



# Strategies

Monthly Member Newsletter

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*December 2011*

## Letter from the Chair

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

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## *Out With the Old and In With the New Year*

### Upcoming Events

*By: Carol White, AESP Board Chair*

### Brown Bags



Carol White, AESP Chair

As year end approaches, it's natural for many of us to reflect on the ending year and to also think about our expectations for the coming year. For those in our industry, 2011 was a bit of a roller coaster. The strong focus on climate change and ramping up energy efficiency efforts at the beginning of the year has been supplanted by an important focus on the economy and the need to create jobs. The good news is that many policy makers understand that a strong focus on energy efficiency supports job creation and places business in a competitively advantaged position.

Energy efficiency efforts continue to grow in many areas but that growth comes with challenges.

*Dec. 8, 2011*  
[Cost Effectiveness: Applying the Best and Most Accurate Tests](#)

*Dec. 12, 2011*  
[Effective Presentation Skills... FREE!](#)

*Dec. 15, 2011*  
[Making the Grade: A Review of Leading K-12](#)

Despite these challenges, we continue to make strides in energy efficiency. In addition, grid modernization efforts (Smart Grid) continue, renewable energy deployments continue, and progress continues with energy efficient vehicles including electric vehicles. Let's make sure we recognize our successes as well as our challenges as we head into the new year.

I personally am heading into 2012 with excitement about AESP's 22nd National Conference taking place in San Diego on February 6-9, 2012. We have lined up over 60 experts who will make presentations in the various areas of energy efficiency including implementation, evaluation, marketing, policy, pricing and technology. [Registration is now open, so get in early on AESP's largest conference of the year.](#)

San Diego Gas & Electric, this year's Host Utility, also happens to be leading the charge (pun intended) nationally in electric vehicle (EV) implementation. There will be three presentations centered on the hot topic of EVs in San Diego, including SDG&E's.

The keynote speaker for this conference is also known as a leader of the pack. Way before it was cool to live a green lifestyle in Hollywood, actor Ed Begley Jr. was living green and advocating a simpler, energy efficient lifestyle. He bought his first electric car in 1970 (1970!) and was known to arrive at Hollywood events on a bicycle. He will arrive at the AESP Conference in his trusty Prius, I've been told.

In his keynote address, Ed will share anecdotes from his 40 year journey in eco-living. It's hard not to be inspired by his passion that is so deeply rooted. What drives his passion, even when it was not considered trendy to be green and before there were all the financial incentives we have now? As the discussions continue about the success of energy efficiency education and how to effect true, permanent, lifestyle changes, I look forward to hearing the words straight from the heart of a true pioneer in energy efficiency. Come join me to learn, network and enjoy the city of San Diego!

This December, I wish you a month of happy celebrations with your family and friends. Happy Holidays!

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### [Energy Efficiency Education Program Models](#)

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: Overview of the Principles of Demand-side Management](#)

[Course II: Introduction to the Principles of Evaluation, Measurement & Verification](#)

Feb. 6, 2012, San Diego, CA

[Course I: E2 – Level I DSM Economics & Evaluation](#)

[Course II: P2 – Level II DSM Program Planning, Design & Implementation](#)

Feb. 9-10, 2012, San Diego, CA

If you would like to schedule an onsite training please



**We – the Staff and Board of Directors of AESP – Wish You  
and Your Family**

**Happy Holidays!  
Season's Greetings!  
Merry Christmas!  
Happy Hanukkah!  
Happy Kwanzaa!  
Happiness!  
Good Health!  
Safe Travels!**

## **Headlines**

## **Industry News**

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["Study Clarifies the Energy Savings in Retrofitted Buildings"](#)  
["Which Utilities Deliver the Most Energy Efficiency Benefits?"](#)  
["Efficiency Improvements Could Lower U.S. Electricity Consumption by 5  
to 15 Percent Relative to Forecast Trends"](#)  
["DOE Seeks Energy Efficiency Gains"](#)  
["Atlanta's Downtown Buildings to be Renovated for Energy Efficiency"](#)  
["Top 12 Questions About Energy Storage"](#)  
["Sports Rally Around Green Projects"](#)  
["Brookfield Kicks Off Tenant Sign Up in Smart Energy Challenge Race to  
Reduce"](#)  
["Yes, We Have No Megawatts"](#)

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[suzanne@aesp.org](mailto:suzanne@aesp.org).  
For more  
information about  
the AESP Institute,  
[click here](#).

