

Strategies



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Letter from the AESP Chair

The inspiration To Do Something Great? Almost.

by John Hargrove



John Hargrove
NV Energy

An interesting thing happened to me a few weeks ago during President Obama's State of the Union speech. I heard a politician say something that didn't quite make sense to me. Let me tell you what I thought I heard.

But first, a little history. Four years ago, I finally got to make a home improvement that many of us (OK, mostly us guys who like big toys and lots of tools) really want, a new garage. Now we tried to do it right the first time, so we built it pretty big, 24' by 40' for those of you who really care about the important things. And I have been working on it sloooowly, ever since. New wiring with lots of electric outlets, one every four feet, was the first task I completed. And now I am on the second phase (But John, you said you built it four years ago and you have just finished the wiring? Funny, my wife has made the same comment). It's time to insulate the walls. A miserable job if ever there was one. But, that's the kind of stuff I like to do, so feel free to judge.

Flash forward to February 12, 2013, and I am out in my "Garage-Mahal" after work and hanging insulation, and I hear the following words from the President emanate from my radio, "Let's cut in half the energy wasted by our homes and businesses over the next 20 years." I must admit, being an energy efficiency guy for the last 30 or so years, I started to wonder if I had actually heard what I thought I heard. Was the challenge the President was laying down to all of us to cut in half the energy WASTED in our homes and businesses or the energy USED? He said the former but, did he mean the latter?

Either way, it is good for the future of energy efficiency, and for us who work in this area, provided what follows in the wake of this speech are concerted actions to take us there. I am reminded of President Kennedy's 1961 speech in which he challenged America by saying, "I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth" — a clearly defined mission statement followed by concrete actions that led to the landing on the moon in 1969 and to America's preeminence in space exploration ever since.

So was the comment that President Obama uttered enough to get us all to start a new Efficiency Dash (I can't come up with an energy-related tag line as cool as Space Race)? Is there a clear goal? A well-defined finish line? It would appear not. At least, not yet.

Perhaps soon, we, the people of the energy efficiency industry, and the rest of the American people will get more detail on just what kind of challenge it really was, or is, or will be. I look forward to hearing more.

In the meantime, I am going to continue hanging insulation in my beloved garage and I will end up cutting the energy wasted in it by more than half — unless the President gives

MARCH 2013

Upcoming Events

Chapter Events

March 20 — Midwest Chapter
Energy Efficiency Solutions for
Manufacturing and Industrial Customers

Brown Bags

March 14
[Effective Presentation Skills: Design & Delivery](#)

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

AESP Training Courses

April 29
[Overview of the Principles of DSM](#)
Dallas

May 1-2
[Strategic Marketing of your EE Programs](#)
Dallas

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

April 29-May 1, 2013
[AESP Spring Conference](#)
Dallas

Sept. 30-Oct. 2, 2013
[AESP Fall Conference](#)
Seattle

January 27-30, 2014
23rd National Conference
San Diego

me a more direct challenge to cut the energy I use there by half. To do that, I might have to remove some of those new outlets I installed.

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Industry News

"Energy Efficiency Findings Defy Conventional Wisdom"
"A New Standard for the Smart-Grid-Ready Home Appliance"
"Power Bills: Changes in Corporate Behavior Help Control Costs"
"Honeywell, Opower Link Utilities With Homeowners to Stabilize Grid"
"NIST Targets Energy Apps With Green Button Tools"
"LEDs Emerge as a Popular 'Green' Lighting"
"The New Face of Efficiency"
"Surge Expected for Utility Customer-Funded Energy Efficiency Programs"

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ANSI Begins Energy Efficiency Standards Development Roadmap Effective Methods of Engaging Small Businesses in Energy Efficiency

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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.

