

Letter from the AESP Chair

Friends with Benefits?

Ah, now that I have your attention, there are many reasons that members like you and me join AESP and I think that both learning, and making valuable contacts in the business, rank pretty high on the list of benefits AESP provides. In fact, in our 2011 Member Survey, the highest awareness of AESP's very cool offerings were reserved for the National Conference (96.2%) and Brown Bag Webinars (95.5%).



John Hargrove
NV Energy

Conversely though, more members were able to participate in webinars (52.9%) than in conferences (45%). I doubt that surprises anyone. From the same survey, many of you also told us that budget cuts and time constraints are very real challenges that you face, so being able to attend a conference is quite a luxury these days.

So, I am sure you are asking yourself "How can I get more out of my AESP membership without all that expensive travel?" Even if you weren't asking yourself that, I know that you would have sooner or later, so I'm answering it now to save us both some time.

Since the beginning of the year, AESP has made Brown Bag Webinars free of charge for members. This opens up a world of continued learning for all of us, but without additional cost of travel let alone those embarrassing TSA patdowns. Average participation in Brown Bag Webinars has tripled this year, so we feel validated that this was a right move. Sorry TSA.

And since we got that one right, it segues perfectly into our 2012 Member Survey which will be emailed to you in a few weeks. I strongly urge you to participate in the survey. I am going to. Remember that your honest feedback helps AESP focus its efforts on delivering services, learning topics and member benefits that are important to you. Tell us what your

October 2012

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Upcoming Events

Chapter Events

October 16 - California
Meeting at Fall Conference

October 18 - Rocky Mountain
[Mentor meeting](#)

October 24 - Northwest
Happy Hour

October 25 - Rocky Mountain
[switch~2 event](#)

November 15 - Rocky Mountain
[Chapter Meeting](#)

December 11 - National Capital
Chapter Meeting and Happy Hour

Brown Bags

October 25
[Exploring Your Member Benefits](#)

November 15
[Implementing EE Programs in New York's and Maine's Multifamily Buildings Sector](#)

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

AESP Training Courses

October 15, 2012
Long Beach, CA
[Principles of Demand Response \(DR\) and finding DR Opportunities with your Customers](#)

October 17-18, 2012
Long Beach, CA

challenges are, what topics you want to see in future conferences and webinars, and, what new member benefits you want to see. In fact, I think last year's survey is the main reason we aren't doing those patdowns at our conferences.

Another revelation from the last survey was how many of you were NOT aware of AESP's many other benefits. I'll wait while you all gasp in horror. Remember that AESP is not just about conferences and Brown Bag webinars. The AESP Resource Library is a huge treasure trove of knowledge that is available to all members free of charge, yet (at the risk of sounding like an evaluator) only 17.5% of you use it. Want to sound more intelligent at your next dinner party? Trying to be better educated than that young, good looking person in the office next to you? Need information on a topic? Chances are it's been covered in a conference session or webinar, and therefore stored in the Resource Library, together with numerous white papers, state of the industry reports and past issues of Strategies.

Now remember, all members have access to AESP's Commission Database, Member Directory, Supplier Directory, Local Chapters, Topic Committees, and three social media channels. They're all tools you can use to help you in your professional and personal development. Wait! You don't know much about them? Well, don't be in the dark any longer by signing up to attend our special Brown Bag Webinar on member benefits coming up. It'll be held this October 25 at 1pm EDT, so be sure [to register](#). And don't bother buying a plane ticket, we'll come to you.

One of the most valuable aspects of my membership in AESP is the many friends I have made over the years through my association with AESP. So for me, it's friends first, with benefits, second.

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Industry News

["Commercial Property Owners Offered Loans for Conservation Projects"](#)

["Smart Grid: OG&E to Remotely Monitor Customer Usage"](#)

["Making Demand More Dynamic"](#)

["Energy Efficiency Goes Hands-Free"](#)

["How to Build a Low-Energy Future"](#)

["Data Centers Proliferate in Oregon, and Power Planners Raise a Red Flag"](#)

["Directly Controlling the Winter Peak"](#)

["Demand Response 2.0"](#)

Featured Articles

[Show Me the Money: Cost effectiveness of Demand](#)

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

October 15-17, 2012

[AESP's Fall Conference
Evaluation & Implementation: No Longer
an Odd Couple](#).

