



Strategies

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January 2012

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Upcoming Events

Brown Bags

January 12, 2012
[Your Customers and Clients are Satisfied...How About Your People?](#)

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

Letter from the Chair

San Diego Is The Place To Be This February

By: Carol White, AESP Board Chair



Carol White, AESP Chair

If you're going to attend only one conference this year, I highly recommend that you attend the AESP National Conference in San Diego on Feb. 6-9, 2012. We're expecting about 700 energy services professionals to attend, making this one of the biggest conferences of the year. If you haven't registered yet, be sure to do so soon at aesp.org

The theme of this year's conference is "Connect at Every Level." The conference program is rich in content and also provides participants with a multitude of networking opportunities. Connect and re-connect with energy professionals involved in all aspects of energy efficiency and other sustainability efforts. There's no better way to learn about what's happening in our industry than by participating at a conference like this one.

I am excited to see the depth and breadth of the topics we are going to cover.

We have lined up over 60 speakers who will focus on topics ranging from program design and implementation, evaluation, pricing, distributed resources, marketing, technology, smart grid, and policy. There are also opportunities to participate in both pre-conference and post-conference training courses. Whether you are new to this industry or a seasoned professional, the AESP National Conference will provide you with opportunities to learn and grow. I hope to see you in San Diego!

Headlines

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Featured Articles

AESP News

[WELCOME & THANK YOU](#)

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Industry News

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

AESP Training Courses

Course I:
Overview of the Principles of Demand-side Management
Feb. 6, 2012, San Diego, CA

Course II:
Designing and Evaluating Behavior-based and Smart Grid programs
Feb. 6, 2012, San Diego, CA

Course I: E2 – Level II DSM Economics & Evaluation
Feb. 9-10, 2012, San Diego, CA

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 contact Suzanne Jones at (480) 704-5900 or suzanne@aesp.org.

Data Analysis Saves Microsoft Energy, Money

Microsoft is using its headquarters as a testing ground for analytics software that helps cut the carbon emissions and power bills of office buildings. The Redmond, Wash.-based software giant has been collecting and analyzing millions of data points related to energy usage on its corporate campus each day since the beginning of last year. According to Microsoft, this approach can save it an estimated \$1 million per year. Rob Bernard, chief environmental strategist at Microsoft, states, "By integrating powerful analytics that add intelligence to existing building infrastructure, our buildings got smarter, more efficient, and less costly to operate." Microsoft is also working with vendors to improve proprietary technologies that could be used in the energy-efficiency market for commercial buildings. U.S. companies spend about \$100 billion on energy for their offices each year. Other companies competing in this market range from IBM to Hewlett-Packard, as well as more conventional building-management vendors like Johnson Controls. Buildings account for almost 40 percent of Microsoft's carbon footprint. The company has pledged to reduce its carbon emissions per unit of revenue by at least 30 percent in the new year versus 2007 levels.

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From "Data Analysis Saves Microsoft Energy, Money"
Business Week (12/05/11) King, Rachael

Power Savings on Auto Pilot

While many hotel chains delayed significant energy conservation moves during the economic downturn, Marriott International has signed a deal to reduce its hotels' energy use, particularly during times of peak demand. Marriott will save on electric bills and also earn incentive payments from utilities as a reward for its efforts during peak periods, like heat waves, when utilities struggle to meet demand and often have to pay high prices for electricity. The company has signed an agreement with Constellation Energy to implement an energy-saving program at 264 of its hotels in the Northeast, mid-Atlantic, Texas, and California. The reductions will vary by hotel depending on size, climate, geographical location, and other factors. General measures could include using less air-conditioning in the hallways, dimming the lighting in certain common areas, and using infrared sensors and motion detectors that are linked to the central system. In addition, Constellation's VirtuWatt energy management system will be used with the hotel's property management system to monitor power use and automatically activate cuts when utilities are strained. "They'd run the chillers overnight and make sure

For more information about the AESP Institute, [click here](#).