Energy Efficiency Findings Defy Conventional Wisdom

FierceEnergy (02/12/13) Lundin, Barbara Vergetis

Half of all energy efficiency savings in commercial buildings are achievable through operational improvements — at little or no cost to building owners and operators, according to research of the medium- and large-scale U.S. commercial building market conducted by building energy analytics company FirstFuel. "Our deep analysis of interval data reveals that a vast savings opportunity still remains largely untouched," says Swapnil Shah, co-founder and CEO of FirstFuel. "These findings show that the commercial building sector has a chance to essentially double the potential for energy savings, while simultaneously slashing efficiency implementation costs by a significant margin." Utilities and government agencies are increasingly seeing the opportunities for operational improvements in commercial buildings as the path forward to help them meet energy efficiency targets. The FirstFuel analysis concluded that 51 percent of all energy efficiency opportunities from the sample could be achieved through low and no-cost operational improvements. When extrapolated to the entire U.S. commercial building market, the total savings potential from operational improvements represents a \$17 billion opportunity. The analysis also yielded insights into the most common operational savings opportunities, including HVAC scheduling, equipment sequencing, and simultaneous heating and cooling. Such inefficiencies are sometimes difficult to uncover, but can be implemented immediately once identified.

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A New Standard for the Smart-Grid-Ready Home Appliance

Greentech Media (02/11/13) St. John, Jeff

The new CEA-2045 standard is intended to make every appliance smart grid-ready. The standard defines a "modular communications interface" (MCI), which is similar to a USB port standard for such appliances as water heaters, air conditioning units, pool pumps, and electric vehicle chargers. "These are the four types of appliances being built by unnamed firms ahead of trials of the new standard with utilities in 2013," says Brian Seal,

WELCOME & THANK YOU to our New and Renewing Members!

New Individual Members

Alan Stoinski, Cheyenne Light Fuel & Power
Alison El-Cassabgui, McGrann Associates
Autumn Curilla, GDS Associates
Bethany Reinholtz, GDS Associates
Bill Weber, Aclara
Chris Brooks, Dexma
Colleen Battigelli-Smith, Manitoba Hydro
Debbie Brannan, Navigant
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Ricky Gratz, Opower
Roberto Pantoja, Opower
Ron Lefebvre, Greater Sudbury Hydro
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Tessa Shin, AFC First Financial Corp
William Fenimore, MaxLite

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FirstFuel Software

Renewing Group Members

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Manitoba Hydro

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?

"We're looking for vendors who do low flow showerhead fulfillment through the mail. If you offer this service, will you please e-mail me offline: kyoungblood@peci.org."

To subscribe to the listserv, email your

EPRI technical executive. He says new CEA 2045-compliant appliances are being manufactured such that they can be mass manufactured. To achieve this, participating companies are investing in the appliances' tooling, plastic molding, and sheet metal fabrication to build MCI ports into every appliance. "Companies are also addressing UL certifications and other key validations in order to migrate the MCI-equipped appliances into commercial and retail markets," says Seal. A report by the Consumer Electronics Association concludes that the standard "details the mechanical, electrical, and logical characteristics of a socket interface that allows communication devices" to be separated from end devices. In other words, the communication devices, dubbed, "universal communication modules," (UCMs) link various networks to the smart grid. The MCI protocol uses the RS-485 and Serial Peripheral Interface (SPI) supported by the majority of silicon chips, and can pass standard protocols from the communications module to the end-device, including Internet Protocol (IP), OpenADR, and Smart Energy Profile. Network security is provided through transport protocols like Wi-Fi, ZigBee, HomePlug, Z-Wave, and LonWorks.

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Power Bills: Changes in Corporate Behavior Help Control Costs

Financial Times (01/29/13) Pfeifer, Sylvia

Corporations and governments around the globe are overhauling how they control energy costs. The European Union, for instance, has set a target of increasing energy efficiency by 20 percent by 2020. In 2012, the U.K. government estimated that "cost-effective energy efficiency potential could save the amount of energy equivalent to 22 power stations by 2020." It has also streamlined the U.K. carbon trading scheme, now dubbed the CRC (carbon reduction commitment) energy efficiency scheme. Scandinavia retailer IKEA has launched a land-based wind power project in Sweden expected to become operational in 2015. The planned wind farm is expected to generate 90 MW of electricity that will power stores owned by IKEA, which hopes to invest up to 1.5 billion euros in renewable energy, especially solar and wind. Ben Warren at Ernst & Young says any corporate energy plan should deliver savings on "a reasonable timescale to give payback on the investment." Ian Kelly, chief executive of Matrix, which helps retailers shrink their power bills, says it is worthwhile to incentivize companies to reduce their energy consumption. Kelly's team reduces corporate energy use by about a fifth by installing a remote management system that turns devices on and off. Other efficiency measures include smart utility metering, low energy hand dryers, and even constructing on-site combined heat and power plants. Companies can also use more efficient LED lighting to generate savings; this enabled IKEA to save 97,000 euros per store as a result of installing LEDs across its portfolio.

