

### Letter from the AESP President and CEO

## The future of EE starts here — at My Energy Gateway



Meg Matt  
AESP President and CEO

All professionals get their start somewhere. And in the near future, many professionals in energy efficiency will say they got their start at a new website called My Energy Gateway.

Last month, the AESP Foundation (the philanthropic arm of AESP) launched [myenergygateway.org](http://myenergygateway.org). More than a year of intense planning, coordinating, research, design and testing went into creating My Energy Gateway so you can imagine our excitement when we announced the release of this much-needed industry tool.

The AESP Foundation developed [myenergygateway.org](http://myenergygateway.org) to help address the growing shortage of qualified people in the energy efficiency industry. In fact, AESP published the results of a member survey in which nearly 60 percent reported a lack of new professionals entering the field. And, as the aging workforce continues to march toward retirement, we wanted to develop a resource that encourages people to enter the energy efficiency industry.

My Energy Gateway was created, through a contract with the U.S. DOE, to help high school students, returning military and displaced workers chart an educational path toward a career in energy. The website contains a comprehensive database of over 2,000 colleges and technical institutions that offer degrees and certifications in energy efficiency, alternative energy, sustainability, green building design and more. Users can search for their ideal degree by area of specialization (i.e. solar, sustainability, HVAC, etc.), tuition costs, location, school size and more.

The website also features career options that describe the types of jobs available and the experience and education needed to qualify for these positions. A financial aid resource assists users who are seeking scholarships and a robust internship listing helps people get their foot in the door.

Let me know if you are interested in helping the AESP Foundation spread the word about educational opportunities in energy by becoming a sponsor of the website. And, if you offer internships and scholarships in your organization, make sure they are listed here.

In closing, take a moment to visit [myenergygateway.org](http://myenergygateway.org). Tell people about this website, post a comment and share your experiences. Together we can ensure a bright future for energy efficiency!

Share   

### Industry News

"Pioneering Energy Efficiency"  
"Oklahoma Law Directs State Agencies, Colleges to Save Energy"  
"Few Seize on a U.S. Bond Program Backing Green Energy"  
"Utility Websites Plug Users Into Savings"  
"Green Data Centers Are Becoming the Go-To Move for Energy Efficiency"  
"Cutting Building Energy Use by the Numbers"

### Featured Articles

Social Media Marketing, Part 2: YouTube & Honest Buildings  
The Millennial Generation — The New Consumer and Employee

## JUNE 2012

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

### Upcoming Events

#### Brown Bags

June 7  
[Free-ridership in Energy Efficiency Programs](#)

June 28  
[EISA Commercial Lighting Requirements and Impacts](#)

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

#### AESP Training Courses

August 1, 2012  
Toronto, ON, Canada  
[Overview of DSM](#)

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

#### Conferences

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

January 28-31, 2013  
23rd National Conference  
Orlando, FL

**WELCOME & THANK YOU**  
**to our New and Renewing Members!**

#### New Individual Members

Alan Clarke, Energate  
Beth Poulin, NMR Group  
Brendan Luckner, DNV KEMA Energy & Sustainability

## Industry News

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

### Pioneering Energy Efficiency

EnergyBiz (05/12/12) Vol. 9, No. 3, P. 26 Opalka, Bill

Utilities increasingly are focused on energy efficiency despite a decline in government support. At the present rate of utility demand-side management, programs are saving approximately 112 million kilowatt-hours or equivalent to the usage of 10 million homes. Energy efficiency resulted in a 21 percent increase in kilowatt-hours saved in 2010 over 2009. However, utilities in 2010 spent roughly \$4.8 billion, or 28 percent more on demand side management efforts than the previous year, partially due to the Obama Administration's economic stimulus programs. San Antonio municipal utility CPS Energy has launched an efficiency program intended to eliminate 771 megawatts of load. "That's like us decommissioning an old coal plant without having to build one to replace it," says Michael Kotara, CPS' senior vice president of power generation. Clark Gellings at the Electric Power Research Institute (EPRI) says that the push towards energy efficiency comes as EPRI rejoins national initiatives to demonstrate innovative technology. For instance, more than 40 U.S. utilities nationwide are taking part in an initiative to examine potential technologies that could be adapted to the U.S. market. Testing of a direct current power system at a Duke Energy data center in Charlotte, N.C., has initially suggested that the system uses 15 percent less energy than an alternating current power system.