Conferences

February 6-9, 2012
AESPs 22nd National Conference & Expo
Connect at Every Level
Hilton Bayfront, San Diego, CA
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May 15-17, 2012
AESPs Spring Conference
Marketing & Implementation:
Create. Develop. Implement.
Hilton Baltimore, MD

July 30-31, 2012
AESPs Canada Conference:
Advancing Energy Efficiency in Canada
Toronto, Canada

October 15-17, 2012

the common areas are cooled down to say 67 degrees when normally they'd keep it at 72," explains Gary Fromer, senior vice president for demand response at Constellation Energy. "Then they would allow the temperature to slowly rise to 72 or 73 degrees during the window of time where you want to control the usage." Constellation will cover about half the cost of installing the automated technology, but Douglas Rath, energy director for Marriott International in the Americas, says most hotels would break even on the investment within two years and generate between 25 percent to 100 percent returns by the end of the five-year agreement through cost savings and incentive payments.

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From "Power Savings on Auto Pilot"
New York Times (12/13/11) P. B6 Morrissey, Janet

Duke, Progress Set Higher Energy-Saving Goal

Duke Energy and Progress Energy have agreed to increase their energy conservation goals in the Carolinas in a settlement with environmental advocacy groups that had raised concerns about the public consequences of their corporate merger. The agreement means that the state's current green energy mandate likely will be exceeded. Under the Dec. 12 settlement, the utilities will introduce energy efficiency programs aimed at reducing retail electricity use by 7 percent throughout the Carolinas by 2018. The savings, significant in their own right, could come on top of the state's legal requirement to meet 12.5 percent of the state's electricity demand through green options, such as efficiency programs, solar energy and wind power. "We think they have every intention of succeeding," says Gudrun Thompson, an environmental advocacy lawyer who helped negotiate the deal. To achieve the additional savings, Duke and Progress will offer their customers financial incentives to buy high-efficiency appliances and to encourage customers to participate in other conservation programs. Duke and Progress will be able to recover their efficiency program costs through rate increases. The costs include such expenses as administrative and overhead costs, as well as the lucrative financial incentives paid to customers who buy energy efficient appliances. The costs to customers will be lower than the cost of building new power plants to generate the equivalent amount of electricity, notes John Wilson, research director at the Southern Alliance for Clean Energy.

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From "Duke, Progress Set Higher Energy-Saving Goal"

AESP's Fall
Conference
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No Longer an Odd
Couple.
Westin Long
Beach, CA

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Raleigh News & Observer (NC) (12/13/11) Murawski, John; Henderson, Bruce

Spending on Building Energy Efficiency to Boom in Next 5 Years

The building energy efficiency market is expected to grow by 50 percent between now and 2017 to \$103.5 billion, according to Pike Research. Leading indicators include active energy service companies (ESCOs) and aggressive worldwide energy efficiency policies. The Pike report, "Energy Efficient Buildings: Global Outlook," expects the market for high-efficiency HVAC systems to more than double to \$6.4 billion between 2011 and 2017. Global revenues of ESCOs are also expected to more than double to \$66 billion in 2017. ESCOs will represent the largest segment in the energy efficient buildings industry financed by energy performance contracts that use expected savings from retrofitting commercial buildings. Examples include Johnson Controls' Building Efficiency Business, which is currently contracted for over 1,000 public projects generating \$4.7 billion in energy, water, and operational costs in 10 years, and Honeywell, which is working on a \$4.65 million lighting retrofit of the city of Antioch, Calif., with energy savings that will cover the cost of the project in 10 years. Government policies, such as the U.S. Stimulus Bill and Better Buildings Initiative and the U.K. government's target of zero carbon for new housing by 2016 and new commercial buildings by 2019, also encourage building energy efficiency.

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From "Spending on Building Energy Efficiency to Boom in Next 5 Years"
GreenBiz.com (11/29/11) Herrera, Tilde

Illinois Electricity IQ Charges Ahead

A high-voltage version of the global movement to update the electric grid is lighting up in Illinois. The smart grids allow rapid communication between energy producers, consumers, and electric hardware to efficiently compensate for growing demand. With \$68.9 million for system upgrades from the 2009 American Recovery Reinvestment Act and a new state law approved in October, Illinois is joining the revolution. "We have an analog grid in a digital age," says Mike McMahan, vice president of smart grid and technology at Commonwealth Edison. "The fact that we have to send somebody out to the side of your house to look at your electric meter and you don't know how much electricity you've used until we send you the bill, that's ridiculous. It's time for a change." A high-speed communication network will weave together

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.