## **Conferences**

*February 6-9, 2012*  
AESP's 22nd  
National Conference  
& Expo  
Connect at Every  
Level  
Hilton Bayfront, San  
Diego, CA  
[REGISTER NOW](#)  
[Click here to see the  
agenda](#)

*May 15-17, 2012*  
AESP's Spring  
Conference  
Marketing &  
Implementation:  
Create. Develop.  
Implement.  
Hilton Baltimore,  
MD

*October 15-17, 2012*  
AESP's Fall  
Conference  
Evaluation &  
Implementation: No  
Longer an Odd  
Couple.  
Long Beach, CA

## Featured Articles

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### AESP News

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[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.*

#### **Study Clarifies the Energy Savings in Retrofitted Buildings**

A new study shows that retrofitting buildings with energy-conserving technology can significantly reduce spending on fuel and electricity. Deutsche Bank Americas Foundation and Living Cities, a nonprofit partnership of 22 foundations and financial institutions, commissioned the report, which examined nearly 19,000 affordable housing units in New York City that had undergone energy efficiency retrofits. The study found that these changes resulted in a 19 percent savings on fuel bills and a 10 percent savings on electricity across the portfolio. This translates into \$240 in fuel savings and \$70 in electrical savings per apartment every year. "We have been looking for the secret sauce," says Ben Hecht, the president and chief executive of Living Cities. "This study is definitely the first foray into data, and that is going to be critical to convince owners and lenders of the importance of retrofitting buildings." The study's authors hope the results will go beyond persuading building owners to institute environmentally beneficial retrofits. They hope that lenders will use this data and consider underwriting larger loans to landlords based on the projected savings that come from retrofitting buildings. "The study informs what we hope will be a new set of lending practices that places real monetary value on energy efficiency improvements," says Sam Marks, the vice president of Deutsche Bank Americas Foundation.

Share [!\[\]\(aa53ad6fea213b8b2226d3077e30533a\_img.jpg\)](#) [!\[\]\(a1c2189b125458bd8fa8822d0c2da6bc\_img.jpg\)](#) | [Return to Headlines](#)

From "Study Clarifies the Energy Savings in Retrofitted Buildings"  
*New York Times (11/09/11) Satow, Julie*

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

Here is a recent post on the listserv.

*I am looking for research or documentation of the income thresholds used for low income DSM programs. Particularly interested in:*  
*- Which measure is used to define the low income threshold/program eligibility (e.g., Federal Poverty Guidelines, Low Income Cut-off Measures, etc)*

## Which Utilities Deliver the Most Energy Efficiency Benefits?

A report released Nov. 10 by Ceres, a nonprofit advocacy group for sustainability, examined 50 U.S. utilities and ranked them by the investments they have made in energy efficiency and the energy saved. Those in western states occupied top spots, while several in the south finished last. The report analyzed how much the utilities invest in energy efficiency programs and the savings they delivered. Energy efficiency is a broad term that describes ways to reduce energy use. The report showed that Pacific Gas & Electric, Massachusetts Electric and Narragansett Electric are the top spenders in energy efficiency programs, as measured by the dollar amount per megawatt-hour delivered. Other top-ranking utilities included Western Massachusetts Electric, Seattle City Light, Sacramento Municipal Utility District and Southern California Edison. On the other side of the spectrum, Ohio Edison ranked at the bottom with \$0.02/MWh. Above it are Alabama Power at \$0.04/MWh and Indianapolis Power & Light at \$0.06/MWh. United Electric Cooperative Service (Texas), Georgia Power, Duke Energy Indiana and Potomac Electric Power were also among low-ranked utilities. Looking at the energy savings (in MWh) as a percentage of the total energy delivered, the report found that Southern California Edison and PG&E tied for the top spot with 1.9 percent, followed by Nevada Power at 1.6 percent, Sacramento Muni at 1.4 percent. Ohio Edison again took the last place with zero percent, which is also the score for Indiana Power & Light, Metropolitan Edison, Mississippi Power, and Alabama Power. As would be expected, states that have energy efficiency policies are states where utilities have strong programs.

