albright warns that financial motivators alone cannot drive long-term behavioral change. People will revert to their former behaviors when the financial reward is taken away.

Dr. Albright also focused on our need to recognize and adapt to changing forms of communications. She focused on the explosion of social media and the diminished focus on television, newspapers, and even email. She encouraged us to recognize the role that tools like Facebook and Twitter should play in our customer communications efforts. In fact, a key component of her Smart Grid Demonstration Project to be carried out on the campus of USC is social "serious gaming." I am sure there were many in the audience thinking, "Gaming? In the utility industry? We don't play games..."

Dr. Albright is embarking on an interesting social experiment that should inform how many of us deploy grid innovation, renewable energy, and energy efficiency initiatives. Her ideas, however, represented a small piece of the many new ideas, information, strategies, and research findings that were presented last week. The good news is that if you were not able to attend you can listen to Dr. Albright's keynote speech and all the thought-provoking sessions from Dallas. For the first time, AESP has recorded all the sessions, synched with the respective speakers' PowerPoint presentations. They will soon be available for purchase – watch for more information.

## Headlines

### Industry News

"Six Energy Efficient Data Center Practices"  
"Planning for Efficiency"  
"California Governor Seeks to Extend Energy Levy"  
"Smart Grid Needs Energy Efficiency"  
"U.S. Congressmen Ask GAO to Study RTO's Effects on Demand Response, Efficiency"  
"Measuring Building Energy Consumption"

### Featured Articles

### AESP News

Updates from AESP  
New and Renewing Members  
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.*

### Six Energy Efficient Data Center Practices

Data centers are the gold mine of companies' assets, with energy efficiency a growing concern for these critical hubs. Industry behemoths like Google and Apple have selected data centers first according to location, focusing on areas with network connectivity that are not subject to natural disasters or extreme weather. The second energy efficient data center practice has been the use of renewable, carbon-neutral power, including hydroelectric and geothermal sources. Humidity is another factor companies are considering when building data centers, since dry locations are not necessarily cooler sites; in the same regard, centers are focusing on air circulation methods like separating cold air supply and warm air return for maximizing thermal efficiency. HP, Microsoft, and Amazon are among companies using ready-to-compute data center modules that include cooling gear and offering these modules to customers. Another move includes switching from alternating current (AC) to direct current (DC), which minimizes electrical conversion and reduces the air conditioning load, in addition to reducing power usage. Finally, many data centers have switched to power-saving components in existing systems, including using variable frequency chillers, pumps, and cooling towers for less energy consumption.

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From "Six Energy Efficient Data Center Practices"  
*ITWorld.com (08/22/11) Dern. Daniel P.*

here.

## Conferences

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

*May 15-18, 2012*  
AESP's Spring Conference  
Marketing & Implementation: Create. Develop. Implement.  
Hilton Baltimore, MD

*October 2012*  
AESP's Fall Conference  
Evaluation & Implementation: No Longer an Odd Couple.  
Long Beach, CA

## 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](mailto:imailsrv@aesp.org) and type "Subscribe AskAESP" and your first and last name.









AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency,

## Planning for Efficiency

Regulators will look to use the demand reductions from new energy efficiency programs to lower capital expenditures on new transmission and distribution assets. However, it is difficult to forecast the expected geographic distribution of the demand reductions within the grid and integrate this information into a utility's capital planning process. Con Edison has included the effects of demand side management (DSM); its methodology is designed to forecast the geographic distribution of expected peak load reductions from non-targeted energy efficiency programs. As a result, the company's 10-year peak demand forecast has reduced projected capital expenditures for load relief projects by more than \$1 billion. In 2008, the New York State Public Service Commission created the energy efficiency portfolio standard; and non-targeted, territory-wide EEPs programs complicated the forecasting process. The approach uses historical energy consumption patterns and demographic data, by service class and by network, to allocate the energy savings expected from the various efficiency programs operating in its service territory to individual networks, then applies composite load curves for each efficiency program to calculate the coincident demand reductions at each network's local peak. Con Edison first allocates the expected energy savings to the networks using the previous year's consumption by market segment in that network as a mapping function, then converts the energy savings to coincident demand savings at the corresponding network peak, and finally reduces the resulting expectation value to get a DSM reduction that will distribute into that network with 95 percent confidence. The company plans to use performance data from its efficiency programs to validate the accuracy of this model and quantify the geographic variability of each efficiency program's achievements.