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Honeywell, Opower Link Utilities With Homeowners to Stabilize Grid

Electric Light & Power (01/13)

Honeywell and Opower have unveiled new technology designed to draw more homeowners to utilities' voluntary programs to curb energy demand. The new Energy Management Platform strives to balance comfort, convenience, and cost while combining demand response and energy-efficiency programs for utilities, which typically have been separate activities. A 2012 E Source survey of more than half of the demand response programs nationwide found that the average participation rate for residential customers is 13 percent. Honeywell and Opower anticipate that the new platform will drive rates to at least 20 percent, a more than 50 percent increase, due to such consumer-friendly features as mobile access to energy information and control. This would provide an extra 220 MW of peak shed capacity just to the utilities surveyed, equivalent to the output of more than four gas-fired peaking plants. The platform uses Honeywell's Wi-Fi thermostat and Akuacom utility management software with Opower's interactive, cloud-based application to give homeowners the ability to view and adjust energy use from any location by using a smartphone or the Internet. Honeywell and Opower are now testing the platform in a trial with Pacific Gas and Electric Co. involving more than 500 free thermostats. The thermostat and app are estimated to help save up to 5 percent of whole-house electricity and gas use. The trial will conclude in the first quarter of 2014, but PG&E's initial findings show that the technology is accessible and intuitive to customers. The platform's Demand Response Automation Server creates a secure, two-way path between the utility operations center and residence.

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NIST Targets Energy Apps With Green Button Tools

InformationWeek (02/07/13) Malykhina, Elena

The National Institute of Standards and Technology (NIST) has unveiled a new user guide for its software development kit (SDK) designed to help electric utilities build Green Button applications. Green Button apps lets users see their energy consumption when they click a green button on a Web site. The user guide contains documentation on the SDK to allow utilities and vendors to develop Web services and applications that communicate and handle Green Button data, according to NIST. The guide includes information on how Green Button data is composed and how it fits together, how to make Green Button data accessible to users through XML style sheets, sample source code, and examples of finished data sets. The Green Button initiative commenced in September 2011 in response to a White House call to action for utilities and energy service providers to create a consumer-friendly format for energy usage data. Nine utilities and electricity suppliers joined the effort in late 2012, giving more than 15 million Americans access to their energy usage online. The U.S. Energy Information Administration (EIA) recently said its interactive electricity data browser has left the beta testing phase and is now live. The browser gives the public access to such data as electricity generation, retail sales, average electricity prices, and the cost and quality of fossil fuels used to generate electricity. Electricity information can be viewed at a national level or narrowed down to a specific state. For instance, the power plants located near the New Orleans Superdome that experienced power failures can be viewed.

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LEDs Emerge as a Popular 'Green' Lighting

New York Times (01/22/13) Cardwell, Diane

The LED (light-emitting diodes) bulb has emerged as a long-awaited energy efficient replacement for the standard incandescent bulb. Although priced at nearly 20 times more than the old-fashioned incandescents, bulbs based on LEDs last much longer and use far less electricity, a saving that homeowners are beginning to recognize. Prices for the bulbs are falling steadily as retailers like Home Depot and Lowe's sell them aggressively and manufacturers improve the technology. Because the light in LED bulbs comes from chips, companies have been able to develop software applications that let users control the bulbs, even change the color of the light, with tablets and smartphones. Apple sells a three-pack of such bulbs, made by Philips, with the hardware to operate them for about \$200. "You're seeing all of your growth in the LED category," says Brad Paulsen, a Home Depot merchant. "We absolutely expect LED technology in four or five years to be the most popular lighting technology that's out there." In 2012, LED sales, though small at about 3 percent of the residential market by some estimates, grew faster than those of any other lighting technology, according to retailers and analysts. Among A-type bulbs, the most common, LEDs will outsell incandescents in North America in 2014, according to projections by IMS Research. The electronic research firm estimates that LEDs will become the most popular A-type technology by 2016, with North American shipments reaching almost 370 million. Meanwhile, in an effort to transform light bulbs from a cheap, disposable product into something that consumers might show off to their friends, manufacturers have been adding functions that could ultimately fit into a larger home automation system. Often Bluetooth- or Wi-Fi-enabled, a new generation of LED bulbs offers all manner of new remote controls and automatic responses.