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From "Which Utilities Deliver the Most Energy Efficiency Benefits?"  
*GigaOm.com (11/10/11) Wang, Uccilia*

## Efficiency Improvements Could Lower U.S. Electricity Consumption by 5 to 15 Percent Relative to Forecast Trends

The Brattle Group found in a recent survey of 50 energy experts that energy efficiency is likely to cause a decline of 5 to 15 percent in U.S. electricity consumption by the year 2020, relative to forecast trends. Electric peak demand is likely to decrease by 7.5 to 15 percent compared to forecast trends, and natural gas consumption is expected to drop by 5 to 10 percent compared to forecast trends. Factors causing the reductions include rapid advances in appliance and building technology, innovative rate design, and cultural shifts in American values that encourage behavioral change. The

- Multipliers or means used to scale up the threshold measure

- Rationale used to justify the use of a multiplier or scale factor

Have the answer or something to add to this post? Then get in the discussion!









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

analysis found considerable variation across regions, sectors, programs, and end-uses. The West North Central Division is expected to only see savings in electricity consumption in the 1.5 to 2.5 percent range, while the Mountain Division is expected to see savings in the 5 to 16 percent range. Significantly, dynamic pricing programs are expected to garner between 7.5 to 20 percent of residential consumers, while participation rates for commercial and industrial consumers will range from 10 to 30 percent.

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From "Efficiency Improvements Could Lower U.S. Electricity Consumption by 5 to 15 Percent Relative to Forecast Trends"  
*Smart Energy Portal (11/15/11) Chandler, Nikki*

### **DOE Seeks Energy Efficiency Gains**

Under a new effort by the Department of Energy, aimed at boosting consumers' energy efficiency and reducing costs, local communities can partner with utilities and third-party technology innovators on programs that make electricity consumption data readily available to consumers. Smart grid technologies are generating "unprecedented amounts" of usage data that could potentially allow more control over electricity choices, notes Energy Secretary Steven Chu. To turn that data into usable information, consumers need to more effectively understand their electricity use. The Smart Grid Data Access program will make up to \$8 million available to utilities and others to create programs that empower consumers to better manage electricity use through improved access to their electricity consumption data. In the first phase, applicants will provide detailed plans that outline their process for establishing the required data access policies for consumers and authorized third parties. Ten to 12 projects will be selected and funded at \$500,000 each, with a 50 percent matching requirement. In Phase II, DOE will select one recipient to receive approximately \$2 million for the wide-scale adoption of Phase I work. NRECA's Cooperative Research Network is "keenly interested" in the funding program, says John Hewa, vice president for research, engineering and technical services. "Local cooperatives do an outstanding job of communicating with members," Hewa says. "This is an opportunity to further the existing relationships between cooperative systems and their members through an even higher level of energy empowerment and education."

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knowledge and experience.