Long Beach, CA

January 28-31, 2013

[23rd National Conference](#)

Orlando, FL

April 29-May 1, 2013

AESP's Spring Conference

Dallas, TX

WELCOME & THANK YOU to our New and Renewing Members!

New Individual Members

Amy Barry, National Grid
Andre Javier-Barry, D&R International
Anastacia Bronner, Itron, Inc
Anthea Jubb, BC Hydro
Anthony Harrison, Ecology Action
Ashley Nicholls, KSVC
Bjorn Storz, National Grid
Candice Churchwell, Freeman Sullivan and Co
Cara Goldenberg, Dian Grueneich Consulting
Chris Pulfer, Posterity Group
Colin Odell, ICF International
David Haynes, Ecova
David McFaul, Energate
David Thompson, Avista Utilities
Dian Grueneich, Dian Grueneich Consulting
Ed Leverett, Conservation Services Group
Ed Reimer, Enbridge Gas Distribution
Eric Fontaine, SAIC Energy, Environment & Infrastructure, LLC
Gavin Hastings, APS
George Hantzis, Enbridge Gas Distribution
Ishaga Diagana, National Grid
JaMarcus Brewer, ICF International
James Green, Direct Technology-Energy Solutions Group
Jamie Bryan Hall, East Kentucky Power Coop
Jason Elkins, WeatherTech
Jessica McLaws, Eugene Water & Electric Board
Jessica Mitchell, Snohomish County PUD
Jim Stapleton, National Grid
John White, ICF International
Joshua Sklarsky, Peregrine Energy Group
Ken Ross, FortisBC

[Incentives in Web Surveys](#) [Oil and Gas – Where the Candidates Stand](#)

AESP News

[Enter the AESP Awards](#) [News Releases and Announcements](#)

Industry News

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

Commercial Property Owners Offered Loans for Conservation Projects

Ventura County Star (CA) (09/18/12) Wilson, Kathleen

Under the newly launched CaliforniaFIRST program, commercial property owners statewide can now obtain loans for projects that reduce water and energy use. Deputy Executive Officer Sue Hughes notes that eligible property owners will qualify for loans of \$50,000 and more through the initiative, which is reportedly the biggest of its type in the country. CaliforniaFIRST enables commercial real estate owners to use municipal bonds to finance energy and water projects. Such landlords can get financing for water efficiency, energy efficiency, and renewable-energy upgrades and then repay the loans through assessments on their yearly property tax bills. Allowable projects range from windows, doors, and insulation to electric vehicle charging stations, solar water facilities, and so-called "cool roofs" that reduce the heating effect of the sun on buildings.

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Smart Grid: OG&E to Remotely Monitor Customer Usage

Enid News and Eagle (OK) (09/13/12) Neal, James

Customers of OG&E Electric Services in Garfield County, Okla., will soon see their conventional meters swapped with "smart" meters that will enable the company to remotely monitor utility consumption. "We're really looking for the most energy- and cost-efficient way to deliver electricity to the customer," says Penny Seale, senior communications specialist for OG&E. Customers will be able to go online to myogepower.com to see how their electricity usage compares with that of earlier months and get information as to why it may be higher or lower. Customers will be more aware as they see how much energy they are using rather than only receiving a bill once a month, Seale says. She adds that the Smart Grid

Infrastructure Group
Leigh-Golding DeSantis, ICF International
Leo Sommaripa, DNV KEMA Energy & Sustainability
Lisa Atkin, Eugene Water & Electric Board
Lisa Farrell, New York Power Authority
Lois Gordon, PECO
Lori Hermanson, Avista Utilities
Lynda Roe, National Grid
Malcolm Quick, Nicor Gas
Michael Goldman, NSTAR
Mitch Brown, ICF International
Monica Tawfik, National Grid
Nick Payton, Opower
Paul Krievins, WECC
Rebecca Rundle, National Grid
Renee Laffey, Roseville Electric
Rick Gazica, ICF International
Rick Tonielli, ComEd
Rob Carr, Opower
Robert Thompson, Pasadena Water & Power
Sam Loprinzo, ICF International
Sean Layerle, TRC Energy Services
Susan Buchan, Conservation Services Group
Susan Regan, DNV KEMA Energy & Sustainability
Suzanne Frew, Snohomish County PUD
Swarna Prathipati, National Grid
Tom Jensen, SAIC Energy, Environment & Infrastructure, LLC
Tyler Cande, TRC Energy Services
William Haas, Shaw Environmental & Infrastructure Group

New Group Members

Shaw Environmental & Infrastructure Group
ShowerStart

Renewing Group Members

Carrier
Cooper Power
Dayton Power & Light
ERS
Lime Energy
Nexant
NYSEG/RG&E
Snohomish County PUD

Have a Question...Ask AESP!