Share    | [Return to Headlines](#)

### Oklahoma Law Directs State Agencies, Colleges to Save Energy

Daily Oklahoman (05/10/12) McNutt, Michael

Oklahoma Gov. Mary Fallin signed an energy efficiency bill into law on May 8 that kicks off an energy conservation program for state agencies and educational institutions that is estimated to save the state as much as \$500 million over the next 10 years. The Oklahoma State Facilities Energy Conservation Program directs all state agencies and higher education institutions to achieve an energy efficiency and conservation improvement target of at least 20 percent by the year 2020. The measure takes effect in late August. Fallin notes the American Council for an Energy-Efficient Economy has ranked Oklahoma as the fourth-worst state in the nation as it relates to energy conservation and energy efficiencies. "That's not acceptable," Fallin says. "We can do better." The state effort is patterned partially after the success of an energy conservation program that began in 2007 at Oklahoma State University (OSU). Burns Hargis, president of OSU, says his institution has saved more than \$19 million in energy costs across the campus since initiating the energy conservation program. OSU has topped 19 percent in savings since launching the effort. "At the beginning, it seemed almost impossible that you could achieve the kinds of savings that were being suggested through sheer behavior change," Hargis says. "A lot of it is common sense." OSU worked with Energy Education Inc., of Dallas, which has been helping schools and churches save energy for years, Hargis says. The program is a behavior-based effort that requires no significant financial investment. Under the bill Fallin signed into law, the state finance director will oversee the development and implementation of the energy conservation program. The measure ensures all costs associated with its implementation will be fully funded by savings generated as a result of energy conservation.

Share    | [Return to Headlines](#)

### Few Seize on a U.S. Bond Program Backing Green Energy

New York Times (05/08/12) Cardwell, Diane

The U.S. Congress created the Qualified Energy Conservation Bonds program in 2008 to help struggling local governments finance clean energy projects. However, even as state and local governments struggle to meet higher green energy standards with ever-shrinking budgets, billions of dollars of the bonds have gone unused. As of May 3, only about 20 percent of the bonds — approximately \$663 million — had been issued, with many states not dipping into their allotments at all. Federal officials still stand behind the program, pointing out that it has no expiration date. "Qualified Energy Conservation Bonds remain a cost-effective financing option for state, local and tribal governments to make capital investments in energy efficiency, renewable energy production and research and development," says Sabrina Siddiqui, a Treasury Department spokeswoman. "We are continuing to work with stakeholders, businesses, and local officials on the ground to encourage usage of these bonds." Under the program, the federal government covers up to 70 percent of the applicable tax credit rate as a direct payment to the issuer or as a tax credit to the investor. For eligible localities, it can effectively bring their interest cost down to about 0.5 to 1.5 percent, according to Elizabeth Bellis of the Energy Programs Consortium, a research and policy group that represents state energy officials. Some local governments have been tapping their share, mostly to reduce energy consumption in

Brooke Smallwood, Lockheed Martin-Energy  
Chris Routliffe, Enwin Utilities LTD  
Cynthia Edwards, BGE  
Daniel Johnston, Enbridge  
David Reed, JEA  
Debbie Drake, BGE  
Debby Yerkes, Ohio Energy Project  
Diana Pangestu, SAIC  
Donna Ruffin, DNV KEMA Energy & Sustainability  
Douglas Miller, Maryland Dept of Housing & Community Development  
Giovanna Gesuale, Enwin Utilities LTD  
Glen Eigo, Connecticut Light & Power/Yankee Gas  
Jan Cook, Nexant  
Jan Napadano, Nexant  
Jeffrey Adams, ICF International  
Jenny Senff, Association of Demand Response & Smart Grid  
Jerrold Abahams, Captona Partners  
Jim Anderson, Advanced Energy  
Jim Fay, ComEd  
John Dendy, DNV KEMA Energy & Sustainability  
Joo Ching Yong, DNV KEMA Energy & Sustainability  
Jordan Stitzer, PECO Energy  
Justin Holtzman, DNV KEMA Energy & Sustainability  
Karen Behrendt, DNV KEMA Energy & Sustainability  
Klaus Carl, DNV KEMA Energy & Sustainability  
Laura Frantz, ICF International  
Lee McLaughlin, Toshiba LED Lighting  
Leslie Stark, EMI  
Linnea Johnson, DNV KEMA Energy & Sustainability  
Margo Coughlin, Efficiency Nova Scotia  
Mark Altomare, Toshiba LED Lighting  
Mark Bramfitt, Bramfitt Consulting  
Matt Buecker, BGE  
Maureen Fenerty, PPL Electric Utilities  
Nadav Enbar, EPRI  
Nan Ransohoff, Opower  
Natalie Irwin, Efficiency Nova Scotia  
Peter de Vroed, Nexant  
Scott Walker, NMR Group  
Shannon Bertuzzi, Enbridge  
Shawn Intorcio, DNV KEMA Energy & Sustainability  
Stephanie Weigold, DNV KEMA Energy & Sustainability  
Tina Farber, DNV KEMA Energy & Sustainability  
Tom Brubaker, PECO Energy  
Tom Franks, DNV KEMA Energy & Sustainability  
Tu La, DNV KEMA Energy & Sustainability  
Walter Matias, Enbridge  
Zachary Connolly, DNV KEMA Energy & Sustainability

