

# EnergyWatch



*August 2011*

<http://www.attardimarketing.com/energywatch/>  
[www.energywatchblog.com](http://www.energywatchblog.com)

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*The saddest thing in life is wasted talent and the choices that you make will shape your life forever.  
A Bronx Tale*

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## *Something to Think About... Colin Powell's Speech*

If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.

The less you associate with some people, the more your life will improve. Any time you tolerate mediocrity in others, it increases your mediocrity. An important attribute in successful people is their impatience with negative thinking and negative acting people. As you grow, your associates will change. Some of your friends will not want you to go on. They will want you to stay where they are. Friends that don't help you climb will want you to crawl. Your friends will stretch your vision or choke your dream. Those that don't increase you will eventually decrease you. Consider this: Never receive counsel from unproductive people. Never discuss your problems with someone incapable of contributing to the solution, because those who never succeed themselves are always first to tell you how. Not everyone has a right to speak into your life. You are certain to get the worst of the bargain when you exchange ideas with the wrong person. Don't follow anyone who's not going anywhere. With some people you spend an evening: with, others you invest it. Be careful where you stop to inquire for directions along the road of life. Wise is the person who fortifies his life with the right friendships. If you run with wolves, you will learn how to howl. But, if you associate with eagles, you will learn how to soar to great heights. "A mirror reflects a man's face, but what he is really like is shown by the kind of friends he chooses." The simple but true fact of life is that you become like those with whom you closely associate - for the good and the bad.

Note: Be not mistaken. This is applicable to family as well as friends. Yes...do love, appreciate and be thankful for your family, for they will always be your family no matter what. Just know that they are human first and though they are family to you, they may be a friend to someone else and will fit somewhere in the criteria above.

"In Prosperity Our Friends Know Us. In Adversity We Know Our friends."  
"Never make someone a priority when you are only an option for them."

## National Energy Issues to Watch...

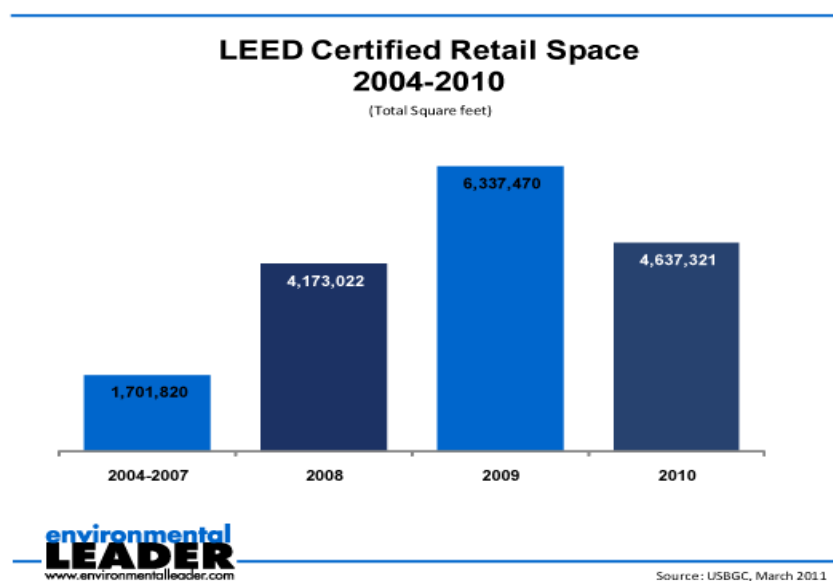
1. ***Derek Jeter Hit a Home Run for His 3,000th Hit, Becoming the First Player to Reach the Milestone Exclusively as a Yankee*** - Just in case you missed a bit of history, he did it at 2:00 pm on Saturday, July 9, 2011. [Derek Jeter](#) hit the milestone with a drive to left field with one out in the third inning against the Tampa Bay Rays at Yankee Stadium. He became the 28th major leaguer overall to get 3,000. In doing so, Jeter became the first player in the [Yankees'](#) storied history to reach the hallowed number. He singled in the first inning to get close, then got the historic home run in the third inning against Tampa Bay All-Star David Price.



2. ***FSG Comments on Lamp Prices Gone Wild*** - Here's an interesting post on Facility Solution Group's web-site [http://www.fsgi.com/images/lgttoolbox/fluorescent\\_lamp\\_volatility/index.htm](http://www.fsgi.com/images/lgttoolbox/fluorescent_lamp_volatility/index.htm) about the recent volatility in lamp prices due to the shortage in rare-earth phosphors used in the manufacturing processes for many lamps. Says FSG in the post, "Every major lamp manufacturer (GE, OSI, Philips, TCP, Maxlite, etc.) has announced scheduled price increases that will begin on July 5th and will likely continue at monthly intervals for the foreseeable future through 2012. The manufacturers have stated they will do all they can to manage and control the price increases by tying them only to the inflationary pressure associated with the rare earth elements. The posting also includes links to letters from various lamp manufacturers on their price increases. [www.fsgi.com](http://www.fsgi.com)
3. ***Most-Commonly Used T12 Fluorescent Lamps to Start Disappearing in Less Than One Year. "Don't Wait," National Lighting Bureau Advises*** - The most-commonly used four-foot, eight-foot, and two-foot (U-shaped) T12 fluorescent lamps will begin disappearing from distributors' and retailers' shelves in less than one year. The targeted lamps - long-time commercial-lighting staples - fail to meet efficiency standards that will go into effect on July 1, 2012, the National Lighting Bureau (NLB) reports. <http://www.nlb.org/index.cfm?cdid=10823&pid=10213>
4. ***LED Industry Faces Continued Challenges in 2H11*** - LEDinside, the LED research division of TrendForce, estimates that LED chip supply volume in 2011 is about 100 billion units and demand volume is around 89 billion units; an oversupply ratio reaches 12%. In addition, after LED chip makers' capacity expansion comes online in 2012, supply will increase rapidly. It is estimated that oversupply ratio will then rise to 21%. <http://electronicsfeed.com/news/398>