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Submissions are due  
by the 12th of each  
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(480) 704-5900

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Member

Lani MacRae, Board  
Member

Tracy Narel, Board  
Member

Laura Orfanedes,  
Board Member

From "DOE Seeks Energy Efficiency Gains"  
*Electric Co-op Today (11/17/11) Cunningham, Todd H.*

### **Atlanta's Downtown Buildings to be Renovated for Energy Efficiency**

The "Atlanta Buildings Challenge" involves renovating 20 major downtown buildings for better energy efficiency. The owners of several huge buildings - including AmericasMart Atlanta, the Georgia Dome, the Georgia World Congress Center and the General Services Administration's Peachtree Summit Building - have already signed up. The flagship project is The Boisfeuillet Jones Atlanta Civic Center, which is being renovated and is scheduled to get an estimated \$228,000 return on investment each year from changes to its lighting and heating and air conditioning systems. The Better Buildings Challenge is part of an initiative that President Barack Obama launched in February to encourage the private sector to invest in commercial building upgrades and clean energy technologies. In July, the administration chose Atlanta as one of the first major metropolitan areas, along with Seattle and Los Angeles, to sign up for the initiative. A 2010 survey by Johnson Controls and the International Facility Management Association found that a lack of capital budgets was a barrier to retrofitting buildings for 38 percent of the 1,400 executives surveyed. The program offers access to financing. Atlanta Mayor Kasim Reed has established a goal to reduce energy and water usage in participating buildings by 20 percent by 2020, focusing primarily on the city's downtown central business district. Participating buildings could include universities, hospitals, commercial buildings and city properties. "Businesses will save money that, at the end of the day, will go to their bottom lines," notes Reed. Through a public-private partnership that includes Georgia Power, the Department of Energy, and the General Service Administration, building owners can get incentives including building assessments, training for staff, and energy interval data.

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From "Atlanta's Downtown Buildings to be Renovated for Energy Efficiency"  
*Atlanta Journal-Constitution (11/08/11) McWilliams, Jeremiah*

### **Top 12 Questions About Energy Storage**

Energy storage is a technology with enormous potential to change the way energy is transported, dispatched and consumed; and utilities have recently

Elizabeth Titus,  
Board Member

Adeline Lui,  
Marketing Manager  
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begun taking a closer look at how available energy storage technologies can be applied to the problems facing energy companies. Black & Veatch found in a recent survey that 20 percent of utility leaders are considering some type of energy storage project, saying they believe energy storage will have an important role in the electric utility industry in the near future. Edwin F. Feo, the managing partner of USRG Renewable Finance, an affiliate of the US Renewables Group and one of the country's largest private equity firms for renewable energy, biofuels and cleantech infrastructure, says storage can assist with renewables by smoothing the effect of variable energy output providing capacity firming such that a renewable resource can be seen as an almost constant source of energy. Even traditional technologies can benefit from this new type of storage, which can provide cheaper and or faster-reacting support services. Feo says the smart grid can best use energy storage with the application of different technologies as appropriate at the utility, generation and distribution levels. Still, energy storage has its limitations, including cost. Feo adds that the storage is best used in particular regions of the world - Japan, western Europe, and the United States. In the U.S., the Department of Energy launched a program to support energy storage technology in 2009, providing about \$185 million to support over \$775 million of energy storage projects. The new storage technologies have also brought about regulatory changes, because they may be considered transmission or generation, and as either a wholesale or a retail service.

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From "Top 12 Questions About Energy Storage"  
*Electric Light & Power (11/11) Postelwait, Jeff*

### **Sports Rally Around Green Projects**

The American sports industry is becoming more environmentally friendly, and many teams have ambitious energy-saving programs at their parks or arenas. When the owners of the National Hockey League's New Jersey Devils built the Prudential Center in Newark, N.J., they spent an extra \$1.5 million on a state-of-the-art dehumidifying system that let them keep the air in the arena dry and cool enough to meet the league's strict guidelines for maintaining the ice. The system automated a process that has long relied on guesswork. To keep the humidity at about 30 percent for hockey, arena operators consider the temperature and moisture outside, the number of fans expected to attend, and what time the game begins. Teams without dehumidifiers typically run their air-conditioners early in the day at high levels to bring the temperature in the arena down to the low 60s. This