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From "Planning for Efficiency"

*Public Utilities Fortnightly (08/11) Vol. 149, No. 8, P. 36 Gasse, Chris; Massarlian, Madlen*

## California Governor Seeks to Extend Energy Levy

California Gov. Jerry Brown is sponsoring legislation to extend a state program that collects about \$400 million a year from utility customers and invests it in renewable energy and efficiency programs. The surcharge, which has been added to monthly electric bills since 1997, is set to expire at the end of the year, and the Legislature has only two weeks to reauthorize the levy. Because the surcharge is a tax, the bill has to be passed by a two-thirds majority of the Legislature. The measure is a "priority for Gov. Brown because of its proven job-creation potential and role in galvanizing California's innovative clean-tech economy," says Nancy McFadden, Brown's top legislative aide. The surcharge ranges from \$1 to \$2 a month for the typical residential bill, according to consumer advocacy group the Utility Reform Network. The bill to reauthorize it has broad support from the renewable-energy industry, environmentalists and labor unions that would benefit from new construction jobs. It is opposed by antitax groups and some business groups, such as the California Manufacturers & Technology Association. McFadden says the proposal would fund research to develop "innovative and emerging clean-energy technologies developed in California." Investments would focus on small-scale projects, such as installing rooftop solar systems, weaning farmers from fossil fuels and finding ways to store renewable energy for use when the wind isn't blowing or the sun isn't shining. Brown's office hopes that investments in energy efficiency programs would encourage additional private capital to be spent on helping home and business owners stop wasting money on more costly energy.

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From "California Governor Seeks to Extend Energy Levy"

*Los Angeles Times (08/25/11) Lifsher, Marc*

## Smart Grid Needs Energy Efficiency

Energy usage attributable to electric vehicles (EVs) could rise 1,700 percent by 2030, according to a recent report by The Shpigler Group released by the Utilities Telecom

and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

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Council. Studies indicate an increase of this amount will not necessarily impact the generation and transmission elements of the electric grid severely, but serious difficulties will be introduced on the distribution element, especially on pole- and pad-mounted transformers that deliver electricity to users. This, in turn, will put a premium on energy efficiency in charging EV batteries. The utility industry is examining several scenarios in order to develop approaches to meet the new demand, and as sales of EVs become more common, it will observe areas where electricity demand shows a significant increase to determine the necessity to upgrade or replace transformers. A potential problem could arise as electricity rates designed to discourage charging during the daytime may result in a night-charging challenge. With the potential increased load, sustained excess current eventually could cook a transformer's copper wiring, cause a short and black out the local loads it serves. Studies of the French and Belgian electric grids have led to similar results, showing that utilities must address concerns, especially those related to their distribution systems. In the U.S., the EV Charging Infrastructure USA conference, which was held early 2011 in San Francisco, indicates the seriousness to which the utility industry assigns these issues. During the conference U.S. utilities collaborated with stakeholders to find solutions to make EV charging infrastructure commercially viable, and the conference addressed business models, impact on the grid, infrastructure upgrades and in-home charging infrastructure. Especially pertinent among conference sessions was one from Pacific Gas and Electric Co. (PG&E) Director of Integrated Demand Side Management Saul Zambrano, called "Understanding What Impact Electric Vehicles Will Have on Grid Systems, Power Distribution & Load Profiles to Determine What Can be Done to Manage Their Impact." The PG&E study looked at the likelihood of having to upgrade transformers within a given time and noted a significant difference between air conditioning areas and non-air conditioning areas. Non-air conditioning areas will need upgrades at peak and off peak, and air conditioning areas will need upgrades at peak. The study also examined how to alleviate stress at the substation, concluding that time-of-use (TOU) rates alone will be insufficient and that some form of demand response is needed.