5. ***Economy Grew Only 1.3% in Spring after Nearly Stalling in Winter*** - The U.S. economy grew less than forecast in the second quarter, after almost coming to a halt at the start of the year, as consumers retrenched. Gross domestic product rose at a 1.3 percent annual rate following a 0.4 percent gain in the prior quarter that was less than previously estimated, Commerce Department figures showed today in Washington. The median forecast of economists surveyed by Bloomberg News called for a 1.8 percent increase. Household purchases, about 70 percent of the economy, climbed 0.1 percent. Slower job and income gains raise the risk that a pickup in purchases during the remainder of 2011 will fail to materialize. 7/27 MoneyNews.com
  
6. ***Finding the End of the Tunnel for OLED Lighting*** - Organic light-emitting diode (OLED) lighting has received much attention due to the potential of the technology for unique designs and cheap devices. However, the current state of OLED lighting – with high cost, modest efficacy, and poor lifetimes – is far from realizing that potential. OLED will continue to lag other lighting technologies on price, and therefore will only command a \$58 million 2020 market share. New applications that take advantage of OLED’s unique properties – such as flexibility and transparency – while absorbing a high price are required for initial OLED growth, and OLED will remain a minor player in lighting until such applications are uncovered. [https://portal.luxresearchinc.com/research/report\\_excerpt/8250](https://portal.luxresearchinc.com/research/report_excerpt/8250)
  
7. ***LEED Certified Retail Space, 2004-2010*** - <http://www.environmentalleader.com/charts/leed-certified-retail-space-2004-2010>



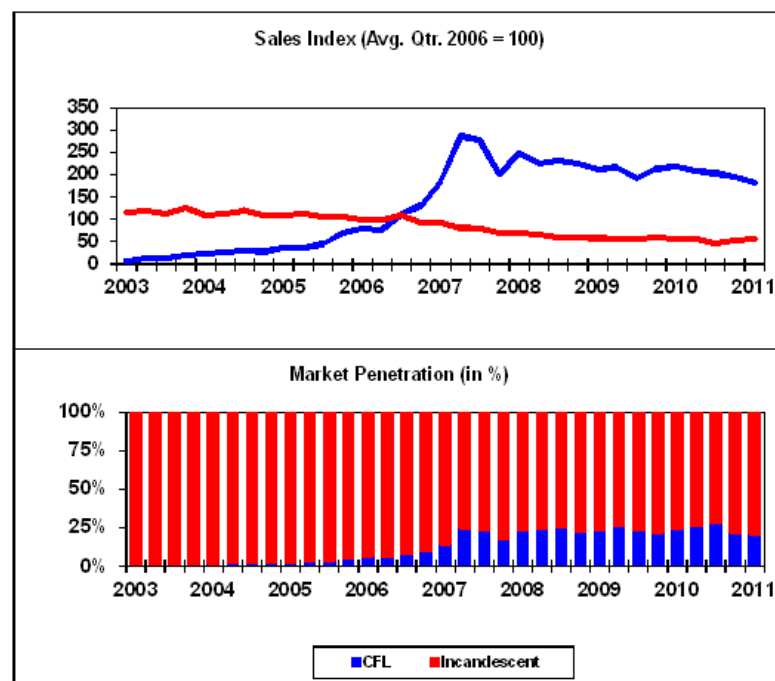
8. ***The Bedford Report Provides Equity Research on Cree & Veeco Instruments*** - Despite near-term headwinds, the LED market remains well positioned for growth. While the "backlighting" market for LEDs has slowed significantly this year, LEDs are on the verge of overtaking both incandescent and fluorescent light bulbs, in terms of use, as governments, businesses and consumers seek to curb emissions. The Bedford Report examines the outlook for companies in the semiconductor equipment and materials industry and provides stock research on Cree, Inc. and Veeco Instruments, Inc. Access to the full company reports can be found at: [www.bedfordreport.com/CREE](http://www.bedfordreport.com/CREE)

**9. Unemployment Rises to 9.2 Percent in June as Employers Add Only 18,000 Jobs** - Hiring slowed to a near-standstill last month. Employers added the fewest jobs in nine months and the unemployment rate rose to 9.2 percent. The economy generated only 18,000 net jobs in June, the Labor Department said Friday. And the number of jobs added in May was revised down to 25,000. The latest report offered stark evidence that the recovery will be painfully slow. Businesses added the fewest jobs in more than a year. Governments cut 39,000 jobs. Over the past eight months, federal, state and local governments have cut a combined 238,000 positions. 7/08 Washington Post

