



Strategies

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**SPRING CONFERENCE:
Marketing & Implementation**
Create. Develop. Implement.



April 2012

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Upcoming Events

Brown Bags

April 12
[Driving Down the Cost of Identifying Commercial Building Energy Efficiency Opportunities Using Energy Analytics](#)

April 19
[Advanced Power Strips](#)

May 24
[Achieving DSM Standards](#)

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

Letter from AESP Chair

The Old and the New

by John Hargrove, NV Energy

Where were you on March 22nd? Were you taking a trip across northern Nevada getting glimpses of the past and the future all at the same time? Well I was, and I hope you'll keep reading for a few minutes so I can tell you about my experience.

I left Reno with some colleagues who, if you totaled up their collective time in the energy efficiency/renewable energy industry and multiplied by four, you'd end up with about the number of years I've been doing this. Old and new. Very old and very new in fact.



We drove on the loneliest highway in America, Highway 50. Very old. But, we were driving in an experimental vehicle, a Dodge Ram 4-door pickup, which also happens to be a plug-in

electric hybrid. Very new. So new in fact, you can't even buy one yet.

You know something else really cool? As we were driving, we were listening to an excellent AESP Brown Bag on DSM for Beginners. Remember my young colleagues? They were in the back seat watching the Webinar on their laptop using an air card. And we were listening to it through the speakers of my truck which was getting a Bluetooth signal from my cell phone. How's that for new technology? Kind of makes me feel old though as I thought my first car was cool when I installed the 8-track tape player.

And now, back to our story. Our trip was to visit several recently installed wind generators. Old and new. But wait, how can a new wind generator installation be old? Well, I'll tell you. These are old generators that have been taken down from other locations and completely reconditioned, then moved to these remote Nevada locations to begin a new life. Old and new.

But that's not all. We saw two installations of the same reconditioned generator. As you can see by the attached photos, one is on a short, lattice tower and another is on a tall, modern, monopole tower. The monopole is outfitted with state of the art controls which maximize energy output. The taller version is also up where there is twice as much wind. Now for all you engineer types reading this, remember your fluids classes; if you double the speed, you cube the power output. So you do the math on which of these projects will produce more energy. The one done the old way, or the new?

What an interesting day. Lastly, given that we drove well over 500 miles that day to see these installations, by the time we got home, we were all feeling a little bit old, well at least older.

As for one more new thing, make sure you attend the AESP Spring Marketing and Implementation Conference being held in Baltimore, May 15-17. I'll see you there, if I have recovered by then.

John

Industry News

["Pentagon Unveils Energy Saving Plan"](#)

["Energy Department Launches Online Training Course on 'Re-Tuning' Commercial Buildings to Improve Energy Efficiency"](#)

["Ebay Data Center a Case Study in Energy Savings"](#)

["The Green Button and a Breath of Fresh Air for Utilities"](#)

AESP Training Courses

[Overview of the Principles of Demand-side Management](#)
May 15, 2012,
Baltimore

[P2 Level II DSM: Program Planning & Implementation](#)
May 17-18, 2012,
Baltimore

[Strategic Marketing of Your EE Programs](#)
May 17-18, 2012,
Baltimore

If you would like to schedule an onsite training please contact Suzanne Jones at (480) 704-5900 or suzanne@aesp.org. For more information about the AESP Institute, [click here](#).

Conferences

May 15-17, 2012
[AESP's Spring Conference Marketing & Implementation: Create. Develop. Implement](#)

["More New Homes Conserve Energy"](#)

["New Technology Monitors Energy Use at Bunker Hill Community College"](#)

["Green-Building Expert Says the Merits of Energy Efficiency Catching On"](#)

["PGW, Others Fight U.S. New-Furnace Rule"](#)

Featured Articles

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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.