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From "Smart Grid Needs Energy Efficiency"  
*Electric Light & Power (09/11) Lefevre, Russell*

### **U.S. Congressmen Ask GAO to Study RTO's Effects on Demand Response, Efficiency**

Congressional representatives have invoked the government to assess the impact of organized wholesale electricity and capacity markets on investments and its impact on consumers. Sen. Joseph Lieberman (I-Conn.), Sen. Susan Collins (R-Maine) and Rep. Peter Welch (D-Vt.) have called upon the Government Accountability Office to consider the opportunity to use demand-side management for the benefit of consumers, in addition to the use of bilateral power supply contracts and its ability to support new energy efficient technology. The members of Congress affirmed that there might not be adequate provisions in place to "ensure that sufficient resources are in development" in centralized capacity markets. Concerns also were voiced about the need for an emphasis on low overall costs, rather than less capital intensive resources. According to the American Public Power Association, the request is aligned with the association's own concerns about the scarcity of long-term contracts in regional transmission organization markets that would lower consumer pricing and finance clean technology.

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From "U.S. Congressmen Ask GAO to Study RTO's Effects on Demand Response, Efficiency"  
*Platts Energy Business & Technology (08/11) Weldon, Esther*

### **Measuring Building Energy Consumption**

Under a proposal being reviewed by the International Organization for Standardization (ISO), the amount of carbon-dioxide (CO<sub>2</sub>) emissions from office buildings worldwide and their rate of energy consumption could soon get a standardized system of measurement. The Common Carbon Metric (CCM) is a tool designed to measure both greenhouse gas emissions and energy consumption in buildings per occupant and per meter squared over the course of a year. The measurement system, which was developed by the United

National Environment Program, could be adopted as the international standard for defining the cultural impact of buildings and subsequently used as a baseline by architects, designers and the construction industry. By developing the new standard, the goal is to achieve national targets for sustainability and reducing carbon emissions. The building sector is the largest single contributor to greenhouse gas emissions, with 33 percent of global energy use taking place in offices or homes -- a number that will almost certainly grow from 8.6 billion tons in 2004 to 11.1 billion tons by the end of the decade.

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From "Measuring Building Energy Consumption"  
*EarthTechling.com (08/16/11) Hessman, Kristy*

## Featured Articles

### ***Melding Social Science and Engineering Research: The Importance of a Holistic Approach to Evaluation***

***By: Mary Sutter and Hannah Arnold, Opinion Dynamics Corporation***



**Mary Sutter**



**Hannah Arnold**

Social science and engineering research are key components of evaluating energy efficiency programs. The methods employed by each discipline are the yin and yang of energy efficiency evaluation; they complement one another, and neither one can provide sufficient information to assess program performance on its own. In situations where only one of these methodological approaches is used, program implementation staff and policy makers are left with incomplete information on which to base critical decisions about program design, implementation and overall program success.

Further, as attempts are made to develop overarching protocols around energy efficiency program evaluation, the tendency is to focus solely on engineering methods, which can lead to unintended consequences that harm the long-term viability of various program efforts. Within this context, this article provides background on the origins of social science and engineering methods, and the importance of bringing the two approaches together to support the comprehensive evaluation of energy efficiency programs.

#### **How did we get here?**

The development of social science and engineering methods are driven by differing world views and research questions. Engineering research is based on a world where things are fixable and knowable, and where getting the analysis wrong can have dire consequences. Within this field, measurement typically follows the laws of physics and thermodynamics or, as the Random House Dictionary states: "engineering is the art or science of making practical application of the knowledge of pure science...." Engineers are taught that analysis should be precise with error bounds often to one or two decimal places. Additionally, engineering research tends to confront problems one at a time. For example, the measurement and verification of building savings is based on knowledge of a single building, which requires performing the research necessary to obtain information about that one building. Voltmeters and amp meters, data loggers, and computer simulation based on thermodynamics are among the typical tools of an engineering researcher.

In contrast, the social sciences are interdisciplinary in nature and methods are often population based. Random House states that social science is "a) the study of society and

social behavior or b) a science or field of study, as history, economics, etc., dealing with an aspect of society or forms of social activity.” Often social scientists seek to measure attributes such as cognition or social interactions – attributes that are not necessarily detectable by physical instruments. In the subfield of evaluation research, social science addresses issues related to why and where things happened as they did, and under what circumstances they will or will not happen that way in the future or in other settings. The social science researcher typically uses tools such as observation, surveys, regression analysis, and in-depth interviews.