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The New Face of Efficiency

Builder (01/14/13)

The 2013 New American Home has an extensive and comprehensive high-performing design that can be adapted to any home in any place. The New American Home achieves LEED-H Platinum and National Green Building Standard Emerald certifications and incorporates energy efficiency, indoor environmental quality, safety, comfort, accessibility, and market value. Energy efficient features include creating airtight thermal shells with foam insulation, and using solar energy for heating water and climate control. The home is expected to consume 67 percent less energy to heat and 83 percent less energy to cool than a standard home. Other energy efficient features include LED and CFL lighting, ENERGY STAR® appliances, sealed ductwork, and HVAC systems located in conditioned space. The home's water conservation features include EPA Water Sense fixtures, low-volume and soil moisture-controlled irrigation, and potable water filtration. Features such as an ultra-violet light air treatment system, low and non-emitting products,

and minimum MERV 8 air filtration help improve the indoor environment of the New American Home.

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Surge Expected for Utility Customer-Funded Energy Efficiency Programs

Renew Grid (01/13)

Spending on energy efficiency programs funded by U.S. electric and natural gas utility customers will double by 2025 to about \$9.5 billion per year, according to a new report from the Lawrence Berkeley National Laboratory. By 2025, the report says states in the Midwest and South could account for 49 percent of total U.S. spending on customer-funded energy efficiency programs, up from 27 percent in 2010, while only a handful of states would not have significant customer-funded efficiency programs. The projected growth in program spending is driven by policies in a number of states requiring that utilities obtain all cost-effective energy efficiency savings, according to the report. Another driver is energy efficiency resource standards, which require electric utilities to meet minimum energy savings goals each year.

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Featured Articles

ANSI Begins Energy Efficiency Standards Development Roadmap

The American National Standards Institute (ANSI) has initiated the Energy Efficiency Standardization Coordination Collaborative (EESCC), a stakeholder process to solicit input regarding relevant standards, codes, guidelines, and conformance programs that are available or under development, and what perceived gaps currently exist in energy efficiency standardization and conformance activities. The goal is to develop a roadmap pointing to the development of energy efficiency standards.

The EESCC is focused on energy use in buildings, and has five working groups covering different sub-fields of energy efficiency

- WG1: Building energy and water assessment and performance standards (including diagnostic test procedures and health and safety testing)
- WG2: Systems Integration and Systems Communications (encompassing communications between building automation/operation systems, equipment, and the electric grid)
- WG3: Building energy modeling, rating, and labeling (includes whole building modeling from design to construction, as well as rating and labeling for energy performance)
- WG4: Evaluation, measurement, and verification (encompassing EM&V; energy performance metrics; and standardized and portable data collection and reporting)
- WG5: Workforce credentialing (including standards for workforce training and certification programs, and workforce skills standards)

The EESCC is compiling a database of all current standards, codes, requirements and guidance documents. Based on that foundation, it will consider the potential for standards and gaps to be addressed before standardization can begin.

For more information, go to http://www.ansi.org/standards_activities/standards_boards_panels/eesc/overview.aspx?menuid=3#.US-OUqUkbnE.

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Effective Methods of Engaging Small Businesses in Energy Efficiency

by Sharon Mullen

DSM among small businesses has proven a tough nut for utilities to crack. Conversely, small business owners demand that they quickly recoup any time or money invested in DSM. As a graduate school project, I attempted to find an effective way for utilities to reach small business owners about energy efficiency.