Do you need advice from your peers on your latest project or program? If so, submit your questions on AESP's listserv. Or, do you have the answer or advice for this recent post?

Who has a tracking system that 1) tracks EE/DR activity, 2) does reporting, and 3) does fulfillment of incentives through connectivity with an AP system?

To subscribe to the listserv, email your request to imailsrv@aesp.org and type

program offers incentives for customers to use less energy or shift usage to outside of peak hours as much as possible. OG&E defines the peak period as 2 p.m.-7 p.m. weekdays, June through September. Customers who participate in "Smart Hours" pay more for electricity they use during peak times but pay 5 cents per kilowatt-hour, or "about half of what they're paying now," for usage outside of peak hours. "If we can partner with customers by providing information on their power usage and work with them to reduce usage, we can delay building additional power generation until 2020," according to Seale. Installation of the Smart Grid meters began earlier in 2012, and to date OG&E has installed roughly 715,000 of the 800,000 meters scheduled to be installed.

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Making Demand More Dynamic

Public Utilities Fortnightly (08/12) Vol. 150, No. 8, P. 28 Radford, Bruce W.

Introducing dynamic, real-time, wholesale price signals to the buy side of the retail electric sector has long been the Holy Grail of electric utility restructuring but the industry has not found it yet. Almost a year and a half after the Federal Energy Regulatory Commission (FERC) issued its Order 745, the industry is beginning to realize just how complicated and difficult implementation will be, and the next step in the process, "price-responsive demand," will offer no less controversy. Much uncertainty still surrounds Order 745, which remains under appellate review at the D.C. Circuit Court of Appeals, with 20 of the nation's leading electric industry economists having submitted a friend-of-the-court brief challenging FERC's vision of paying demand response as an equivalent to electric generation. Thirteen months ago, the regional transmission organizations (RTOs) first began filing tariffs to conform with Order 745, but as of mid-July 2012 all the covered regions appeared still to be seeking final approval for their conforming tariffs. FERC has reject the proposed 745 tariff from the Southwest Power Pool outright, as well as the proposed cost allocation formula of the California independent system operator (ISO). PJM Interconnection is an RTO that coordinates the movement of wholesale electricity in all or parts of states in the Mid-Atlantic region. FERC already has approved PJM's proposed tariff for price-responsive demand, which remains tethered to the region's capacity market, but this linkage has caused PJM to change its plan against the interests of private curtailment service providers. PJM hopes to reconcile price-responsive demand commitments with locational marginal price (LMP) earning demand response, which prompted FERC to say that markets could not have both — if the industry is going to treat demand response as being equal to generation supply and be paid full LMP, consumers cannot be allowed to try to claim a role as dynamic buy-side players as well.

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Energy Efficiency Goes Hands-Free

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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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Luis MacDae, Board member

Electric Co-op Today (09/04/12) Kahn, Michael W.

With AutoDR or automated demand response, more buildings can gauge their energy loads and reduce consumption accordingly. According to Brian Sloboda of the NRECA Cooperative Research Network, the process is simple but relies on employee buy-in. Sloboda says that executing AutoDR might be as simple as turning off every-other-light in a building to excusing employees from work during high-energy periods. Through installing specialized equipment, a building can be adjusted to meet these AutoDR protocols automatically. Sloboda says the greatest expense for a co-op is a demand response automation server, which transmits signals between a utility and the end-user member. Sloboda says older buildings are probably not likely candidates for AutoDR, but for those that can take advantage of the energy efficient measure, it is especially useful.