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Editorial Staff

Meg Matt,
President & CEO

users, electricity-storing sub-stations, large-scale generators, and utilities. Smart meters and in-home displays showing real-time prices could change the way people think about electricity. People could delay washing clothes until evening price rates kick in or invest in new appliances that communicate with the grid directly and make that decision automatically. "We see this being about empowering the consumer," says electricity expert John Kelly of the Illinois Institute of Technology. Consumers can override smart appliances at any time, but they can also program these dishwashers or air conditioners to run when power is cheapest. In a process called community choice aggregation, residents of Chicago suburb Oak Park voted in October to merge their electricity accounts, allowing the town to bid for lower energy rates. In addition to slashing electricity costs by one-fourth, the move made Oak Park the first community in Illinois to switch to a completely renewable energy supply from Chicago's Integrys Energy Services. "Most people just pay their bills and don't worry about how much they used," says K.C. Poulos, the town's sustainability manager. "But if you can give an example like Oak Park, which is saving people 25 percent on bills, and which demands and receives 100 percent renewables, they're going to pay attention."

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From "Illinois Electricity IQ Charges Ahead"
Medill Reports (IL) (12/01/11) Dutton, Emma; Roecker, Gretchen

Energy Department Offers Funds to Ease Rules for Rooftop Solar

According to Energy Secretary Steven Chu, the U.S. Department of Energy will allocate \$12 million to local municipalities, universities, and others to simplify rooftop solar regulations. Chu said the money will go toward easing permitting for solar panels by creating online systems and changing local ordinances. As part of the agency's SunShot Initiative, the money will go toward making it less time-intensive and expensive to purchase and install such solar panels. Local permitting and inspection requirements add, on average, \$2,500 to the cost of a residential solar installation. The program will "break down the barriers that make it more costly and cumbersome for families and businesses to install rooftop solar systems," Chu said.

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From "Energy Department Offers Funds to Ease Rules for Rooftop Solar"
Bloomberg (12/01/11) Tracer, Zachary

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Nevada Utility to Kick Off First Home Gadget Demand-Response Program

Nevada utility NV Energy will soon launch one of the first demand-response programs in the country that will use home energy gadgets and smart thermostats in consumers' homes. The utility will provide customers with a home energy dashboard and a programmable thermostat to allow customers to adjust their energy consumption during peak hours. Such programs have long been used by factories, offices, and commercial buildings, but consumer-focused demand response has been under development as well. The utility has enrolled more than 50,000 customers and plans to enroll another 50,000 in the near future. The company says it currently has 115 megawatts under load control and hopes to add an additional 150 megawatts. The utility will use the home energy gadgets and smart thermostats to turn down the thermostats slightly during certain hours when the homeowner approves it. NV Energy is providing customers with 15-minute interval energy consumption data and full control over how they want to participate in the program.

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From "Nevada Utility to Kick Off First Home Gadget Demand-Response Program"

GigaOm.com (12/02/11) Fehrenbacher, Katie

U.S. Power Plants Turn to Uprates

Nuclear engineers in America can be likened to custom car mechanics, now that the majority of U.S. electricity companies have decided that new reactors are too expensive to build and are focusing instead on squeezing more power out of the existing fleet. As a result, U.S. nuclear plants are being tuned and tweaked for maximum performance. Cheaper, simpler and more flexible than new plant construction, "uprates" to increase a plant's output by installing new equipment are generally much more attractive to investors. Exelon, the largest U.S. nuclear generator, argues that they are one of the most cost-effective means available for reducing carbon dioxide emissions from power generation. However, this apparent miracle source of cheap power is also exhaustible: there are limits to how far any reactor can have its electricity output boosted. For new nuclear constructions, the most significant reactors are ones under construction at Olkiluoto in Finland and Flamanville in France, which have gone far behind schedule and over budget. The biggest problem is the reluctance of investors to finance multibillion-dollar projects that carry such huge commercial risks. Worldwide, the nuclear industry invariably has heavy government involvement, but the U.S.'s more laissez-faire approach