Sharon Mullen

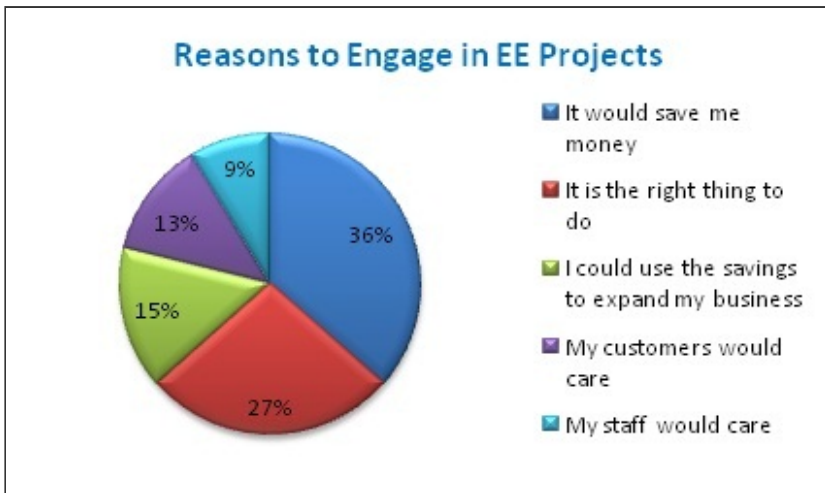
Survey of Small Business Owners

My project studied the attitudes toward and barriers to energy efficiency (EE), and best methods of engaging small business owners (SBOs) via an online survey. All the SBOs are members of the local chamber of commerce; all lease their facilities; 77 percent have been in their present location for over four years; and 69 percent anticipate remaining in their location for four or more years.

A link to the survey was emailed twice over 12 days; and a random 35 percent of the list received a phone call encouraging them to complete the survey. The response rate was 14 percent.

The utility servicing this community aggressively markets evaluations through email blasts and media campaigns. It is mandated by the PUC to achieve a determined level of DSM and to provide free evaluations under an energy conservation cost recovery program. No proprietary utility information was used in this study.

There is no direct install program. It is not surprising, therefore, that the utility does not track customer inquiries, evaluation requests or follow-up, making it difficult to analyze the effectiveness of their programs other than through general changes in demand.



The Findings

Motivation

Saving money and reinvesting funds saved through EE, accounts for 51 percent of the primary motivators for SBOs. Over a quarter of respondents would engage because it is the right thing to do, and another 22 percent are motivated because their customers or staff would care.

When asked if they would consider EE if relocating, the majority would, and also pay a significant portion of the reduced utility expenses back in increased rent or Common Area Maintenance (CAM) fees.

Reaching SBOs

The utility is the primary, trusted source of information about EE. Yet, its DSM programs — from free energy evaluations to incentives — are not fully known to the SBOs. Not only do the majority of SBOs not know about any program for their business, 73 percent cannot recall ever seeing any

Willingness to Pay	Percentage
\$128 or More	8%
\$101-125	0%
\$76-100	17%
\$51-75	22%

communication from the utility regarding EE.

The lack of awareness is likely due to the communication vehicle. SBOs rated as Least Effective (scores of 1 or 2 on a scale of 5) each of these commonly employed methods: bill inserts, emailed newsletters, social media, webinars, or information through account log-in.

\$26-50	17%
Less than \$25	25%
No More	0%

SBOs selected “a presentation at a local organization (chamber of commerce, Rotary, etc.)” as the most effective means for a utility to reach them by both rank and rating. This was followed by “a presentation at a trade association meeting” and “a demonstration of products and programs.”

Of the SBOs most interested in EE, 40 percent preferred a presentation at a local professional organization; 40 percent most wanted to be able to log in to their utility account for specific information on programs and incentives; and 20 percent wanted a personal visit at their facility.

Small Business Barriers to Engaging in EE Projects



Time Components:
75% Freeing time from/relative importance compared to, other business activities.
13% Time to learn about EE.
12% Time to evaluate projects

Barriers to Engagement

Time, in various forms, is the greatest barrier to engagement. As one respondent said: *“If my average monthly bill is \$150 (a 15 percent reduction is) only \$22.50/month. However if it takes half an hour of administrative labor costs a month to implement /monitor it, I wouldn’t even break even.”* This barrier holds for 60 percent of the SBOs most interested in EE. Financing impedes the remaining 40 percent.

Communication

SBOs measure their energy use in dollars; the utility uses kilowatts. The utility devises programs for different rate codes; none of the SBOs know their rate code. The utility speaks in terms of teams devoted to an EE project; the SBO can’t imagine such a thing. When a SBO sees that an item on a webinar agenda is “Should you hire an energy manager?” they know they’re in the wrong place.