### Renewing Group Members

BPA  
Conservation Services Group  
E Source  
Enbridge  
Energy Federation  
Frontier Associates  
Heschong Mahone Group  
Itron  
National Grid  
Opinion Dynamics Corp  
San Diego Gas & Electric  
TrueNet Energy  
Unitil

Do you need advice from your peers on your latest project or program? If so, submit your questions to AESP's

public buildings. The City of Los Angeles issued \$131 million in bonds in 2010 to expand a wind farm, and St. Louis used \$10.7 million in 2011 to finance loans for energy efficiency improvements to homes. But as of January, 33 states had not used any of their allocations, while a dozen more had used less than a third. Just six states had used more than half, led by Kansas, the only one to have spent it all. Policy analysts and bankers say the program is relatively small, the requirements are confusing, and many investors do not find the tax benefits appealing.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

### Utility Websites Plug Users Into Savings

*Sacramento Bee (04/29/12) Gonzales, Anne*

The new breed of energy users is armed with information from recently launched utility websites that allow consumers to track electricity and gas consumption monthly, daily, and even hourly. An early application of "smart" meters, the websites can also be used to get conservation tips, analyze energy use trends, pay bills, and start and stop service remotely. Both the Sacramento Municipal Utilities District (SMUD) and Pacific Gas and Electric Co. (PG&E) are upgrading to smart meters in the greater Sacramento, Calif., region and now offer websites for online tracking and account management. The smart meters are read remotely, so meter readers do not have to enter customers' properties and fewer trucks are on the road, says Chris Capra, a spokesman for SMUD. About 400,000 SMUD customers are currently eligible to participate in the online program, and so far, more than 22,000 are registered to use it, Capra says. PG&E's SmartMeters allow customers to access energy use online at [www.pge.com/myenergy](http://www.pge.com/myenergy) and get energy alerts by email, text, or phone call when electricity use is moving toward a higher-priced tier. PG&E just launched a Facebook page allowing customers to share and compare energy use with friends across the nation using a new "social energy application." PG&E announced in January that it is one of the sponsors of a national competition to develop third-party applications for saving energy and money. The "Green Button" program allows PG&E customers to download energy data for use by third-party application designers. Greg Snapper, spokesperson for PG&E, notes the utility serves 15 million people, and 9 million of those have upgraded to SmartMeters. "The benefits of online registration are [access to] analysis tools, so you can discover energy use trends," Snapper says.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

### Green Data Centers Are Becoming the Go-To Move for Energy Efficiency

*Government Technology (04/09/12) Roscorla, Tanya*

IT departments increasingly are going green to curb energy costs in their data centers, according to the 2012 Energy Efficient IT Report by CDW-G. The report examines energy efficiency data gathered from businesses and nonprofits, governments at all levels, institutes of higher education, and K-12 schools. Of 31 state and local governments that have a program to manage data center power demand, 81 percent said they have reduced their data center energy costs by 1 percent or more. Fifty-three percent of these respondents said they experienced savings with new cooling approaches, while 30 percent said their data center purchases made in the last three months were green. Overall, the top technologies implemented by the respondents this year were virtualized servers/storage, consolidated servers, and ENERGY STAR®-qualified devices. The easiest to implement of the technologies used were ENERGY STAR®-qualified devices; hardware that uses newer, low-power/low-wattage processors; and energy efficient uninterruptible power supplies. In 2011, 58 percent of respondents agreed that cloud computing was an energy efficient approach, up from 47 percent in 2010. IT departments at universities and school districts said that over the last three months, they have purchased products and services that are energy efficient, water efficient, bio-based, environmentally preferable, or non-ozone depleting. Since last year's report, 15 percent more IT professionals agree that cloud computing can save energy as they consolidate their data centers.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