**10. House Votes Down "Light Bulb Ban" Bill** - A bill to beat back what critics are calling a ban on traditional light bulbs failed in the House of Representatives Tuesday. The "Better Use of Light Bulbs Act," or BULB Act, would have repealed the efficiency standards set under the Energy Independence and Security Act of 2007. The vote was 233 in favor to 193 opposed - it failed because it was brought to the House floor in a way that required a two-thirds majority. Even if the bill had passed it would have been extremely unlikely to get through the Democrat-controlled Senate. The coming standards have caused a run on traditional incandescent bulbs in some home improvement stores, with some consumers stockpiling them before the standards go into effect. 7/12 CBS News



**11. NEMA's CFL Index Continues Retreat at the Start of 2011-** NEMA's CFL index retreated for the fourth consecutive quarter in Q1 of 2011, registering a reading of 180.8, a decline of 16.8 percent on a year-over-year basis. Incandescent lamp shipments fared better, showing an increase of 6.4 percent over the previous quarter. With a first quarter reading of 57.0, the index remained unchanged from the same period last year. Incandescent lamps remained dominant by increasing to a 79.0 percent share, an increase of 1.1 percentage points over fourth quarter 2010. CFLs gave back market share gained over the last three years decreasing to 21.0 percent, their lowest share since the fourth quarter of 2007. <http://www.nema.org/media/pr/20110714a.cfm>



**12. Housing Starts for June Show Improvement** - Monthly housing starts for June rose above the 600,000 mark for the first time since January, according to data released 7/19 by the Commerce Department. Housing starts increased to a seasonally adjusted annual rate of 629,000 in June, up 14.6% from the revised May estimate of 549,000. Single-family starts also showed a big improvement -- up 9.4% to a rate of 453,000. The 629,000 annual rate came in much higher than anticipated by most forecasts, which had called for a rate of about 570,000.  
<http://www.census.gov/const/newresconst.pdf>

**13. New Energy Star Initiative Recognizes Cutting-Edge Products with Highest Energy Efficiency** - "Most Efficient" designation will help shoppers reduce their energy bills, provide incentives for manufacturers to innovate, and protect Americans' public health and environment. The U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) today are announcing for the first time products recognized as the most energy-efficient in their categories among those that have earned the Energy Star label. The new designation of Most Efficient aims to provide all manufacturers with an incentive for greater product energy efficiency while providing consumers new information about the products that comprise the top tier in the categories.  
<http://www.energy.gov/news/10426.htm>

**14. The Top 200 by Jim Lucy, Chief Editor, and Doug Chandler, Executive Editor** - With an estimated \$44.9 billion in sales, Electrical Wholesaling estimates Top 200 distributors controlled 56 percent of the \$80.1 billion in 2010 sales through electrical distributors. According to *EW* estimates, these 200 companies had 44,314 employees, 4,575 branches and average sales-per-employee of \$624, 204.  
<http://ewweb.com/top200/2011/top-200-analysis/>

Rank	Company	Headquarters	2010 Revenue
1	Sonepar North America*	Paris, France	5,238,000,000
2	WESCO International Inc.	Pittsburgh	4,880,835,000*
3	Rexel (Rexel/Gexpro)*	Dallas	4,793,000,000
4	Graybar Electric Co.*	St. Louis, MO	4,616,377,000*
5	Anixter International	Skokie, IL	3,889,400,000*

**15. Plasma Street Light Offers Efficient Alternative to HID Lighting** - Deco Lighting introduces the DP400 Plasma Street Light featuring revolutionary new LEP (Light Emitting Plasma) technology. Based on LEP (Light Emitting Plasma) technology, DP400 employs 280 W plasma lamp and produces 23,000 lm of white light with up to 95 CRI and efficiency as high as 115 lm/W at source. Luminaire is digitally compatible with intelligent lighting network systems for remote monitoring, diagnostics, and programmable dimming/switching control. Rated for 50,000 hr service life, product measures 23.6 x 16 x 6.4 in. and may be used in new and retrofit street and roadway lighting. For more information visit - [www.getdeco.com](http://www.getdeco.com)

**16. Lighting the Future of Efficiency** - LEDs are no longer a trend, and as a rechargeable platform they are the best technological development in lighting history. <http://www.inddist.com/Content.aspx?id=1608>



**17. Building Codes Race to Get Green** - The development of national model green building codes and standards has become a dominant focus in the regulatory arena today. Multiple code documents are now available or are scheduled for completion before the end of 2011, and consideration of these model codes by local and state regulators is accelerating.

<http://www.buildings.com/Awards/ArticleDetails/tabid/3406/ArticleID/12355/Default.aspx>

**18. LG Countersues Osram in Korea for Alleged Patent Infringement** - In response to patent infringement litigation from Osram, Siemens' lighting business unit, LG Electronics and LG Innotek in Korea filed a counter claim of infringement, according to a Reuters [article](#). LG joined Samsung LED in countersuing Osram after Osram brought patent litigation against the two companies in the USA, Germany, and Japan. Osram claimed that Samsung and LG infringed its patents on white and surface mountable LEDs. Osram said it is seeking compensation for the alleged infringement. On Friday, LG said it had filed the complaint along with its component unit LG Innotek and planned to take similar actions in other major markets including China and the United States. 7/08 LIGHTimes

**19. U.S. DOE Releases Six Fact Sheets to Help Facilities Managers, State, and Local Energy Officials Benchmark Performance-Based Efficiency Improvements** - The U.S. Department of Energy has released six fact sheets to assist American Reinvestment and Recovery Act grantees and end-users in benchmarking energy efficiency upgrade costs and expected annual savings. The fact sheets are directed at municipal, state, and federal government buildings, healthcare facilities, universities, colleges, and K-12 schools. They provide information on the typical range of project installation costs, savings, and payback times from energy retrofits completed by energy service companies (ESCOs). Download the ESCO benchmarking project fact sheets here:

[http://www1.eere.energy.gov/wip/solutioncenter/buildings/performance\\_contracting.html](http://www1.eere.energy.gov/wip/solutioncenter/buildings/performance_contracting.html)

**20. HID Lamp Dimming by Craig Dilouie, 7/18** - <http://lightingcontrolsassociation.org/hid-lamp-dimming/>

Dimming is growing in popularity due to energy codes, green construction and user interest in flexibility and maximizing energy savings. High-intensity discharge (HID) lamp dimming is no exception, and with continuing development of electronic HID ballasts, continuous HID lamp dimming is easier to achieve, in a broader range of wattages, than ever before.



eHID ballasts from GE, Metrolight, Sylvania, Philips, ULT and Empower

**21. DOE Publishes Updated SSL Manufacturing R&D Roadmap and 2011 Workshop Report** - The U.S. DOE has published the 2011 edition of the Solid-State Lighting (SSL) Manufacturing R&D Roadmap, and has posted the summary report from the third annual SSL Manufacturing R&D Workshop, which was held in Boston April 12-13. Complementing the SSL R&D Multi-Year Program Plan (MYPP) that guides the Core and Product Development R&D programs, the Roadmap's primary goal is to guide the manufacturing R&D program and help direct funding solicitations for it. Like the Roadmap, the workshop is a key component of an initiative launched by DOE in 2009 to enhance the quality and lower the cost of SSL products through improvements in manufacturing equipment and processes and to foster a significant manufacturing role in the U.S. To download a PDF copy of the updated Roadmap, see [www.ssl.energy.gov/techroadmaps.html](http://www.ssl.energy.gov/techroadmaps.html). A PDF copy of the workshop report at [www.ssl.energy.gov/boston2011\\_materials.html](http://www.ssl.energy.gov/boston2011_materials.html)



**22. DOE Municipal Solid-State Street Lighting Consortium** - The DOE Municipal Solid-State Street Lighting Consortium shares technical information and experiences related to LED street and area lighting demonstrations. The Consortium also serves as an objective resource for evaluating new products on the market intended for street and area lighting applications.  
<http://www1.eere.energy.gov/buildings/ssl/consortium.html>

**23. Newest Electronic Ballasts Cut Energy Costs by Up To 45%** - The NEMA Premium Electronic Ballast Program is another industry effort to widen the use of high-efficiency products. Late in 2009, NEMA published BL 2-2009 Energy Efficiency for Electronic Ballasts for T8 Fluorescent Lamps, which revised the 2007 version. NEMA's BL 2 contains energy-efficiency requirements for evaluating electronic ballasts designed for use with four-foot 32W T8 fluorescent lamps with a lumen output greater than or equal to 3100 lumens. It covers definitions, requirements, and markings. NEMA's Ballast Program provides the method for identifying the most efficient T8 fluorescent ballasts available in the market. <http://tedgreenroom.com>

**24. Success with Solid-State Lighting - Must be implemented by manufacturers by January 1, 2012.** Lighting Facts® is a program of the U.S. Department of Energy that showcases LED products for general illumination from manufacturers who commit to testing products and reporting performance results according to industry standards. For lighting buyers, designers, and energy efficiency programs, the Lighting Facts label provides information essential to evaluating products and identifying the best options. <http://www.lightingfacts.com/>

**Light Output/Lumens**  
 Measures light output. The higher the number, the more light is emitted.  
 Reported as "Total Integrated Flux (Lumens)" on LM-79 test report.

**Watts**  
 Measures energy required to light the product. The lower the wattage, the less energy used.  
 Reported as "Input Power (Watts)" on LM-79 report.

**Lumens per Watt/Efficacy**  
 Measures efficiency. The higher the number, the more efficient the product.  
 Reported as "Efficacy" on LM-79 test report.

**IESNA LM-79-2008**  
 Industry standardized test procedure that measures performance qualities of LED luminaires and integral lamps. It allows for a true comparison of luminaires regardless of the light source.

**Registration Number Model Number Type**

**Lighting Facts**  
 A Program of the U.S. DOE

**Brand X** — **Brand**

Light Output (Lumens)	840
Watts	9
Lumens per Watt (Efficacy)	93
Color Accuracy Color Rendering Index (CRI)	87
Light Color Correlated Color Temperature (CCT)	2900 (Warm White)

**Color Rendering Index (CRI)**  
 Measures color accuracy.  
 Color rendition is the effect of the lamp's light spectrum on the color appearance of objects.

**Correlated Color Temperature (CCT)**  
 Measures light color.  
 "Cool" colors have higher Kelvin temperatures (3800-5500 K); "warm" colors have lower color temperatures (2700-3500 K). Color temperatures higher than 6500 are outside of the defined region for white light, but may be appropriate for outdoor applications.

Warm White 2700K 3000K Bright White 4500K Daylight 6500K

All results are according to IESNA LM-79-2008: Approved Method for the Electrical and Photometric Testing of Solid-State Lighting. The U.S. Department of Energy (DOE) verifies product test data and results.

Visit [www.lightingfacts.com](http://www.lightingfacts.com) for the Label Reference Guide.