The utility posted industry-specific “business energy advisor” information for SBOs, but the information is out of date and does not apply to the service region. Clearly maintaining updated information is important in any program.

How to Engage SBOs

Results from the survey show that by rank and rating, SBOs want the utility to work through their property manager to offer programs to all tenants at once.

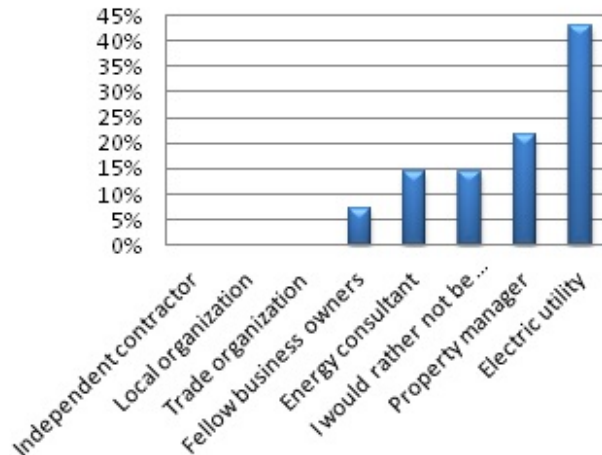
Likewise, SBOs most interested in EE wished to work through their property manager; they also asked to have a database listing either financing options or specific incentives available to them, or receive post-evaluation recommendations, savings and incentives.

Recommendations

Clearly, SBOs are asking that the utility meets them more than half way. The efficient, duplicable methods to reach this customer group are not effective. The utility reasonably demands a high rate of participation and return to justify the investment SBOs require. Fortunately, it is possible to create scale for the utility and efficiency for the SBO.

Generally, the utility should speak the SBO's language, empathize with their work conditions and respect their time. Information must be relevant to these customers. Reward them with actionable information from ten-minute segments, be it a presentation at a local meeting or multiple visits to a website. Websites should be beta-tested by SBOs for usefulness and ease of navigation.

Preferred Contact for EE



A utility may wish to test the results of this study by approaching property managers rather than tenants with a pilot program designed to engage a significant number of tenants in one complex, all at one time and through one project manager. It may consider such a pilot focused specifically on reducing peak demand, reducing stand-by power, or encouraging behavior modification.

The utility may entice property managers with the added value SBOs claim to see in an efficient facility. It may entice SBOs with an offer to highlight the business's EE efforts in the utility's advertisements, promoting the small business, demonstrating their concern for the community and generating goodwill while silencing the complaint ratepayers have of paying for a monopoly to advertise its products.

DSM may prove to be more important to the utility than to the SBO. However when utilities remove the hurdles for SBOs to engage in EE, the SBOs will reduce their energy use. This nut can be cracked.

Sharon Mullen is a graduate student at the University of Florida, transitioning into energy and focusing on DSM. She can be reached at sharonmullen@bellsouth.net.

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AESP News

[Submit abstract now. Present at National Conference 2014.](#)

The 24th AESP National Conference may seem a long way away (specifically January 27 -30, 2014 in San Diego) but we are now accepting abstracts for conference presentations. If you have knowledge to share in your area, submit an abstract for consideration before the deadline next week on March 15. Get more details at <http://aesp.org/associations/5980/files/AESP%20CallforAbstracts.pdf>

A Conference to Supercharge your EE Program

The AESP Spring Conference is just what you need. We will focus on emerging concepts, latest innovations and case studies in marketing and implementation. Sessions will cover behavior change, co-op marketing, on-bill financing, trade allies, segmentation, social media and more. [Registration has begun](#). So join us in Dallas this April 29-May 1.

The Geezers and the Geeks — AESP's Northwest Chapter Presentation

On January 16, AESP members in the Northwest had the privilege of hearing a fascinating presentation by Danielle Gidding on a growing issue in our field — the knowledge gap between seasoned experts and new EE entrants, and the possibility of losing this information when older staff retire. [Click here](#) to view the slide deck and notes from the presentation, and to join in the discussion!

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Opinion Dynamics Appoints New President and COO

EYP Energy and The Weidt Group Merge

Conservation Services Group Names New Executive Vice President of Software and Services

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