### Cutting Building Energy Use by the Numbers

*Urban Land (04/12) Vol. 71, No. 4, P. 28 Braunstein, Leslie A.*

An important part of efforts to reduce greenhouse gas emissions is the need to reduce energy usage by buildings, which consume roughly a third of the energy used in the United States. A number of different approaches have been taken to reduce the energy usage of buildings. Voluntary energy reduction programs have been put in place in some locations, though these initiatives have been criticized by some as being overly complex, expensive, too focused on new construction, and limited in their reach. Meanwhile, about 12 municipalities in the United States have begun requiring property owners to publicly report how much energy their buildings use. But some of these programs are running into problems too, including low compliance rates. Seattle and San Francisco, for example, have achieved compliance rates of only 30 percent. One reason why some property owners may be hesitant to report their energy usage is because they do not want it to be publicly known that their buildings are consuming an above average amount of energy, said Laurie Kerr, the senior policy adviser for the New York City Mayor's Office of Long Term Planning and Sustainability. Another obstacle to controlling energy usage is the inability of landlords to control the energy usage of their tenants and the lack of incentive for

LinkedIn group. Or, do you have something to add to his recent discussion?

**If a prospect who has 5 year old 3 lamp T8 fixtures wants to cut lighting cost, what do you recommend? Is LED the only way?**

**-- Hiroshi Tanimoto**

**Mike Carter:** *If your prospect can live with less light, they can remove one of the lamps (delamp) or replace an F32T8 with a reduced wattage F30T8 or F28T8 lamp. Otherwise, lighting controls will decrease lighting energy consumption by dimming or turning off lights when not needed. Occupancy sensors, vacancy sensors, and photosensors (daylighting) are appropriate in that case.*

**John Hargrove:** *Here's a response from the guys (CLEAResult) who run my schools program. This is based on the work we did with the 5th largest school district in the country in Clark County, Nevada. There are several cost effective, non-LED ways to retrofit this fixture in order to save on the lighting electrical costs. The retrofit selected depends on the functional use and the geometry (e.g. height of ceiling, number and spacing of fixtures, color and reflectance of the wall, etc ) of the space(s). The existing fixture consumes approximately 81 watts depending on the wattage of the T8 lamps (assumed 32 watt lamps) and the specifications of the ballast (i.e. ballast factor (low, normal or high), instant start vs. program start vs. rapid start and premium electronic vs. electronic). The option chosen would also depend on whether dual switching is utilized, i.e. switch 1 — 1 inboard lamp on, switch 2 — 2 outboard lamps on, switch 1 and 2 — all three lamps on.*

*Option 1 (48 Watts)  
Install a new ballast and two new lamps in the "outboard" sockets using one premium-efficiency reduced output (0.77 ballast factor) instant start ballast and two 3,100 lumen "Super T8" (800 series high light output, 85 CRI) lamps. This configuration provides 40 foot candles minimum maintained light levels in common applications with 8 — 10 foot ceilings and great colors (high CRI) when ordered with any color temperature lamps. This is a very cost effective retrofit.*

*Option 2 (63 watts)  
Install a new ballast and three new lamps using one premium-efficiency reduced output (0.77 ballast factor) instant start ballast and three 28 watt lamps.*

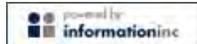
*Option 3 (72 watts)  
Install three new 28 watt lamps. The existing ballast can usually remain.*

**Miki Weiser Padova:** *A solution that does not require the operational expense of replacing electrical infrastructure is probably less costly and more efficient. PowerSines uses a voltage stabilisation technology in its energy controllers. The system installs after the Mains and regulates the voltage supplied to the entire facility. It can save up to 35% on lighting only and on all the electric loads in the facility — 18%.*

tenants to save energy, said Charles Leitner, the chairman of the ULI Greenprint Center for Building Performance. He added that these two competing forces can be addressed by standardizing building energy performance measurement and moving away from the idea that investments in energy efficiency bring about quick returns.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

Abstract News © Copyright 2012 INFORMATION, INC.