Registration Number: ABC435THK792023  
 Model Number: 18756CHT36428954RQHT1234HG  
 Type: 18756CHT36428954RQHT1234HG

**25. Philips 75W LED Replacement** - This LED is designed to replace a 75W incandescent bulb and is now exclusively available online at Home Depot. The new Philips AmbientLED 17W light bulb, which puts out 1,100 lumens of light is being promoted as the brightest LED alternative to a standard incandescent available on the market today. Designed to meet Energy Star specifications, the bulb will reduce energy consumption by 80 percent, last 25 times longer and save an estimated \$160 in electricity costs during its lifespan as compared to the traditional 75W incandescent. Its initial retail price is \$39.97.



**26. Department of Energy Announce Philips as Winner of \$10 million L Prize**

**Competition** - The U.S. Department of Energy today announced that Philips has won the [60-watt replacement bulb category](#) of the Bright Tomorrow Lighting Prize (L Prize) competition <http://www.lightingprize.org/> The DOE's L Prize challenged the lighting industry to develop high performance, energy-saving replacements for conventional light bulbs that will save American consumers and businesses money.

If every 60-watt incandescent bulb in the U.S. was replaced with the 10-watt L Prize winner, the nation would save about 35 terawatt-hours of electricity or \$3.9 billion in one year and avoid 20 million metric tons of carbon emissions. Submitted in 2009, the Philips LED bulb successfully completed 18 months of demanding field, lab, and product testing to meet the rigorous [requirements](#) of the L Prize competition – ensuring that performance, quality, lifetime, cost, and availability meet expectations for widespread adoption and mass manufacturing.

<http://www.forummedia.us/philipsprize>



**27. Rise of Energy-Saving LEDs in Lighting Market Seen as Unstoppable** - The switch to energy-efficient lighting will proceed rapidly this decade. Light-emitting diodes or LEDs, in particular, are driving the lighting market as commercial, industrial and outdoor sectors — which make up 96 percent of the world's lighting energy use — continue to realize massive savings from the emerging technology. Globally, the LED market reached nearly \$5 billion in 2010 and is expected to surpass \$7 billion at the end of this year. By 2020, the market is expected to reach more than \$20 billion. That growth is due chiefly to the widespread adoption of LEDs in television and display markets, which is driving down the manufacturing costs and per-unit prices for lighting by as much as 25 percent per year. Although newer LED technology comprises less than 1 percent of the 32 billion light bulbs and lamps used worldwide, the research firm anticipates LEDs will make up 45 percent of the overall market by 2020. [www.solveclimateneews.com](http://www.solveclimateneews.com)

**28. LG Innotek Walks-The-Walk with Huge LED Production Plant** - Korean-based LG Innotek, a vertically-integrated manufacturer of LEDs for displays and lighting, claims it has built the single-largest LED production complex in the world in Paju, Korea. The manufacturing facility performs all aspects of LED production, from epitaxial wafer growth to LED module production. In related news, LED lighting has also been installed throughout LG Twin Towers, LG Electronics' headquarters in Seoul. The lighting in the two towers is designed to save 1717 MWh of electricity annually. The LED production facility has a targeted production level of 1.8 billion LED units per month. The three-story production building features a combined floor space of 58,000 square meters. It features production lines for 6-inch epitaxial wafers, LED chips, and LED modules for LED backlighting units for LCD TVs as well as LEDs for lighting. <http://www.ledsmagazine.com/news/8/7/23>



**29. GE Acquires LED Manufacturer** - GE Lighting signed an agreement to acquire Lightech, a privately held, advanced lighting technology leader based near Tel Aviv, Israel, with commercial teams in Europe, the United States and Asia. Lightech specializes in providing LED electronic drivers, plus halogen transformers, to the lighting industry. <http://enews.penton.com>

**30. Chu Proposes Energy Efficiency Initiative at Clinton Conference** - Energy Secretary Steven Chu used the Clinton Global Initiative conference in Chicago to announce today that 14 businesses, developers, financial organizations and local governments had agreed to take part in the Obama administration's Better Buildings Initiative <http://www1.eere.energy.gov/buildings/betterbuildings/> seeking private-sector investment in commercial building energy and water efficiency upgrades. The goal is to make the nation's commercial buildings 20 percent more efficient over the next decade. Chu said all buildings now consume about 40 percent of the energy used in the USA. Reductions in energy use, he said, could save about \$40 billion a year in energy bills. 7/03 Chicago Tribune

**31. Landmark US Building Codes Finalized** - The changes represent the largest single-step efficiency increase in the history of the national energy code. It requires homes and buildings to achieve energy savings 30% higher than the 2006 code. Since homes and buildings produce fully half of US greenhouse gases and use over 75% of the electricity generated from power plants, the new code is a very significant energy policy decision. The upgraded International Energy Conservation Code is expected to save American homes and businesses \$40 billion annually in energy costs by 2030, says the Alliance to Save Energy. The code will also eliminate the need for about 47 coal plants. The International Codes Council is comprised of about 500 state and local building code officials from around the country, who meet every three years to consider updates to the International Energy Conservation Code. Last October, they voted overwhelmingly to approve the stronger codes, which were finalized by the IECC last week. [www.sustainablebusiness.com](http://www.sustainablebusiness.com)