exposes private sector investors to the risk of failure. According to Amory Lovins of the Rocky Mountain Institute, a think-tank that promotes energy efficiency and renewable power, "There is too much cost and financial risk to attract investors to nuclear. Not a single new nuclear plant is being built anywhere in a wholly free-market transaction." Patrick Moore, one of the founders of Greenpeace, is now a co-chair of the Clean and Safe Energy Coalition, an industry-backed group that campaigns for nuclear power, in part because of its role in reducing greenhouse gas emissions. He argues that the lack of effective risk-sharing between investors, companies and government is standing in the way of a revival of nuclear investment. As things stand, he says, the conditions and administrative complexity attached to loan guarantees have in some cases actually made them a deterrent to investment, rather than an incentive. Power uprates, on the other hand, do not need loan guarantees; Hugh Wynne, an analyst at Sanford Bernstein, says the nuclear uprate plan is a way to offer growth to shareholders while avoiding the cost and risk of new nuclear plant construction. There will come a time, however, when all the possible uprating has been done, though there may be further technological fixes available in the future. Ultimately, the U.S. will be forced to address the question of how many new nuclear plants it wants.

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From "U.S. Power Plants Turn to Uprates"
Financial Times (11/16/11) Crooks, Ed

LED Lighting to Capture 52 Percent of the Commercial Building Market by 2021

A new report from Pike Research finds that light-emitting diodes (LEDs) are gaining significant momentum as an alternative to incandescent and fluorescent lighting in commercial buildings. Pike forecasts that LED market share will reach 52 percent of the commercial lighting market by 2021. The rapidly declining cost of LED lighting technology is a key driver of the gain in market share. LED lighting costs for various solid-state lighting products will be reduced by 80 percent to 90 percent in many cases during the next decade, according to Pike. "LEDs represent perhaps the most significant breakthrough of the last 130 years in lighting technology," says research analyst Eric Bloom. "Rapidly-evolving technologies, such as semiconductors and software, are finding their way into the lighting market, catapulting this traditional, historically slow-moving industry into a new era of high technology." Bloom says that incandescent and less efficient T12 and T8 fluorescent lamps will be almost completely eliminated over the next decade. Pike Research forecasts that the global market for commercial lighting will reach \$42 billion in 2011

and see a peak of nearly \$54 billion in 2012 before gradually declining to about \$30 billion by 2021 because of the extended lamp life of both fluorescents and LEDs as they become the primary lamp types.

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From "LED Lighting to Capture 52 Percent of the Commercial Building Market by 2021"

Smart Energy Portal (11/23/11) Chandler, Nikki

Featured Articles

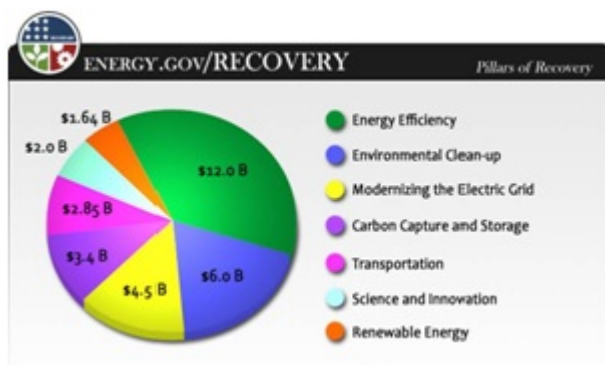
ARRA - The American Recovery and Reinvestment Act: An AESP Ninth-Inning Recap

by Bill Prindle, ICF International

Enacted just under three years ago in February 2009, ARRA poured some \$12 billion into three U.S. Department of Energy (DOE) energy efficiency programs: the State Energy Program (SEP), the Weatherization Assistance Program (WAP), and the newly-authorized Energy Efficiency and Conservation Block Grant (EECBG) program. Adding in \$4.5 billion for Smart Grid grants to utilities, ARRA delivered some \$17 billion to the field, many times the annual appropriations that would normally have flowed through these programs. Counting all DOE ARRA spending on clean energy and related areas, total federal dollars exceeded \$30 billion. The figure below summarizes the spending pattern overall for total DOE funds.