## Featured Articles

### Social Media Marketing, Part 2: YouTube & Honest Buildings

by Danielle Marquis

In the first part of this series, we explored the more “traditional” social media tools, currently in use by the most utilities: Twitter and Facebook. This time we’ll be exploring “what’s next” in the world of utility-based social media marketing, with an analysis of YouTube and newcomer Honest Buildings.

#### YouTube

Did you know that YouTube is the largest search engine in the world? Users upload videos on just about everything—simple how-to videos, movie trailers, silly things their kids do. Utilities are beginning to get in on the trend, uploading content created for other purposes (i.e. TV commercials) and creating content specifically for the platform (i.e. video case studies). They say a picture is worth a thousand words and many people would rather watch a YouTube video than read a long narrative about a utility’s energy efficiency program offerings. The other benefit of using YouTube is the potential for the video to “go viral” or be viewed and shared across other social media platforms belonging to not just the utility, but those within its social network and beyond.

YouTube channels of various utilities were reviewed in late March 2012, and among the most interesting content was that of Idaho Power, Black Hills Energy and Tennessee Valley Authority (TVA). Idaho Power had an eclectic mix of videos, including one detailing their biologist’s 20-year long study of sturgeon population of the Snake River, another about the ductless heat pump covered under their energy efficiency program, and a third where they interviewed local kids to see what they knew about energy efficiency during Energy Awareness Month. The videos were all very different, but the common thread was that they were hyper-local in their appeal.

Black Hills Energy and TVA both used YouTube as a way to communicate with their customers about new generation facilities — a natural gas facility for Black Hills Energy and a nuclear plant for TVA. Both tempered these videos with others about their renewable programs. Black Hills Energy discussed plans for integrating renewables into their plant in the future and TVA added very short, real-time videos of their wind turbines spinning with time and date stamps. The TVA wind videos were fed to their Facebook page and generated lots of “likes” from their followers. TVA also included a side-by-side comparison video showing the progress of clean-up at their Kingston Fossil Plant from 2008 to 2010. Black Hills Energy added 30-second video testimonials from their customers. The common thread here is an effort to diffuse a potentially controversial subject through explanation—the power plant videos were among the most highly-produced videos reviewed and it was clear a lot of thought went into the content.

The best candidates for YouTube videos are content that translate well to imagery, without getting cheesy. Customers will likely enjoy seeing their peers deliver short testimonials in video case studies, but they might get bored watching an entire video about the intricacies of an energy audit. Balance is key, and the subject of your YouTube video should be something users might end up searching for (i.e., How does a ductless heat pump work?) to provide a side benefit of search engine optimization.



Danielle Marquis

Join AESP’s [LinkedIn discussion group today!](#)

Follow:



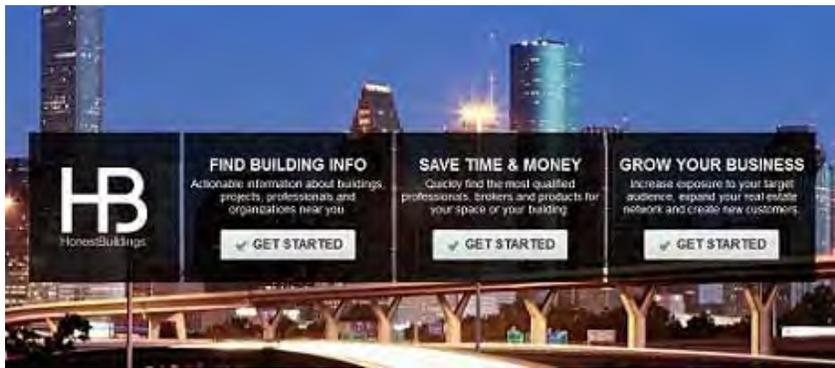
AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

AESP  
15215 South 48th Street,  
Suite 170  
Phoenix, AZ 85044  
(480) 704-5900

Submissions are due by the 12th of each month to Adeline Lui at [Adeline@aesp.org](mailto:Adeline@aesp.org)  
(480) 704-5900

#### Editorial Committee

Adeline Lui, Editor, [adeline@aesp.org](mailto:adeline@aesp.org)  
Laura Orfanedes, Vice Chair, Publications Committee  
Lani MacRae, Board member  
Tracy Narel, Board member  
Elizabeth Titus, Board member  
Katherine Johnson, Board member  
Greg Wikler, Board member  
Matt Daunis, Board member



## Honest Buildings

HonestBuildings.com, a networking platform and market place connecting the commercial real estate market, is a newcomer to the social media scene, and it looks to hold special promise for utilities.