Program evaluation evolved in reaction to the need to assess the success of the large federal social programs of the 1960s, and econometricists and other social scientists of that time based their approaches and measurement choices on their knowledge and training. Therefore, the program evaluation field has its origins in the social sciences, but has evolved to meet the needs of specific program types such as energy efficiency programs that have a technical component. Early researchers in our field looked for ways to assess energy efficiency in the context of program evaluation. In doing so, they looked to theories and concepts from Campbell, Shadish, House, Patton, and others related to utilization-focused evaluation, the counterfactual and validity of all types, all of which are still in use within the industry today. These energy efficiency researchers also established the concept of gross and net energy savings and used different methods to assess each research area. For example, researchers often used engineering methods to determine gross savings while social science methods dominate the determination of net savings.

### **The importance of melding the two methods**

With the increase in energy efficiency programs throughout the nation, and as attempts are made to provide structure around energy efficiency program evaluation, the tendency is to focus solely on impacts, which are often calculated using engineering approaches. However, given that energy efficiency programs are voluntary in nature and created by people for people, the assessment of program effectiveness must also utilize social science research to provide the most useful and comprehensive information possible.



In thinking about the value of employing both methodological approaches to energy efficiency program evaluation, it is important to consider two scenarios: (1) What if program administrators only had information based on engineering research? and (2) What if program administrators only had access to information about program processes and their effectiveness based on social science research?

1. Engineering-based only: In this case, with the majority of engineering research aimed at energy impacts, program staff would be unable to identify and understand the aspects of their program or portfolio leading them to success or failure in achieving their savings goals. As a result, decisions about changing program design or implementation would be made based on what happened in a black box and could have significant unintended consequences in terms of program performance against goals. Additionally, program staff would not be able to explain the “why” or the “where” behind the evaluation findings, and would have to make decisions based on a variety of assumptions that may or may not be correct.

2. Social science-based only: Here program administrators would have little equipment based technical evidence regarding the performance of the measures provided to customers through their program(s). In particular, they would have difficulty fully understanding the level of expected savings from the different components of their programs. Additionally, the ability to forecast future savings and make decisions around program offerings could become extremely challenging.

### **What gets mandated, gets measured**

Given that the central purpose of most energy efficiency programs is the achievement of energy savings, leaving out impacts and engineering methods is not an option. What is often lost or short-changed in determining the required output of these evaluations, however, is the complementary and vital aspect of understanding program effectiveness, which is supported by social science research.

As our industry continues to work to provide structure around energy efficiency program evaluation and disseminates that information out to policy makers and program administrators, it is critical that we work to meld social science and engineering based research approaches together. Integrating these approaches is a necessary part of developing any overarching energy efficiency evaluation framework, as the framework will define what gets priority for measurement. When social science research is given equal footing, program implementation staff and policy makers have the information necessary to understand both the magnitude of and reasons behind program performance, and the future success of energy efficiency programs is enhanced.

*Mary Sutter is Vice President of Energy Evaluation, and Hannah Arnold is a Project Manager at Opinion Dynamics Corporation.*

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## ***“Jest-ing Time” EM&V***

*Energy Efficiency is serious business. But it doesn't always have to be. In this fictional, humorous conversation, Jonathan Kleinman explores another side of evaluation.*

“Excuse me, sir. Are you finding what you're looking for?”

I looked up. The sales associate was wearing the usual orange apron, yet she looked like she wasn't there to help me, just to ... observe.

“No actually. I am looking for your compact fluorescent lamps.”

“Why?” she asked.

(Why? What kind of question is that from a sales associate? I thought.)

“Well, they use less energy and will save me money, ” I said.

“Where did you hear that?” she asked.

“Everyone knows that.”

I could instantly tell that was the wrong answer.

“You can find them on Aisle 5. You won't be able to get the marked-down price of \$1 for the CFLs. You'll have to pay \$3 per CFL. But I can't walk you over there to help you find them. Here, put this sticker on.”