Bill Prindle



The ARRA legislation requires that all funds be used during 2012. Most programs are reportedly on track to hit those targets. As of December 16, \$10.7 billion of the \$16.7 billion in DOE efficiency and Smart Grid funds had been fully expended. In the three main efficiency programs, WAP reports that 600,000 homes had been weatherized as of December, roughly six times the number that WAP would complete in a normal year. SEP had surpassed \$2 billion of its \$3 billion total, with spending on track for 2012 expenditure. In EECBG, most funds have been spent, though its 2300+ grantees make for a slower reporting process. EECBG funding breaks down as follows among the 14 eligible activities defined in the funding announcement:

Table 2: Number of Projects and Percentage of EECBG Funds Allocated to Activities

Activity	Budget	Percent of budget	Number of projects	Percent of all projects
1. Energy Efficiency and Conservation Strategy (EECS) ^a	\$151,438,205	5.2%	801	10.5%
2. Technical consultant services	71,982,608	2.5	555	7.3
3. Residential and commercial buildings and audits	68,330,175	2.4	443	5.8
4. Financial incentive programs	534,573,604	18.5	406	5.3
5. Energy-efficiency retrofits	1,065,779,447	36.8	2,460	32.4
6. Buildings and facilities	284,711,283	9.8	808	10.6
7. Transportation	122,182,595	4.2	528	7.0
8. Codes and inspections	19,765,501	0.7	117	1.5
9. Energy distribution	35,628,958	1.2	77	1.0
10. Material conservation programs	35,677,882	1.2	163	2.1
11. Reduction/capture of methane/greenhouse gases	30,474,297	1.1	48	0.6
12. Lighting	198,321,849	6.9	622	8.2
13. Renewable energy technologies	175,410,392	6.1	478	6.3
14. Other	100,112,235	3.5	88	1.2
Total	\$2,894,389,031^b	100.0%^c	7,594	100.0%

DOE has produced a number of case studies and best practice documents through its Technical Assistance Program (TAP). These can be accessed via the following links:

<http://www.eereblogs.energy.gov/tap/category/Success-Stories.aspx>

<http://www1.eere.energy.gov/buildings/betterbuildings/neighborhoods/innovations.html> (this is the Better Buildings program, which is the competitive subset of the EECBG program).

The TAP program has also investigated examples of cooperation between ARRA grantees and utility programs. These grantees, typically using EECBG funds, worked with their area utilities to leverage utility incentives and program resources. Likewise, the utilities were able to leverage EECBG funds to pay for measures that might not have qualified for utility incentives. Leading examples include:

The PG&E/local government East Bay Energy Watch program:
<http://www.eastbayenergywatch.com>

The Xcel Energy/Boulder, CO Energy Smart program:
<http://www.energysmartyes.com/>

The We Energies/Burlington, WI "Way to Save, Burlington!" program:
<http://www.waytosaveburlington.com/>

The Xcel Energy/City of Denver "Denver Energy Challenge":
<http://www.denverenergy.org/>

The Orlando Utilities Commission/City of Orlando "Green Works Orlando" program: http://reliablygreen.ouc.com/en/what_ouc_is_doing_0.aspx
<http://www.cityoforlando.net/greenworks>
<http://www.greenismybusiness.com/>

Note that the East Bay Energy Watch and "Way to Save, Burlington!" programs are primarily utility-funded, and engage local governments in partnership efforts. The Boulder, Denver, and Orlando examples are primarily EECBG grant-funded.

Bill Prindle is a Vice President of ICF International where he helps leads ICF's growing energy efficiency business.

"ALTERNATIVE" ENERGY TALK:

Building Momentum for Yourself

by Robert Wilson

I know an advertising agency owner who never fully takes a vacation. He takes his family to fairly exotic locations, but never so alien that they are outside the reach of modern communication. In other words, he is never further than a cell phone call or email away. He checks in with the office several times a day – much to the chagrin of his family who want him to be fully engaged in the holiday at hand. So, he ends up sneaking off under the guise of visiting the restroom, or going to the bar for a cocktail, in order to connect with his staff, a client or a prospect. His wife and kids aren't fooled; they



Robert Wilson

just sigh and accept the inevitable. I used to think he was a control freak – someone who couldn't let go and let someone else take over – until I came to understand the concept of Momentum.