offsets the heat from fans and the lights. By turning their air-conditioners on full blast, they raise their electricity costs, because the rate that utilities charge their big commercial customers is based on the period of highest demand. At the Prudential Center, hundreds of sensors in and outside of the arena help the Devils adjust dehumidifiers all day, eliminating the need to turn the air-conditioners on all at once. "That's where the energy savings come in," says Jim Cima, the senior vice president of arena operations. Buildings without dehumidifiers, he says, "demand a lot of human judgment. They have to start their air-conditioners very early in the day and pray once the game starts that they are able to hold that temperature." Cima says the center's system reduced energy use by 22 percent, which in turn had reduced the payback time for the equipment to less than five years.

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From "Sports Rally Around Green Projects"  
*New York Times (10/26/11) Belson, Ken*

### **Brookfield Kicks Off Tenant Sign Up in Smart Energy Challenge Race to Reduce**

Brookfield Office Properties reports that it is poised to save nearly 20 percent a year in energy use and \$1.8 million annually in energy costs due to capital, commissioning, and energy management actions it has taken in the last year. Brookfield management shared the business case for such energy reduction projects with tenants from such landmark Toronto buildings as First Canadian Place, the Exchange Tower, and Lombard Place as it kicked off a campaign to sign up tenants for the Race to Reduce smart energy office challenge. The Race challenges building owners and tenants from throughout the Toronto metro area to commit to working together to reduce energy in their office building, as well as to slash the total energy use in participating office buildings by at least 10 percent over the next four years. Studies have shown that commercial office buildings in and around Toronto are responsible for consuming 37 percent of the region's electricity and 17 percent of its natural gas. At the same time, they generate almost 20 percent of total carbon emissions. Consequently, Brookfield asserts that there is a golden opportunity to reshape these buildings.

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From "Brookfield Kicks Off Tenant Sign Up in Smart Energy Challenge Race to Reduce"  
*Digital Journal (Canada) (10/17/11)*

## Yes, We Have No Megawatts

When customers sell demand response (DR) into a regional capacity market like PJM's Reliability Pricing Model (RPM), at issue is how much credit they should earn for agreeing to curb demand and reduce stress on the grid. Doing so helps reduce the market's need for generating capability and capacity reserve margin. Another issue to consider is whether the amount of credit should depend on if the customer works with market aggregators known both as Curtailment Service Providers (CSPs) or Aggregators of Retail Customers (ARCs). One solution calls for paying customers for the full extent of their curtailment of demand, known as its Guaranteed Load Drop (GLD). Another approach involves limiting capacity credit to the customer's prior load history, or Peak Load Contribution (PLC). These options will likely be impacted by whether regulators continue to view "energy" and "capacity" as two separate entities. Joseph Bowring, a market monitor, argues that when a customer sells demand response into the energy market, that customer avoids paying the cost of the curtailed generation, so the appropriate level of compensation for energy DR cannot be the Locational Marginal Pricing (LMP), or wholesale market price, but rather the wholesale market price minus "G" - the generation component of the retail utility rate. However, FERC ruled in Order 745 that energy DR can receive full LMP.

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From "Yes, We Have No Megawatts"

*Public Utilities Fortnightly (10/11) Vol. 149, No. 10, P. 18 Radford, Bruce W.*

## Featured Articles

### ***FOOD FOR THOUGHT FOR 2012***



December for most of us is defined by a flurry of activities centered round planning – planning what to buy for people on our list, planning our travels, planning the steps we need to take to lessen April’s tax bill. In the workplace, December is also the time for planning (or finishing up) the organization’s goals, budgets and action plans for the year ahead.

With the green movement still going strong, and continuing support from both government and the public for utilities to pursue energy saving measures, utilities and the industry as a whole are expected to stay the course that has been charted for their various programs and initiatives.