Pentagon Unveils Energy Saving Plan

The Pentagon has unveiled a plan to change the way the military uses energy, saying it wants to bring more efficient technology to the battlefield to save lives and money. Defense officials depict the plan as a way to protect soldiers. "The number one justification is improved military capability," says Sharon Burke, who was named the Pentagon's first assistant secretary for operational energy in 2010. "If you get that, it will lower your risks, so it will save lives, and it should lower your costs." Though some services have begun experimenting in recent years with their own energy-saving efforts — the Navy's Blue Angels aerobatics team recently made its first flight using biofuels — the new plan is the first effort to revamp energy use across the Department of Defense. The Defense Department accounts for most of the federal government's energy use and more than 1 percent of U.S. energy consumption. It spent more than \$17 billion on fuel last year, a sharp increase from the year before and one reason why it is looking more seriously at alternatives like biofuels during a time of budget austerity. The measure calls for projects to start in more than a dozen areas over the next year. It includes the creation of a Defense Energy Board, made up of senior Pentagon officials and a representative of the Joint Chiefs of Staff; an alternative-fuels investment portfolio; and the

Hilton Baltimore,
MD

July 30-31, 2012
AESP's Summer
Conference
Exploring the Next
Generation of EE
programs – a North
American
perspective
Toronto Marriott,
ON, Canada

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



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

inclusion of energy use and energy costs in all military procurement, modeling and training. Military planners hope that by embracing energy efficiency and alternative forms of energy, they can help spur investment that will make new technologies more affordable. While the small batches of alternative fuel the military buys today are expensive, the Navy and Air Force amount to a huge customer with deep pockets and long-term needs — something the biofuels industry needs.

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From "Pentagon Unveils Energy Saving Plan"

Dow Jones Newswires (03/12/12) Johnson, Keith

Energy Department Launches Online Training Course on 'Re-Tuning' Commercial Buildings to Improve Energy Efficiency

The U.S. Department of Energy (DOE) offers an online training course to help building operators "re-tune" commercial buildings. Building operators can learn how to improve energy efficiency by first analyzing data collected from their buildings' automation systems to identify energy-wasting problems. From there, operators can adjust automated control systems to correct inefficiencies and save money on energy bills. The online training course is part of the DOE's Commercial Building Re-tuning Project. The DOE says that commercial buildings use about 20 percent of the energy consumed in the United States, but they waste up to 30 percent of that energy through operation inefficiencies.

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From "Energy Department Launches Online Training Course on 'Re-Tuning' Commercial Buildings to Improve Energy Efficiency"

FMLink.com (03/12/2012)

Ebay Data Center a Case Study in Energy Savings

It takes a lot of energy to run eBay's servers, and the company enlisted the help of the Green Grid consortium to help consolidate 11 data centers into three, which not only created greater energy efficiency but also a case study of best practices. The so-called "Project Mercury" case study covers eBay's Phoenix data center, which was made greener with the use of Green Grid's Power Usage Effectiveness (PUE) metric and Data Center Maturity Model to optimize the data center supply chain for lower PUE and total cost of ownership. Much of these savings came from higher server density and a

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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hot water cooling system that only uses traditional chilling operations a few days per year. It may sound unusual that hot water can help cool servers, but in fact water that warms up at the data center is still not as hot as the interior of the data center, so it can still be used in the heat exchangers to reduce temperatures. The company also accepted that servers can run at higher temperatures. The project had an added challenge in that it needed to be completed in just six months, but the company was able to do it thanks to the metrics-based approach and a “modular, scalable, and forward-thinking data center design,” says Dean Nelson of eBay.

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From "Ebay Data Center a Case Study in Energy Savings"
EarthTechling (03/07/12) Hessman, Kristy

The Green Button and a Breath of Fresh Air for Utilities

The White House announced the Green Button Project, which will be led by teams from the Office of Science and Technology Policy, the Department of Energy, and the North American Energy Standards Board. The project is based on the simple idea of providing usable utility billing information to a customer. By clicking a green button on the utility's Web site, customers can have billing data delivered to various applications, or they can use the billing presentation system of their choice. It is thought that this project will lead to application innovation, but making the data available is the first step. Once data is made available, it can be combined with other sources of data to deliver new insights. Plans to implement the Green Button have been announced by California's Pacific Gas & Electric, San Diego Gas & Electric, and Southern California Edison, as well as Pepco in the Washington, D.C. area.