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How to Build a Low-Energy Future

Nature (08/16/12) Vol. 488, No. 7411, P. 275 Farese, Philip

Greater investment in the development, commercialization and adoption of advanced as well as currently available energy-saving technologies could cut energy demand in U.S. buildings by as much as 80 percent, or at least 65 percent when rebound effects are factored in. The efficiency of heat pumps could be upgraded significantly by accounting for the thermodynamic effect of generating electricity, while additional savings could be realized by improving the technologies used and by reducing the installation cost of pumps that extract heat from the ground. Meanwhile, encouraging the adoption of electric and gas-fired pumps and solar heaters will add more efficiency to water heating. De-humidification also could be made more efficient with brine solutions rather than vapor compression and expansion, and forthcoming systems that blend desiccant and evaporative cooling promise to save up to 80 percent in energy costs. Thirty-five percent of lighting systems' energy consumption could be trimmed with more use of compact fluorescent bulbs, while light-emitting diodes could reduce consumption by up to 90 percent. Changing maintenance and operations procedures through deployment of learning thermostats and other innovations could help achieve savings of up to 20 percent or more. Among the factors that could make a difference in the take-up of energy-saving technologies is further research and development investment, as total R&D investments from U.S. public and private sources currently amount to only 0.4 percent of the sum spent on energy bills.

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Data Centers Proliferate in Oregon, and Power Planners Raise a Red Flag

Oregonian (09/08/12) Rogoway, Mike

Tracy Narel, Board member
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Greg Wikler, Board member
Matt Daunis, Board member

Corporations like Google, Apple, and Amazon have established server farms across the Northwest; but regional energy planners are concerned about unchecked electricity consumption. A report by the Northwest Power and Conservation Council (NPCC) warns that if data centers continue to increase in the region but are not made energy efficient, they could consume nearly 10 percent of the Northwest's energy by 2030, or 2,400 megawatts. In Morrow County, Ore., where Amazon has two server farms, industrial electricity costs as little as 3.34 cents per kilowatt, or about a fourth what a data center in California would cost. NPCC's Massoud Jourabchi envisions three potential scenarios going forward, where the best case would involve the use of more efficient computers that enable data centers to increase their regional energy consumption by only a third over the next two decades. In the city of Prineville, Ore., meanwhile, Facebook has unveiled efficiency measures; while Apple pledges that its upcoming facility will operate on "100 percent renewable energy" when it opens in 2013. Apple spokesman Steve Dowling said, "To achieve that goal, we're working with two local utilities as well as a number of renewable energy generation providers to purchase wind, hydro, and geothermal power--all from local sources." Bob Jenks, director of the Citizens' Utility Board of Oregon, believes data centers should pay for their impact by allocating some of their green energy costs to data centers; while the state could link enterprise zone tax breaks to efficiency standards.

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Directly Controlling the Winter Peak

Public Utilities Fortnightly (08/12) Vol. 150, No. 8, P. 38 Steele-Mosey, Peter

Utilities in winter-peaking areas have received far less attention than summer-peaking utilities in terms of residential direct load control programs designed to reduce residential demand. Though a few studies examining the impact of water-heater direct load control during the winter do exist, robust empirical studies examining the impacts of the direct load control of space heating in winter aren't nearly as common as those examining direct load control in summer. Puget Sound Energy's (PSE) residential demand response (DR) pilot was a direct load control program running from October 2009 through September 2011, during which time participants' water or space heating, or both, were cycled down. More than half of participants with heat pumps reported needing to take extra steps to stay warm, while the large majority of participants whose water heaters, baseboard heaters, or electric furnace were controlled, remained comfortable or did not notice the event. The results of the PSE pilot provide three lessons for winter-peaking utilities. The first is that direct load control of water heaters and electric furnaces can provide significant and reliable demand reductions, while the second is that winter-peaking

utilities should reconsider promoting the installation of heat pumps in their territory, as these pumps can increase a household's winter peak demand in colder regions. The final lesson offered by the PSE pilot was that any prospective direct load control program targeting baseboards should be very carefully planned, with a firm set of protocols to be followed by installers, as the survey found that not all baseboards has been connected. It was noted that further testing and additional experimental pilot programs are needed to guide the development of larger-scale residential direct load control programs to ultimately provide winter-peaking utilities with the same cost-effective reliability as summer-peaking utilities.