I took the sticker. It was a white circle. In small black lettering, it read “Freerider: CFL.”

“I can't pay \$3 – I wanted to buy six of them, but I won't pay that much for ...”

She didn't hear me – she had turned around to watch other customers.

Grrr. Fine. I'll come back another time. I also need a window air conditioner, though. I started wandering around again.



“Are you finding what you need, sir?”

I turned around. There was another sales associate. He hastily stowed a clipboard into his apron.

“I need a window air conditioning unit. For a large room above my garage,” I paused. “What do you recommend?”

“What features interest you?”



**Jonathan Kleinman**

Features? "I don't know ... it's just a window unit, right?"

"Could be," he shuffled his feet. "Wasn't there something you already had in mind?" I caught him looking at my sticker – he quickly averted his eyes.

"That it needs to cool the room?"

He sighed. "OK ... well, are you familiar with the ENERGY STAR label?"

"Of ..." Something made me pause ... "Uh, no."

He brightened immediately. "Great! Well, actually, that's not great, but ..." He beckoned for me to follow him, talking about how much less energy the unit would use. "Plus, there's a \$25 instant coupon at the register. Where do you live?"

"Do you live near here?" He stared at me intently. I took an involuntary step backward. I live in the neighborhood, but no need to invite this guy to follow me home.

"I'm in from ... I'm visiting."

"Ah. Well. I'm very sorry, sir. The \$25 won't be available for you." He reached into his apron and pulled out a roll of stickers. These read "ISR: AC," but had a red circle around and a line through the lettering. He peeled one off.

"Forget it," I snarled. I had enough. I walked down the aisle and around the checkout counters. Before I could pass through the automatic doors, the gate alarm sounded.

"Sir!" It was the first sales associate. "Sir! You left without buying your CFLs!"

"So?"

She reached up and peeled off half of the first sticker. There was a small magnetic strip on the back.

"This makes you only a partial free-rider. Here, let me show you where the CFLs are ... there are a few that I can let you choose from ..."

*Jonathan Kleinman is the Senior Director for Planning & Evaluation at CLEAResult. He lives in Austin, Texas, where an unanticipated program rule requiring licensed A/C contractors on building envelope retrofits interfered with partial free-ridership. (His wife, who would not have been a free-rider, still does not appreciate that irony.)*

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## AESP News

### Updates from AESP

#### Listen Up People!

For the first time ever, AESP is making complete recordings for our recent fall conference in Dallas "Customer Behavior & The Smart Grid" available for purchase. Recordings include all audio (speakers and questions from the floor) synched to the PowerPoint presentations. Recordings are available for \$199 for AESP members. Watch for more information coming soon.

#### Don't Be Late for Class!

The AESP Institute's last training courses for 2011 are scheduled for November 8-9 in Albany, NY. Courses offered are "Principles of Evaluation, Measurement & Verification" and "E2-Level II DSM Economics & Evaluation." [Register now.](#)

#### Or Turn Your Workplace into the Classroom

AESP can also bring the training to you. Schedule an on-site training course to be delivered before December 31, 2011 and your



organization will enjoy a \$1000 discount for a two-day course, or \$500 for a one-day course. Contact [suzanne@aesp.org](mailto:suzanne@aesp.org).

### **Whassup Chapters?**

**Sun Day this Thursday** - See the largest solar technology test bed in the United States with the Rocky Mountain Chapter in Aurora, CO. this Thursday, October 13! [Register here now.](#)

**Gone Networkin' with the Midwest Chapter** - Join the [Midwest Chapter](#) on October 31 at Cabela's in Owatonna, MN, for learning, networking and lunch. RSVP to [Jessica Burdette](#)

**Joint Ad-Ventures** – It's double the learning and networking when the Northeast chapter of AESP and the Northeast Energy Efficiency Council jointly host the eleventh annual conference on November 1 in Westborough, MA. [Click here for details.](#)

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[Demand for Appliance Recycling Expands CSG'S Iowa Operations](#)

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[Franklin Energy management staff win Fittest Exec Challenge](#)

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