Simply by searching for an address, anyone can access a building's profile page, including building information, reviews, energy data, projects and renovations, and view the people and organizations associated with that building, for free.

By creating a virtual asset for every physical address, Honest Buildings brings together building owners, managers and service providers so they can exchange information, and do more business more efficiently.

The site, which was formally launched on March 20, 2012, already hosts 53,657 buildings and 59,816 projects. ConEdison is an Industry Partner, using the platform to promote their large commercial and industrial energy efficiency programs, and the founders are hoping for more involvement from utilities.

"We help utilities achieve their goals in two important ways," said Riggs Kubiak, CEO of HonestBuildings.com. "First, we provide them a platform to market and advertise their programs and services to a targeted audience of building owners, managers and service providers. Second, we create custom programs to help them achieve their strategic objectives when it comes to energy reduction and distributing incentives."

Forbes called them "A LinkedIn and Yelp of Greener Buildings," as owners and managers can take control of their building profiles to input the correct information, drive awareness for their properties, and use Honest Buildings' proprietary proposal process to find the best products, services and agents for their building. Service providers register their company and showcase their completed projects in order to drive new business.

Premium members get access to RFPs from owners and can bid on open projects, and service providers are encouraged to integrate their profiles with other social networks including LinkedIn, Facebook and Twitter.

In early February 2012, The Modi Research Group released a New York City Energy Mapping Project, which uses a statistics-based mathematical model to map total annual building energy consumption at the block- and tax-lot level in New York City. If Honest Buildings is able to get the participation from utilities, service providers, occupants and owners they hope, they might be able to provide similar information using real data and in real time. The potential for targeted marketing campaigns and sales efforts for energy efficiency programs could be huge, given the fact that very specific, high-use areas could be targeted, while weeding out those buildings that have already made those upgrades. Honest Buildings has a lot of potential if they're successful in quickly scaling to including more real estate stakeholders, including utilities. This will be the new tool to watch and get involved with in the coming years.

Today, four out of five internet users visit social networks and blogs, according to Media Bistro. Like Erik Qualman, best-selling author and speaker of "Socialnomics: How Social Media Transforms the Way We Live and Do Business" says, "We don't have a choice on whether we do social media, the question is how well we do it." When used properly, social media tools, both traditional and emerging, can be a powerful component to utilities overall mix of integrated marketing tactics.

*Danielle Marquis is the Marketing Director for SmartWatt Energy, Inc.*

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

## The Millennial Generation — The New Consumer and Employee

*By Kendall Youngblood*



The Millennial Generation — they're 30 and younger, they're digital natives, and by 2015, they'll make up 27 percent of the workforce. Dr. Julie Albright from the University of Southern California spoke about this generation during the closing plenary session of the Association of Energy Services Professionals (AESP) conference last month in Baltimore.

This “always connected” generation is dramatically different — as both employees and consumers — than the Generation X, Baby Boomer, and World War 2 generations that precede them. It is critical for our industry to understand how they're different and to evolve our efficiency programs and corporate policies to stay relevant.

Dr. Albright presented some startling statistics on them as employees:

- 56 percent of millennials interviewed said they wouldn't take a job with a company that banned the use of social media at work.
- 70 percent believe that being in an office regularly is unnecessary. This often has a trickle-up effect to the other generations.
- 50 percent access corporate information from their mobile device and 70 percent knowingly break IT policies which can have cyber security issues for companies.
- 70 percent are “friending” their managers and co-workers on Facebook, blurring the lines between personal and professional worlds.