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From "The Green Button and a Breath of Fresh Air for Utilities"
GreenBiz.com (02/14/12) Henderson, Phillip

More New Homes Conserve Energy

More cities and states are implementing building codes that mandate lower energy consumption in new homes and commercial real estate. Codes typically are updated every three years; and the past two cycles have stipulated the greatest efficiency increases. The 2012 International Energy Conservation Code (IECC), for example, dictates 15 percent more

*Katherine Johnson,
Board member*

efficiency than the 2009 version, which in turn is 15 percent above the 2006 code. Paul Karr of the Online Code Environment and Advocacy Network reports that, as of this month, 23 states are operating under the 2009 IECC residential model -- up from just half a dozen in January 2010; and the number of states embracing a similar code for commercial buildings increased from seven to 30 over the same period. Maryland, meanwhile, has become the first state in the country to adopt the 2012 IECC for new homes. It is expected to also comply with the first International Green Construction Code, which is due for release in March. Other states, such as Florida and Oregon, and cities including Phoenix and Scottsdale also are planning to adopt the voluntary guide for improved air quality in commercial and public buildings.

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From "More New Homes Conserve Energy"
USA Today (02/15/12) P. 3B Koch, Wendy

New Technology Monitors Energy Use at Bunker Hill Community College

Bunker Hill Community College (BHCC) in Boston has installed a state-of-the-art "building dashboard" in the lobby of its LEED Gold-certified Health & Wellness Center. The device monitors the building's energy usage in real time and presents the results in a series of interactive charts and graphs. The dashboard identifies usage trends and periods of high consumption, and provides a mechanism to compare the impact of conservation measures such as energy efficient light bulbs and fixtures, classroom occupancy sensors and variable-speed drives on heating and cooling equipment. The device also features a user-friendly tool bar with links to a virtual tour of the Health & Wellness Center, with its energy-saving features, and to green tips, sustainability-related games and videos. The dashboard will be used by faculty for student learning activities related to sustainability, resource conservation and climate action planning. The instrument also will serve as a way for members of the BHCC community to make personal sustainability commitments that will appear on their Facebook pages, thus opening discussions about saving energy with their social networks. Additionally, plans are under way to create a mobile app for smartphones that allows staff, faculty and students to scan QR (Quick Response) codes to learn more about green building features found in the Health & Wellness Center and about energy usage on the campus.

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From "New Technology Monitors Energy Use at Bunker Hill Community College"

Smart Energy Portal (03/12/12)

Green-Building Expert Says the Merits of Energy Efficiency Catching On

Jason McLennan, an expert on energy efficient buildings, says that while the Pacific Northwest is king in the sustainability movement, it has become an easier sell recently in some older East Coast cities, including Pittsburgh. "The (sustainability) movement in Pittsburgh is one that's growing," says McLennan, CEO of the International Living Future Institute, a Portland, Ore.-based nonprofit that is pushing for a global transformation to sustainability. "The Phipps development ... is going to be a great example of that kind of forward thinking." The Phipps Conservatory and Botanical Gardens is in the final stages of its ambitious sustainability project. McLennan has written several books on sustainability, but his 2004 offering, "The Philosophy of Sustainable Design," is used as a textbook in more than 40 universities and colleges. While several Pacific Northwest cities long have been pioneers in incorporating environmentally friendly architecture into their landscapes, Pittsburgh and several other Eastern cities have begun to embrace the philosophy, though they face a deeper challenge of weaving green efficiency with buildings and structures that date to the 1800s. Pitching the merits of sustainable-building design has become easier, even in older, slower-to-change East Coast cities, as energy prices have risen in recent years, says Michael Sobkowiak, vice president of knowledge for the Green Building Alliance on the South Side. "We're not putting up buildings as fast as they do out West ... but when they go up here, it's (sustainability) important," he says. "From the contractor to the architect ... we have a strong community out there that understands and supports what green building stands for." Phipps is just weeks from completing work on its Center for Sustainable Landscapes, a 24,000-square-foot education, research and administration complex that could be one of the greenest buildings in the world. It features solar paneling, a wind turbine and geothermal well, enabling it to generate its energy while capturing, treating and reusing rain water for sustainable landscape, irrigation and other environmental purposes. Construction on the \$23.5 million project began in November 2010, and the center is set to open in the spring.