Are we saying 2012 is going to be a predictable year? Of course not, nothing ever is. While we cannot predict what will be the major news and developments in the industry next year, we sought the opinions of members in AESP’s publication committee on what they felt would make news in the year ahead.

So here is some food for thought for you as you plan for 2012. Will any of these topics that we selected impact you and your work? Are there opportunities or challenges you need to prepare for?

Here are our five picks to start you thinking...

### **Natural Disasters**

Looking back, 2011 has had more than the usual share of natural disasters – from the catastrophic earthquake that hit Japan, to the one in Virginia that took us all by surprise. The unexpected weather events continued throughout 2011 including the tornado that leveled Joplin, Missouri, Hurricane Irene’s fury across the Eastern seaboard and October’s freak snowstorm in the northeast. Will the effects of climate change continue to impact us in the future? What were the lessons learned by the utilities that faced disaster situations this year?

Last week alone, we have seen two new developments emerge. New York’s Public Service Commission (PSC) is now requiring its utilities to report on service outages that last longer than 24 hours, as well as identify corrective actions to prevent similar outages in the future. And, in Pennsylvania, PPL Electric Utilities has submitted to its state commission a plan to make it easier for its customers to report power outages – including 20 percent more phone lines, more service representatives answering calls and easier ways to reach the company through the Internet.

## **Lights Out for the 100W Bulb**

2012 will see the phase out of the 100W incandescent light bulb, as well as the beginning of the end of the incandescent light bulb. The Energy Independence Security Act (EISA), signed in 2007, requires new bulbs to use 25-30 percent less energy starting in January 2012.

Although the act does not ban the bulb, 100W bulbs will no longer be manufactured. The end of the line for the 100W incandescent bulbs will be followed by the 75W bulb in 2013, and the 60W and 40W in 2014.

What will be the impact of EISA for the energy efficiency community? How are utilities preparing for this major development? How will this change affect utility lighting efficiency programs in 2012? Will customers hoard the incandescent bulbs or will they finally move to install energy efficiency lighting alternatives?



## **More standardization in the Smart Grid**

Installations of new smart meters took place across the country this year, driven by State Utility Commission mandates and the need to manage consumer demand. Utilities that led the nation with smart meter deployments include Pacific Gas & Electric, Oncor Energy, Southern California Edison, San Diego Gas & Electric, CenterPoint Energy and Georgia Power.

While smart grid installations faced a setback when the California Public Utilities Commission decided to delay smart meter installations, other events in 2011 further solidified the future of the Smart Grid.

The Smart Meter Manufacturers Association of America (SMMAA) was

founded to unify competing smart meter manufacturers in June. Later, in September, the Institute of Electrical and Electronics Engineers (IEEE) announced its 2030 standard. The set of technical standards provides an important guide for governments and manufacturers seeking to develop Smart Grid infrastructure.

What does this mean for the energy efficiency industry? While there are still several unknown variables, such as the funding of future smart grid deployment, the future of smart grid appears solid. This is especially true as the standards, infrastructure, and deployment plans continue in 2012.

### **Leveraging Social Media and Competition**

In May, the Environmental Protection Agency (EPA) launched its second ENERGY STAR® National Building Competition: Battle of the Buildings. The event featured teams from 245 buildings across the country competing to save energy. In 2011, participation in this event increased nearly 18 times due to overwhelming interest to join in the fun. The competition saved a total of more than 240 million kBtus of energy and \$5.2 million on annual utility bills.

EPA's Battle of the Buildings was just one of several activities that tapped into people's inherent competitive nature. This past summer, three utilities – San Diego Gas & Electric, Oncor and Centerpoint Energy – launched versions of the “Biggest Energy Saver” contest that pitted users equipped with smart meters against each other to see who could save the most energy and win prizes. By providing the tools for users to see where they stand relative to their friends and neighbors, these contests tap into competitive and social motivators while increasing overall awareness about the ways to reduce energy usage.