Kendall Youngblood

As our industry fights to replace the retiring workforce and to attract and retain young talent, Dr. Albright argues that we need corporate policies in place that work with these trends rather than against them. Policies around social media, flex time, cyber security, reporting structures need to be evaluated as this generation makes up an increasing amount of the workforce. And this personal connection between employees and their managers and colleagues online changes their expectations around hierarchical structures in the office, and can cause conflict as these employees expect collaboration and equality in the workplace, like they experience on Facebook.

But the differences in this generation are not only affecting the workplace. Dr. Albright argues that it also affects how we design and implement energy efficiency programs. As the millennial generation becomes the dominant consumer of power in the country, they also expect to be engaged in the conversation differently. With the rapid spread of mobile devices and the equality found in the social networking sphere, the millennial generation wants to be part of the conversation, not told what to do. And when they don't feel included, they can easily band together to make life difficult (like some utilities are experiencing with their smart meter rollouts). The fact that the generation is so connected, new program opportunities for energy efficient programs arise: texting to prompt demand response changes, consumer competition through social media channels, and game-ification of education (creating electronic games to educate).

Our industry, Dr. Albright says, has historically been hardware focused. But the new generation will challenge us to be behavior-focused. Behavior change, she says, is the new energy source. She encouraged the AESP audience to embrace these changes, use technology to our advantage, and to create policies and reporting models that welcome the energy of this up-and-coming generation. I believe our industry will need this generation to dream up and implement the next generation of energy efficiency programs targeted at their peers.

*This article is reprinted from the [PECI blog](#).*

*Kendall Youngblood is the Business Development Manager (Pacific NW) for [PECI](#).*

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

## AESP News

### **The AESP 2012 State of the Industry Report is here!**

Take advantage of a benefit of being an AESP member, which is, access to AESP's annual State of the Industry Report. Gathered from a survey of our members, this report provides a snapshot of what's happening in the energy efficiency and demand services sectors, as reported by insiders. Among other insights on emerging trends, opportunities and barriers, this year's report reveals the most promising trends (increased energy efficiency activities at the state level, and changes in customers' attitudes). Download the full report now from AESP's [Members' Resource Library](#).

### **Introducing 12 New Courses from AESP**

Now there's more to learn! The AESP Institute is excited to expand its training curriculum with 12 new courses! From introductory to advanced Demand Response (seven courses), Energy Markets (competitive power markets, natural gas, renewables and risk management) and leadership training, these new courses complement our popular courses on DSM, Marketing and EM&V. As always, AESP Institute courses can be brought to your location for a flat rate and are taught by experienced industry insiders. Get the training that you and your team need now by contacting Suzanne Jones at [suzanne@aesp.org](mailto:suzanne@aesp.org).

### **Chapter Chat**

#### **Don't miss the Midwest Chapter's event THIS THURSDAY**

Join the Midwest Chapter on June 7, from 10:30am-2pm. for lunch, networking and learning at Cascade Meadow Wetlands & Environmental Science Center (2900 19th Street NW, Rochester, MN 55901). Lunch is FREE for AESP members, \$15 for non-members. Keynote Speaker Jukka Kukkonen from Plug in Connect will present an update on Electric Vehicles (EV) and Hybrid Electric Vehicles (HEV), followed by a utility panel who will discuss "Perspectives on Existing and Future Charging Stations." RSVP to Rob Scott-Hovland at [robh@mrenergy.com](mailto:robh@mrenergy.com) or 605-359-6435 by TODAY.

#### **Ontario Chapter Takes Off!**

The Ontario (Canada) chapter of AESP was officially launched with 75 people in attendance on May 3. Chapter president Erika Lontoc welcomed guests then introduced the keynote speaker Gord Miller, the Environmental Commissioner of Ontario, who highlighted several interesting aspects of energy policy in Ontario. [View pictures from the event here](#).

#### **Wat-er event!**

On April 19, the Rocky Mountain chapter of AESP hosted an "Energy Hour" information and networking event on the energy-water nexus. Russ Sands, the Water Conservation Manager at the City of Boulder, and Amelia Nuding, Water/Energy Analyst from Western Resource Advocates, presented a variety of topics with supporting data from both the power and water industries.



### **News Releases and Announcements**

Performance Systems Development joins Green Button Initiative

SClenergy, Inc. names Steve Gossett Jr. as CEO, aligns organization for sharpened growth

Research Into Action among ICIC and Fortune Magazine's Inner City 100 winners