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From "Green-Building Expert Says the Merits of Energy Efficiency Catching On"

Pittsburgh Tribune-Review (PA) (02/25/12) Ramirez, Chris

PGW, Others Fight U.S. New-Furnace Rule

In 2011, the Department of Energy introduced a rule that would require all new furnaces installed in 30 northern states to be high-efficiency models that extract heat from the emissions, forcing the system to require a blower to expel the cooled emissions that cannot travel up a chimney. Several parties including Philadelphia Gas Works (PGW) have challenged the rule, saying the department acted arbitrarily in passing it and "abused its discretion" by taking a procedure that avoided a public debate period on the law. Those against the law have noted that some homeowners will not be able to afford the high-efficiency model and will opt for cheaper, less-efficient heating methods to save costs once the rule goes into effect in May 2013. They also note that these models require direct-venting systems, which do not work well in cities, as they must vent through chimneys instead of the wall, which requires more costly installation and components. The systems also create condensation, requiring more costly additions, such as a liner and drainage system. The National Resources Defense Council supports the rule, as it will lead to substantial savings and reduce emissions, and notes that the Energy Department is working on developing a waiver provision that will allow certain homeowners to claim hardship and install cheaper, older furnaces. The government believes the new rule will allow 3.3 trillion cubic feet of natural gas to be saved over 30 years, an amount roughly equivalent to one-seventh the current annual consumption. The new rule requires natural-gas-powered furnaces to meet a 90 percent efficiency standard and oil furnaces to meet an 83 percent efficiency standard but only applies to new installations, not existing furnaces.

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From "PGW, Others Fight U.S. New-Furnace Rule"
Philadelphia Inquirer (PA) (03/04/12) Maykuth, Andrew

Featured Articles

What's a 2D Code and Why Should You Care?

Engaging and driving customers to online content on mobile devices with tags

By Jonathan Jordan and Michael Tucker

If you're a marketer or prone to following what marketers are up to, you've likely noticed barcode-like "tags" are increasingly popping up in a variety of traditional outreach avenues, including print ads, news articles, collateral, product packaging, and signage.



Michael Tucker

Jonathan Jordan

These 2D codes turn URLs, YouTube videos, vCards/contact information, online forms, or any kind of digital content into a jumble of pixels that customers can scan and read instantaneously using their smartphones, no typing required. The idea is to bring your physical world online – connect and consume content on the go or while relaxing on the couch.

Tags are free and easy for marketers to create and integrate into their campaigns and equally easy for customers to read on their mobile devices. And if you looked close enough, you'll notice they even come in a variety of "flavors" such as QR codes, Microsoft® Tags, and Snap Tags, each with slightly unique benefits and drawbacks.



Some have gone so far as to predict this will be "The Year of the QR Code" while others have called this technology a big waste of time. Some savvy utilities recognize this technology may be in an early adoption phase but are embracing it because they see its potential, the price is right, and they don't want to waste any opportunity to engage with and deliver value to their customers. For instance, ICF has worked with BGE and

SMECO in Maryland to incorporate tags into retail lighting point-of-purchase material to help cross promote programs as well as in print advertising and direct mail to drive customers to online scheduling forms or lists of participating contractors.

According to market research firm Comscore, 20.1 million mobile phone owners in the U.S. used their device to scan a QR code in October 2011. Several different types of codes are available for marketers and customers to use, though they all behave in similar ways. QR has been around for about

20 years, Microsoft is newer in the game and Snap Tags are even newer. Compatibility is an issue – this is not a mature market. For a long time there was no “one size fits all” reader across different platforms. For instance, QR code readers would not read Microsoft Tags and vice versa.

However, Microsoft recently updated its app to read third party QR codes which could help increase consumer adoption if marketers integrate it wisely and make an effort to educate their customers on how to use it.

Whatever tag format you choose, it won't cost much: most can be created for free through programs like QRStuff.com. Just enter the URL you want to send users to and the generator will provide a tag file you can easily copy and distribute in a range of specs your designer can use across mediums.

Not only are tags quick and easy for marketers or program managers to create and integrate into campaigns, they are also equally simple to use to track and measure results. In addition to measuring inbound hits to URLs using Google Analytics or similar analytics programs, some generators like Microsoft Tag offer free reporting capabilities that include mapping and graphing features.