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Demand Response 2.0

Intelligent Utility (08/12) Vol. 4, No. 4, P. 20 Rowland, Kate

More utilities are turning to demand response (DR) programs to augment the changing generation mix due to new environmental regulations that go into effect in 2015 and increased renewable portfolio standards in many states. PJM Interconnection announced the results of its capacity market in May, and the numbers included a 12 percent increase in energy efficiency over last year and a 5 percent increase in DR that set a record for DR for PJM. The nature of DR is shifting in aiming for more sophisticated load management, and real-time confirmation of having received DR signals and curtailing usage, and analytics are now key for taking DR to the next level. However, Federal Energy Regulatory Commission (FERC) Order 745, issued in March 2011 as a compensation scheme to facilitate DR and energy efficiency participation in the market, has received considerable pushback. The Electric Power Supply Association, the American Public Power Association (APPA), and Edison Electric Institute, along with NRECA and Old Dominion Electric Cooperative, filed a petition in June 2012 with the U.S. Court of Appeals for the District of Columbia Circuit that says FERC has no authority to regulate retail sales of electricity and the plan unfairly subsidizes DR providers. Still, California is moving forward with a system that is expected to lower the cost of operating DR and dynamic pricing programs in the country by 90 percent, while allowing more integration of renewable energy into the grid. Moreover, the industry has seen an unprecedented number of new companies and products come on the scene in the past year.

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Featured Articles

Show Me the Money: Cost-effectiveness of Prepaid Incentives in Web Surveys

by Pam Rathbun, Peg Kreckler and Laura Schauer

Program evaluations of demand-side management programs can require a considerable amount of data collection. Customer research is essential for these studies because evaluators need to speak with program participants and nonparticipants to assess a variety of issues, including verification, process experiences, awareness, participation barriers, and program impacts. Although these surveys are necessary, collecting high quality data and maximizing response rates (to minimize potential for nonresponse bias) can be expensive. This is particularly true for nonparticipant and general population studies where customers do not have a connection to the survey topic through program participation, and customer information system data can be outdated.



Pam Rathbun

We address this methodological challenge in all our nonparticipant studies and typically use telephone surveys to maximize the response rate. However, reaching sampled households has become increasingly expensive as responses to telephone surveys and households with land lines have decreased over time.

As a result, we have been working with utilities to consider alternate and multi-mode methods of data collection, including incentives, mail surveys, and web surveys. Web surveys have been of particular interest as these can be a highly cost-effective means of capturing data.

However, web surveys face at least three important challenges for obtaining high quality data. First, response rates to web surveys unless supplemented by other methods are often low, especially among nonparticipating households. Second, utility billing systems lack email addresses that may be essential to maximizing the potential efficiencies of web surveys (Messer and Dillman 2011). Third, in spite of rapid growth, access to the Internet is not universal. One in five American adults does not use the Internet (Zickuhr and Smith, April 13, 2012). Notably, households without Internet access differ systematically from those that do and these characteristics are likely to be associated with awareness of and interest in energy efficiency programs (e.g., age, education, income).



Peg Kreckler



Laura Schauer

In an effort to further explore options to capture residential general population data to meet utility DSM project needs, Tetra Tech developed an experimental study for a Midwest utility. The objectives of this study design were to 1) identify the cost-effectiveness of various data collection methods 2) assess response rates of the different methods, and 3) assess whether there are differences in the demographics, awareness, and attitudes of households responding to the different methods. A large population of utility customer

records made it possible to implement an embedded experiment and gather data on the effectiveness of different approaches.

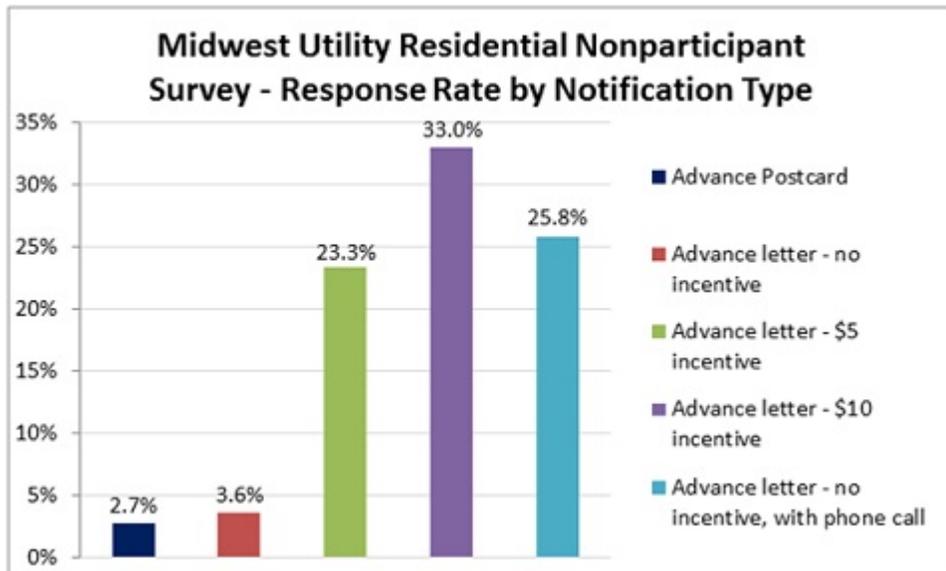
In an initial design, postcards were mailed to 1,750 households explaining the utility study and asking them to complete the web survey. The postcard named the sponsoring utility company and displayed its logo. Following poor response to the initial postcard (less than 3 percent), the survey team developed four additional treatment groups, using independent samples of the same population, that varied by mode, type of advance contact, and cash incentives. Tetra Tech randomly assigned the customer records to one of four treatments described below. All treatments included an advance letter printed on utility letterhead explaining the study. Letters were sent with first class postage stamp and addressed to the customer by name. The effects of these treatments can be evaluated in terms of response rates, costs, time to collect the data, and representativeness of the achieved samples.