**32. McKinsey Releases Lighting Market Report** - McKinsey & Company was commissioned by Osram to draw up a market report with an independent perspective on the global lighting market and its likely evolution. Based on a worldwide survey of lighting professionals and consumers, as well as other input factors, McKinsey has developed a lighting market model that estimates the size of the global lighting market through to 2020, differentiated by application, geography, and light-source technology. Projections show that the global lighting market is expected to have revenues of approximately EUR 110 billion in 2020 – comparable to the global TV market. The advent of LED technology – only the fourth lighting technology in the history of human mankind – is set to transform this industry. Figures suggest that estimated global revenues from the LED lighting market will grow at 30% per annum, amounting to almost EUR 65 billion by 2020 – close to 60 percent of the overall lighting market. The three most relevant sectors in lighting are general lighting, automotive lighting, and backlighting. This market report covers these 3 major sectors with a deep dive in general lighting: this is the largest sector, accounting for approximately 75 percent of the total lighting market. <http://www.ledsmagazine.com/news/8/8/5> [Download McKinsey's lighting market report](#) (PDF, 1.2 MB)

**33. Five Things You Didn't Know About LED Light Bulbs -**



- 1) LEDs are cooler
- 2) You get instant full light
- 3) LEDs don't attract bugs
- 4) LEDs come in funny shapes
- 5) You will need to learn some lighting lingo

[http://news.cnet.com/8301-11128\\_3-20084337-54/five-things-you-didnt-know-about-led-lightbulbs/?tag=mncol;mlt\\_related](http://news.cnet.com/8301-11128_3-20084337-54/five-things-you-didnt-know-about-led-lightbulbs/?tag=mncol;mlt_related)



**34. Cree Prototype Exceeds DOE's 21st Century Lamp L Prize<sup>SM</sup> Requirements** - Demonstrating the future of lighting, Cree, Inc. unveiled a concept LED light bulb from its lighting research and development team. Redefining what is possible with high-performance LED lighting, the lamp delivers more than 1,300 lumens at 152 lumens per watt (LPW) using Cree TrueWhite<sup>®</sup> Technology. Cree's prototype LED light bulb exceeds the performance goals set by the DOE for the 21st Century Lamp, the third category in its L Prize<sup>SM</sup> competition. For more information about this concept LED light bulb, please visit: [http://www.youtube.com/watch?v=rWx\\_2fqhzOQ](http://www.youtube.com/watch?v=rWx_2fqhzOQ)

**35. Cree Demo LED Bulb Turns Up Dial on Efficiency** - The company yesterday 8/2 unveiled a demonstration LED bulb that meets the stringent efficiency requirements of the [L Prize](#), a DOE-sponsored contest. Cree doesn't plan to release the prototype as a product. The bulb, which Cree is calling the 21st Century Lamp, gives off more than 1,300 lumens, or more than a 75-watt incandescent light, and consumes 8.7 watts. It's shaped to give off even light, making it suitable for all sorts of applications, rather than just spot lights or ceiling lights placed in recessed cans. The color rendering index is over 90. [http://news.cnet.com/8301-11128\\_3-20086780-54/cree-demo-led-bulb-turns-up-dial-on-efficiency/#ixzz1TtCHJabn](http://news.cnet.com/8301-11128_3-20086780-54/cree-demo-led-bulb-turns-up-dial-on-efficiency/#ixzz1TtCHJabn)



**36. Retail Shoppers Respond to Lighting with Superior Color Rendering** - A recent study by an independent researcher evaluating the attention-grabbing potential of retail displays determined a correlation between color-rendering ability and lure-ability. San Jose, CA-based Xicato, a manufacturer of LED modules, commissioned a study from independent researcher Colette Knight in order to evaluate the effect of lighting quality on the attraction towards, appreciation of, and sales of, merchandise. The experiment found that shoppers and lighting designers were more attracted to retail shoe displays that used spot lighting with better color-rendering ability, in particular enhanced rendering of deep reds. <http://www.ledsmagazine.com/news/8/8/4>

**37. DOE Lighting Choices to Save You Money -**

[http://www.energysavers.gov/your\\_home/lighting\\_daylighting/index.cfm/mytopic=11975](http://www.energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=11975)



**25%** The energy \$ you'll save with energy-saving incandescent bulbs

**75%** The energy \$ you'll save with CFL bulbs

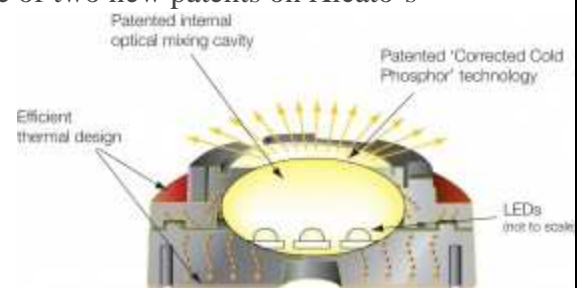
**75%+** The energy \$ you'll save with LED bulbs

*Lighting Choices* **SAVE YOU MONEY**

All of these light bulbs meet the new energy standards that take effect from 2012-2014. The energy-saving incandescent bulbs use about 25% less energy than traditional varieties. To save even more, choose CFLs and LEDs, which offer many choices that typically use 75% less energy.