In 2012, we wait to see the launch of the most ambitious collaboration ever between the energy industry and social media to promote energy savings. Facebook, the Natural Resources Defense Council (NRDC) and Opower have entered a partnership to develop an application with the goal of becoming the world's largest social energy community. When the app launches in the first quarter of 2012, people across the country will be able to benchmark their home energy use against a national average of similar homes and compare energy use with friends. Already on board are Commonwealth Edison (ComEd), the City of Palo Alto Utilities and Glendale Water & Power (GWP), who will offer their customers the ability to import usage data into this application.

What other innovative ideas will leverage new technology in 2012? Are fun activities just one-off successes or do they effect real behavioral changes? Are there opportunities to explore similar interactive, customer-engagement activities in your area of work?

### **The Impact of ARRA Funding**

The American Recovery and Reinvestment Act (ARRA) is the single greatest federal investment in the American economy, and it is also the greatest force driving energy efficiency in this country so far.

Most ARRA-funded activities and spending took place in 2011. The Appliance Rebate Program will wrap up in 2012. The spotlight on ARRA will shift to evaluating the program's success in achieving its goals of creating jobs, reducing greenhouse gases and saving energy.

The evaluation community will provide lessons learned and key success factors from these ARRA-funded projects. But will these programs and activities continue even after ARRA funding ends? The January issue of Strategies will provide more in-depth analysis of this topic.

The past year has provided our industry with lots of food for thought. Do you have your own opinion about what will be news next year? Look out for an AESP survey in January that taps into our members' thoughts about the state of the industry.



*An Announcement from AESP Foundation:*

### ***AESP FOUNDATION RECEIVES \$230,000 CONTRACT FROM U.S. DEPARTMENT OF ENERGY***

PHOENIX, AZ – DECEMBER 1, 2011 – The Association of Energy Services Professionals (AESP) Foundation announced today that it has received a \$230,000 contract from the U.S. Department of Energy (DOE) to

develop My Energy Gateway, a comprehensive website and information clearinghouse for educational and training opportunities in the field of energy efficiency.

Geared to students, professionals, and displaced workers, My Energy Gateway, provides users with valuable information on trade school, college, university and certification programs that focus on energy efficiency, green energy and alternative energy. This site will feature a description of each two-year, undergraduate and graduate degree programs, as well as tuition, room/board costs, student/faculty ratio, and scholarship and internship opportunities.

An interactive blog and social media sites will also be integrated along with job descriptions of sample industry jobs and a link to average industry salaries. My Energy Gateway is designed to help users make informed decisions about acquiring the required skills, degree(s) and expertise to pursue a long term career in the energy field.

In July 2011, AESP published the results of a survey of its members in which nearly 60 percent reported a lack of talented workers in the field and more than half were actively recruiting for open positions. “Despite all the news about high levels of unemployment throughout the country, companies in energy efficiency are hiring. However they are having difficulty finding talented and skilled people for positions that range from engineering and product development to marketing and advertising,” said Meg Matt, President & CEO of AESP. “My Energy Gateway bridges that gap between employers and students who will now be able to better understand the numerous opportunities that currently exist for careers in energy efficiency.”

My Energy Gateway will officially launch in April 2012.

*The AESP Foundation is a not-for-profit 501(c)(3), a subsidiary of Association of Energy Services Professionals (AESP), a 501(c)(6). The mission of the AESP Foundation is to develop a multi-level outreach and education program that inspires students and professionals to enter the energy field with a focus on the efficient use of resources. This includes providing access to cross disciplinary training and information resources throughout their career path and increasing consumer awareness of available energy efficiency and renewable generation options.*

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## **AESP News**

### **Updates from AESP**

#### **It's Time to Vote!**

AESP Board Elections are underway! Look for ballot instructions in your email. If you can't locate the instructions, please email [kim@aesp.org](mailto:kim@aesp.org) for information. Please take the time to vote and make your voice heard! Make sure to cast your vote by December 19.