What does success look like? To manage expectations, this won't revolutionize your campaign; it's not a silver bullet. We think of it in terms of incremental sales or engagement. If a tag helps you drive an extra handful of customers to participate in an energy efficiency program is it worth it? We think so. Case in point, ICF integrates tags into our own existing advertising efforts including transit and print placements. For context, a QR code in our print ad in Energybiz Magazine generated 51 visits to our energy offerings web page. We'd call that a success given we would have run the ad even if tags weren't in the picture.



A particularly interesting application for tags is to leverage community outreach materials, such as posters, brochures, and event signage, to build your social media fan base. For Santa Clara County's Home Improvement Program, a regional residential retrofit initiative, ICF leveraged tags as an innovative yet effective way to drive traffic to social media sites and increase fans on Facebook.

Some tech industry experts predict that the world of 2D codes is on its way to evolving into a commonly used method to pay for things like public

transit or a cup of coffee as well as to board airplanes (applications already common in places like Japan and budding in the U.S.). For now, smart companies are using them as a low level investment to knock through the wall of interaction with customers. But according to Jamie Turner of 60 Second Marketer, “The problem is that many of these companies are using 2-D codes as novelty items instead of using them to drive real, tangible revenue to their businesses.”

In short, this may not be a groundbreaking technology, but there is virtually no risk to trying it out— it’s all a matter of your audience, offer, and approach. Look at your content development and seasonal pipeline to see what makes sense. Start small and use what you already have, and think in terms of incremental success. Evaluate it and if it doesn’t work, don’t force it.

However, in a technological world that is constantly changing and evolving, it is increasing important for marketing and community outreach professionals to stay on their toes and be ready to embrace new ways of doing things.

To learn more about how to effectively use 2D codes and to see some creative campaigns check out these articles:

[2-D Codes: The 10 Commandments for Marketers](#)

[10 Creative Ways to Use QR Codes for Marketing](#)

[Weather Channel distributes Android app via on-screen QR code](#)

[Microsoft Tag homepage](#)

The [complete guide](#) to everything you could ever possibly want to know about QR codes (really!)

Jonathan Jordan is a Senior Manager (PMP) and Michael Tucker a Research Assistant. Both work at ICF International.

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AESP News

Kathleen Hogan to Present at Spring Conference

Kathleen Hogan, deputy assistant secretary for Energy Efficiency and Renewable Energy at the DOE, will be a keynote speaker in Baltimore. She

will give attendees an overview of DOE's approach to increasing the market for energy efficiency products and services. Don't miss her presentation and many more at AESP's annual implementation and marketing conference this May 15-17. [Register now](#), before the May 3 deadline. And don't forget to reserve your hotel before April 23 to receive the special conference rate.

Next Up

AESP is currently accepting [abstracts for the 2013 National Conference](#). If you have material that would make a great conference paper, panel discussion or roundtable, submit your abstract now. Hurry, the deadline to [submit an abstract](#) for the National Conference is next Monday, April 9.

What's next? We will soon be calling for abstracts for the Fall Conference on "Evaluation and Implementation: No Longer an Odd Couple." Watch What's New for the announcement.

Chapter Events

April 2 - Wisconsin Chapter: [April Steering Meeting](#)

April 25 – SEARCH: [Targeting Small Business for Energy Efficiency](#)

May 3 – Ontario Chapter: Chapter Launch

May 16 - National Chapter: Breakfast Meeting at AESP's Spring Conference

May 16 - Mid-Atlantic Chapter: Lunch Meeting at AESP's Spring Conference

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WELCOME & THANK YOU to our New and Renewing Members!

New Individual Members

Ana Escoto, Ontario Power Authority

Andrea Roszel, Navigant

Brad Riley, Indianapolis Power and Light

Brad Swalwell, Tangent Energy Solutions

Brian Zoeller, BPA

Brittany Schmoll, Michaels Energy

Chris Covell, SmartWatt

David Grider, Resource Action Programs

David VanHolde, Energy Market Innovations

Diane Sposato, FortisBC

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Kristen Laursen, Michaels Energy
Lavita Harriford, SCE&G
Matt Macon, Florida Power & Light
Peter Murphy, Smart Source
Peter Steele-Mosey, Navigant
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News Releases and Announcements

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