**38. Alternative Alternatives - Less Heralded Forms of Green Energy Grab the Spotlight** - With solar and wind energies maturing as recognized alternative-power sources, there are other alternatives providing clean power on scales both large and small. These power generators are distinctive in how they create electricity and are a growing business for electrical contractors (ECs) that take note of them. Biomass is the most commercially established “other” alternative energy. Popularly used to create biofuels, such energy sources are being used for on-site power cogeneration or distributed generation. Biofuel is sustainable, offering carbon-neutral emissions output. A nonfossil-fuel source, its most popular “feedstocks,” as they are called, include wood waste, agricultural residues (straw, manure, grasses) and municipal solid waste. When used to create energy, feedstocks become the fuel for biopower. <http://www.ecmag.com/index.cfm?fa=article&articleID=12772>

**39. Xicato Awarded LED Color Patents** - Xicato, a leading provider of solid state lighting modules, announced that the US Patent Office has approved the issuance of two new patents on Xicato’s Corrected Cold Phosphor Technology. Patent 7942556 addresses the separation of different phosphors within a light-mixing chamber, with one type used on a side wall and another type on a top element. Patent 7942540 addresses ways of changing the spectral distribution of the light coming out of a module by manipulating the relative position of at least one reflector and at least one wavelength-converting area within a mixing cavity, thus enabling the color point of the module to be “tuned.” [www.xicato.com](http://www.xicato.com)



**40. Retail Shoppers Respond to Lighting with Superior Color Rendering** - A recent study by an independent researcher evaluating the attention-grabbing potential of retail displays determined a correlation between color-rendering ability and lure-ability. San Jose, CA-based Xicato, a manufacturer of LED modules, commissioned a study from independent researcher Colette Knight in order to evaluate the effect of lighting quality on the attraction towards, appreciation of, and sales of, merchandise. The experiment found that shoppers and lighting designers were more attracted to retail shoe displays that used spot lighting with better color-rendering ability, in particular enhanced rendering of deep reds. <http://www.ledsmagazine.com/news/8/8/4>

**41. Understanding NEC Requirements for Solar Photovoltaic Systems** - EC&M partnered with NEC expert Mike Holt to present a one-hour webinar covering the most important Code requirements for solar PV systems. Free and on demand. This event is now available on demand [here](#) via the EC&M website.

**42. GE LED Replacement Lamps** - GE Lighting’s full line of LED GE Energy Smart incandescent replacement bulbs are anticipated to be on store shelves within the next 16 months. This November marks the arrival of the 13W GE Energy Smart LED, a dimmable 60W incandescent replacement bulb. GE’s dimmable 75W and 100W replacement LED bulbs—likely 18W and 27W products, respectively—are expected to arrive on store shelves in late 2012. <http://www.gelighting.com/na/>



## State Energy Issues to Watch...

**43. Red Sox, Chief Among 20 Pro Teams Joining Green Sports Alliance** - The [Green Sports Alliance](#), formed barely four months ago to up the green game of major league sports, has quadrupled in size with 20 pro teams, 19 venues and more joining the coalition. The alliance is focused on reducing the environmental impact of pro sports, its venues and operations, and getting fans to join the effort.  
<http://www.greenbiz.com/news/2011/07/14/red-sox-chiefs-among-20-pro-teams-joining-green-sports-alliance>



**(No, I did not lose a bet, just trying to be fair and balanced)**

**44. City of Boston Gets Brighter and Greener with New Philips LED Street Lights** - Residents of Boston will be seeing the city in a whole new, brighter light thanks to new LED street lighting from Philips. Improving the city's energy use and environmental footprint, more than 14,000 mercury-vapor street and roadway luminaires are being replaced in Boston neighborhoods by Philips Hadco's New RX1 and RX2. The LED's - which maximize energy savings and provide uniform, comfortable and aesthetically-pleasing white light - are expected to save the city approximately 8.9 million kilowatt hours of energy each year, yielding a savings of about \$1.1 million annually in the cost of electricity. Philips Hadco worked with Hurry Associates on this project. [www.hadco.com](http://www.hadco.com)

**45. N.E. Buildings Compete in EPA's Energy Contest** - Ten New England buildings have joined a program to encourage energy efficiency in buildings around the country. Teams from 245 buildings across the country are participating in the U.S. EPA's "Battle of the Buildings" challenge to see who can save the most energy with help from EPA's Energy Star program. At the halfway point of this year's competition, EPA has recognized the teams who have reduced energy use the most in the 12 building categories. Of the top national contenders, the Colonnade Hotel in Boston is the highest-ranking hotel in the competition. Winners will be announced November 2, 2011. 7/31 AP  
<http://www.energystar.gov/index.cfm?fuseaction=buildingcontest.index>

**46. PSE&G Expands Investments in Infrastructure Upgrades and Energy Efficiency Programs** - Public Service Electric and Gas Co. has received approval from the New Jersey Board of Public Utilities to make additional investments in the company's electric and gas infrastructure, as well as in existing programs to help hospitals and other customers become more energy efficient. About \$273 million will be spent to accelerate electric and gas projects between now and the end of 2012 to improve reliability and further stimulate New Jersey's economy. The utility will invest an additional \$95 million in its successful energy efficiency programs. This two-year program extension will provide additional investments in three program segments that are fully subscribed and have a backlog of customers who wish to participate.