#### **On Its Way to You - a New Member Benefit**

Watch your mail box these next two weeks for your issue of "AESPEcially for Members," a brand new printed newsletter we have created just for AESP members to help acquaint you with other members and with your AESP member benefits. We hope you enjoy reading it, and that you'll discover useful member resources from it.

#### **Start Making Arrangements. AESP's National Conference is 2 months away!**

The biggest conference of the year for AESP is taking place February 6-9, 2012 in San Diego. With more than 60 experts scheduled to present, and over 700 industry professionals expected to attend, make sure you reserve your spot soon! Registration is now open so [click here to see the agenda or to register today.](#)

The AESP National Conference loads the wagon in terms of learning opportunities, breadth of topics, networking opportunities, access to experts and solutions...with time out for fun too. Why should you be there? [Check out this video from last year's conference and see why!](#)

### **CHAPTER CHAT**

#### **Something's Shaking in the Windy City**

The Chicago Chapter is hosting a year-end celebration on December 8, 4:30-7:30 p.m. at Midtown Kitchen and Bar, 203 N. LaSalle, Chicago. Come meet members in your area, as well as share your ideas on how to make the chapter successful in 2012. [RSVP here.](#)

#### **Help mold, shape and form the Southwest Chapter**

Efforts are underway to organize a Southwest chapter and your input is important! Members in Arizona, New Mexico, Nevada or Utah, please take a 5-minute survey that will help to shape this budding chapter. Hurry, deadline is December 9. [Click here.](#)

### **And the Ontario Chapter takes flight!**

The Ontario Chapter held its first event last Thursday and it was a roaring success. A full-capacity crowd from electricity and gas utilities, implementers, evaluators, distributors, marketers and others enjoyed the opportunity to get to know each other. Watch for further activities from these members in Canada.

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### **New and Renewing Members**

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

Alana Russell, Navigant Consulting  
Beverly Bendix, NYSERDA  
Chris Reohr, NYSERDA  
Christopher Coll, NYSERDA  
Debbie Guidry, Schneider Electric  
Evan Cook, Student  
Greg Ekrem, Navigant Consulting  
Kathy Gallo, KEMA  
Katie Potts, NPEI  
Kelly Fikes, Alabama Power  
Kim Reeder, Indiana Michigan Power  
Kristi Otto, KEMA  
Mary Cahill, New York Power Authority  
Matt Haakenstad, Navigant Consulting  
Preston Langford, Xcel Energy  
Rebecca Sterling, NYSERDA  
Rosalind Primmer, KEMA  
Ruth Gay, United Illuminating Co  
Ryan Del Balso, Navigant Consulting  
Sandra Ishii, Questar Gas  
Sean Perry, NPEI  
Sheryl Shelton, SCE&G  
Stacey Sivak, OPOWER  
Sue Forcier, NPEI  
Tanuj Gulat  
Virgil Weatherford, Navigant Consulting

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

Agentis Energy  
General Pacific

Indiana Michigan Power  
NPEI  
Water and Energy Solutions

***Renewing Group Members***

Abt SRBI  
Alabama Power  
Consumers Energy  
DTE Energy  
ERS  
Megdal & Associates  
Navigant Consulting  
NSTAR  
OPOWER  
Parachute Software  
QuEST  
VEIC

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**News Releases and Announcements**

[IDC Energy Insights & Intelligent Utility release 2011 UtiliQ Rankings –  
SDG&E Tops List](#)

[EPA Names Light Bulb Finder as Best Overall App: Apps for the  
Environment Challenge](#)

[NEEA announces new Executive Director](#)

[CSG recognized for Heating Oil Program](#)

[WXR Weatherizes 10,000th Home](#)

[Franklin Energy Services receives second place in Healthiest Employers  
Awards program](#)

[PA Consulting Group says EV infrastructure and innovative charging key  
to adoption](#)

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