- a) Advance letter included an invitation to complete a web survey
- b) Advance letter included a \$5 bill and invitation to complete a web survey
- c) Advance letter included a \$10 bill and invitation to complete a web survey
- d) Advance letter stated that an interviewer from Tetra Tech would be calling them to complete a telephone survey

Treatment A contrasts with the initial survey's use of an advance postcard with the use of an advance letter and allows us to assess any differences between these two types of advance notification. Treatments B and C introduce cash incentives and Treatment D offers a mode comparison with the first treatment group and the initial survey design.

As shown in the chart below, response was highest from the households given a \$10 cash incentive (33 percent). Response was about seven to ten percentage points lower for households not given an incentive and interviewed by telephone (26 percent) as well as households in the Web + \$5 incentive group (23 percent). There is no appreciable difference between a web survey that uses an advance postcard versus an advance

letter; both designs yielded very low response (less than 4 percent). Ongoing analyses of the survey data will examine whether there are systematic differences in responses and respondent characteristics by survey mode.



Among the three treatments with viable response rates, the web survey with a \$5 cash incentive was the most cost-effective. Despite a doubling of the prepaid cash incentive, the Web + \$10 incentive was the second most cost-effective approach. Given the amount of interviewer and supervisor hours required to conduct high quality telephone interviews, the advance letter + telephone interview was the least cost-effective of the three treatments with viable response rates.

These findings are consistent with a large and established literature in survey research demonstrating that cash incentives are cost-effective and maximize survey response across varied populations and survey designs (Singer 2002). Of course, response rate and cost alone should not determine survey design or the selection of mode. Quality of the sample frame, representativeness of achieved samples, questionnaire content and complexity, and the relative importance of an interviewer to elicit thorough responses are just a few of the factors that should inform survey design.

As evaluation, measurement and verification (EM&V) findings continue to face higher levels of scrutiny, so should the methods we employ to collect the data to inform the findings. Poor data can result in biased results and undermine EM&V efforts. It is important for the evaluator to continue to assess data collection alternatives that will provide high quality data to our clients, cost-effectively and efficiently.

References

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Pam Rathbun, Peg Kreckler and Laura Schauer are directors at [Tetra Tech](#), a leading provider of consulting, engineering, and technical services worldwide.

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Oil and Gas – Where the Candidates Stand

by Sarah Battaglia



Sarah Battaglia

The 2012 presidential election is drawing near and many citizens remain undecided on whom to give their vote to. There are a handful of topics that may influence one's vote including health care, education, taxes and creating jobs. However, one topic remains ever popular and controversial: oil and gas. Both President Obama and Mitt Romney have their opinions on the matter, which are quite conflicting.

In March 2010, President Obama revealed his plan to increase US oil production by expanding available sites for offshore drilling. These sites included the Gulf of Mexico, Alaska, and multiple areas along the Atlantic coast. Weeks later, the BP oil spill in the Gulf of Mexico forced Obama to reconsider opening so many coastal areas to offshore drilling and develop a "go slow" approach on deep-water drilling permits. However, during his State of the Union address earlier this year, President Obama announced his plan to begin opening more than 75 percent of the potential offshore drilling sites once again.