In science, Momentum is equal to Mass times Velocity. Or just think of Indiana Jones in Raiders of the Lost Ark running as fast as he can out of the tunnel while that huge stone ball rolls faster and faster after him. In business, Momentum is the point at which success begins to come easily. Business veterans jokingly refer to it as having, "paid my dues." In short, Momentum is an accumulation of acquired knowledge, skill, experience and connections. And, those who understand it... also know it can be fragile and easily lost.

Sales professionals who have achieved Momentum will tell you that you must pursue a number of activities to generate sales leads: phone calls, emails, sales letters, networking events, etc. You keep it up building dozens, then hundreds of leads at a time. Then to convert those leads to sales you keep following up on each of them in a timely fashion. Meanwhile, you are still maintaining all the activities that continue to generate leads. So between generating leads, following up on leads, then turning leads into sales, you begin to feel like the guy in the circus who spins plates on top of poles – rushing from one plate to the next to keep them spinning.

No wonder these folks hate to take vacations – it breaks the Momentum they've spent months or years creating and they know it takes time to get it going again.

Years ago when I first started giving speeches, a seasoned professional speaker advised me, "It took me ten years to quit sweating cash flow, but even so, it is still all about non-stop marketing." In other words: maintaining Momentum.

For a growing company, Momentum is the point where you have done enough advertising, marketing, public relations, networking, and so forth that business begins to flow. It is the point where you are garnering the precious and often elusive word-of-mouth referrals. Momentum is about building a reputation. Acquiring it, however, doesn't mean you can taper off on your efforts... but it does mean that your efforts will become easier.

The best thing about Momentum is that once you get it, motivation becomes self-perpetuating. Momentum is energizing. It keeps you on your toes. And, the rewards come quickly and regularly.

I have found this to true in all pursuits. Even when I am writing fiction there is

always a certain point in a novel that it takes on a life of its own and demands my daily attention, energy and focus until it is complete. Unfortunately, nothing quite puts the brakes on Momentum like finishing a book, or completing any other major task. The trick to avoid losing that Momentum is to begin another book or another task before you complete the first one. Then you just shift your energy over to the next project that is already under way.

Robert Evans Wilson, Jr. is an author, 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 visit <http://www.jumpstartyourmeeting.com>

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AESP News



Shamu You if you miss these San Diego deadlines!

The AESP 22nd National Conference in San Diego is just round the corner – February 6-9 to be exact. Be sure to make your reservations now for the most valuable conference you'll attend this year. Regular conference registration is taking place now till January 27 where you can register online or by phone by calling (480) 704-5900. After January 27, the conference registration will increase by \$100 per person. [REGISTER TODAY!](#)

Remember to take advantage of the Hilton Bayfront's special \$189 room rate for conference attendees. Be sure to [reserve your room early](#) as the block of rooms may fill up even before the January 20 deadline.

A Dozen Things To Do in '12!

In 2012, make a commitment to get the most out of your AESP membership. Take advantage of AESP resources to broaden your knowledge, build your

professional network and advance your career or business. Here are 12 ways AESP can help you:

1. [Attend an AESP Conference](#)
2. [Participate in an upcoming AESP Webinar or Training course](#)
3. [Find AESP members through the online Member Directory](#)
4. [Access the Resource Library for papers, past webinars and more](#)
5. [Get involved with an AESP Chapter](#)
6. [Join an AESP Topic Committee](#)
7. Present at an AESP conference. Start by responding to a call for abstracts
8. [Join our Facebook group](#)
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11. Send your company's news releases to Strategies
12. Place a banner announcement in Strategies or What's New. Contact adeline@aesp.org

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Sarah Colvin, Cambridge Hydro
Scott Drake, East Kentucky Power Coop
Scott Kellish, Siemens Corporate Research
Stephen Matthews, Consumers Energy

Steve Hofer, CLEAResult
Sunil Bechar, Horizon Utilities
Susan Jowaiszas, Energy Trust of Oregon
Tara Kelly, Sullivan Solar Power
Tonya Milam, Xcel Energy
Wayne Dobberpuhl, APS
William Wolf, Baltimore Gas & Electric

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Energy Platforms
Entergy
HouseRater
Performance Systems Development
Residential Science Resources

Renewing Group Members

Advanced Energy
AEP-Ohio
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