Republican candidate Mitt Romney has an opposing view regarding onshore and offshore drilling. He plans to eliminate the federal permitting barriers and give states the major authority over energy development. His plan would permit drilling wherever it could be done safely, which he claims would greatly boost US oil and gas exploration.

In regards to the Keystone XL Pipeline, which would bring oil from Canada to Texas, Obama and Romney have differing views. On January 18, 2012, the Obama administration suspended this plan, claiming the congressional deadline made it impossible to properly assess the environmental concerns.

On the opposite end of the spectrum, Romney declared his plan to approve this pipeline on day one, stating, “Canada and Mexico have extraordinary resources of their own that can provide secure, reliable supplies for our economy.”

In his State of the Union address, President Obama encouraged the process of hydraulic fracturing and required all drilling companies to disclose the chemicals they use during the process. Along with creating over 600,000 jobs, the process of fracking will build upon the US supply of natural gas. “We have a supply of natural gas that can last America nearly 100 years, and my administration will take every possible action to safely develop this energy.”

While Romney also supports hydraulic fracturing, he believes the federal regulations are burdensome. His “Believe in America” plan proclaims, “While fracking requires regulation just like any other energy-extraction practice, the EPA in a Romney administration will not pursue overly aggressive interventions designed to discourage fracking altogether.”

With such opposing views, you may have already made up your mind about who you plan to vote for in this election. The topics mentioned above are just a few of the issues you should consider when making your decision. Please be sure to take into account the candidates’ opinions on all issues regarding our country. Whether you are Democrat, Republican or independent, for clean energy or against it, you are encouraged to visit your local polling place and cast your vote on November 6.

Sarah Battaglia is the Social Media Marketing Coordinator at [Energy Curtailment Specialists, Inc.](#)

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AESP News

Enter the AESP Awards

AESP is seeking nominations for the 2013 Energy Awards. It’s time to get recognition for your team and the hard work you do! You can also nominate a person or a program that you admire. The award categories are:

- Outstanding Energy Efficient Technology Deployment of the Year
- Outstanding Achievement in Marketing Communications
- Outstanding Achievement in Market Research and Evaluation
- Outstanding Achievement in Pricing and Demand Response
- Outstanding Achievement in Energy Program Design and Implementation (Residential and Commercial/Industrial)
- B. H. Prasad Award for Outstanding Contribution to AESP (individual award)

• “One to Watch” Award for Outstanding Achievement by a Young Professional (30 or younger)

[Click here](#) to submit a nomination. The fee is \$50 per entry and the deadline is **November 5**. (There is no fee for the B. H. Prasad or “One to Watch” award.) The awards, sponsored by Cadmus, will be presented at AESP’s 23rd National Conference on January 29, 2013 in Orlando.

12th Annual AESP-NEEC Conference



On October 2, over 125 energy efficiency professionals gathered in Westborough, MA for the joint conference of the AESP Northeast

Chapter and NEEC. Kicking off the conference was Chapter President Bill Norton.

AESP Mourns the Loss of Former Board Member Elizabeth Hicks

AESP is saddened to hear of the recent passing of Elizabeth Hicks, principal consultant at DNV KEMA and a longtime friend and outstanding supporter of AESP. Liz passed away in Australia after a sudden and short illness. A valued member of the KEMA team since 2002, it was her passion for energy efficiency that led her to the Sydney office in 2011 to help grow their business in that region. Prior to KEMA, she spent 16 years at National Grid, where she led evaluation, research and planning initiatives. Liz served on AESP’s Board of Directors from 1994 to 2006, and during her long service, was instrumental in shaping the association that we know of today. Besides AESP, she was also involved with other industry groups notably CEE and IEPEC. Her passion for life and her energy will be sadly missed and our industry is a little dimmer with her passing. Our condolences go out to her family and friends.

Get to Know Your AESP Member Benefits

Are you making the most of your AESP membership? Do you know about all of your benefits including the new Commission Database, Resource Library, Member Directory, Chapters and Topic Committees, and the opportunity to present at an AESP conference? Join the Member Benefits Brown Bag on October 25, and find out more! [Register now.](#)

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News Releases and Announcements

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[Aclara to Deploy Integrated Consumer Engagement and Demand Response Solutions at Fort Collins Utilities](#)

[Cooper Lighting Hosts DesignLights Consortium’s Stakeholder Meeting](#)

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