- **Hospital Efficiency Program**
- **Municipal/Local/State Government Direct Install Program**
- **Residential Multi-family Housing Program**

[http://tdworld.com/overhead\\_distribution/pseg-infrastructure-upgrades-0711/](http://tdworld.com/overhead_distribution/pseg-infrastructure-upgrades-0711/)



- 47. Energy audit advice delivered at Sam's Clubs in PA** -A partnership between Pittsburgh-based remodeling company Legacy Remodeling and the Home Performance Network will arrange energy-audit consultations at Sam's Club stores in Western Pennsylvania. Consumers at area Sam's Club stores will be able to talk to representatives from Legacy Remodeling about ways they can save on their energy bills and live a "greener" lifestyle by making energy-efficient improvements to their homes, according to the company. They can also register for complimentary home energy audits in which an expert will visit their home and present recommendations for saving energy. 8/2 HCN
- 48. Allentown's 'Green' Loans Get Few Takers** -There's still plenty of money left in a loan program that aims to cut costs for energy-saving home and business improvements in Allentown. Since 2010, about 25 home owners and three businesses have taken advantage of the federal stimulus money available for low-interest loans for green building upgrades. The funding awarded amounts to a little less than a third of the \$100,000 set aside for residential customers and about one-quarter of the \$80,000 set aside for businesses, he said. The rest of the \$750,000 U.S. Department of Energy grant has already gone toward lighting controls in City Hall, fuel catalysts that reduce the consumption of fuel in city vehicles and studies to make Allentown a more bike-friendly town. 7/26 The Morning Call
- 49. Area Businesses to Share 'Green' Grant** - NC State Commerce Secretary Keith Crisco on Friday announced that 17 new and emerging small businesses in North Carolina will share \$3.7 million in grants from the Green Business Fund. These 17 grants were funded through federal economic stimulus plan via the U.S. Department of Energy State Energy Program. Grants were awarded after a competitive review process, including qualification under federal Department of Energy funding criteria. The fund is administered by the state Board of Science and Technology. 7/02 The Herald-Sun <http://www.ncscitech.com/gbf/grd.htm>
- 50. NIPSCO to Offer New Electric Savings Programs** -Northern Indiana Public Service Company (NIPSCO) received approval from the Indiana Utility Regulatory Commission (IURC) to expand its offering of energy efficiency programs designed to help electric customers save energy and manage their energy usage. Instant Savings on CFLs: Through a partnership with several local retailers, NIPSCO offers instant discounts when customers purchase select CFL lighting. No coupons or forms are needed. Simply visit a participating retailer and receive instant savings up to 90 percent off normal retail prices. 7/28 PRNewswire
- 51. Reversal on Rebates Stings Solar Industry** - Missouri's fledgling solar power industry could be severely wounded by a recent court decision declaring that mandated rebates on solar installations violate the state constitution. The \$2-a-watt rebate, approved by Missouri voters in 2008, shaves thousands of dollars off the cost of solar energy systems -- the smallest of which can cost as much as a new car. Without them, the price of installation could become too much for even environmentally conscious consumers to bear. Together with a 30 percent federal tax credit, the incentives put clean energy systems within reach for many consumers. But the June court ruling struck down the incentives as an illegal taking of private property. 7/19 St. Louis Post-Dispatch
- 52. Tempe Vetoes LEDs, Chooses Induction Street Lights** - US Lighting Tech announced that it will supply the city of Tempe, Arizona with 1000 induction street lights to replace high-pressure-sodium (HPS) and metal-halide (MH) sources after the city decided LEDs weren't a good match for the temperature extremes of the desert southwest climate. <http://www.ledsmagazine.com/news/8/7/19>



- 53. TVA Announces New Energy Efficiency Program** - The Tennessee Valley Authority has announced that the company and local power companies are encouraging residents to save money through TVA's EnergyRight Solutions's energy efficiency program. The program also provides tips and recommendations to save energy and updates on energy efficiency incentives from local power companies. Participants who complete the survey receive an energy savings kit that contains compact fluorescent light bulbs, or CFLs. 7/13 Datamonitor
- 54. Las Vegas Installing Energy-Efficient Streetlights** - Las Vegas is lighting up the night with thousands of energy-efficient streetlamps. Crews are starting this week to replace 6,600 conventional streetlight bulbs with LED fixtures. City officials say the change will cut the Las Vegas energy bill by \$400,000 each year and reduce the city's annual electricity use by 8 million kilowatt hours. The city plans to replace 50,000 bulbs in all six wards over the next four months. Funding comes from \$2.9 million in federal energy conservation bonds and \$400,000 from a state of Nevada federal stimulus grant. 8/1 AP
- 55. Local Businesses Scoop Up No-Interest Loans for Energy-Efficient Projects** - Standing in front of a refrigerator filled with Vitamin Water and sodas, Chevron owner Tony Singh points to new LED lights while talking about the eventual savings on his utility bill. Singh received a \$16,200 no-interest loan from the Lodi Electric Utility to make lighting upgrades throughout his entire station on Kettleman Lane. The cost of the loan will be added to his utility bills, which he will repay over the next two years. In January, the utility started a new program where businesses can receive up to \$50,000 for energy conservation projects. [www.lodielectric.com](http://www.lodielectric.com) 7/01 Lodi News-Sentinel
- 56. Utility Helps Local Cities Switch to More Efficient LED Lights** - Streetlights that use energy-efficient technology could become a growing part of how Clark County illuminates its roadways, parking lots and neighborhoods. The cities of Vancouver, Battle Ground, Camas and Washougal have either completed or are well into pilot projects to replace several hundred streetlights that use conventional bulbs with light-emitting diode, or LED, streetlights. Officials involved in the work, fueled by federal stimulus dollars, say if the benefits of conservation and savings in energy and maintenance costs are achieved -- as expected -- then LED streetlights could become embedded in the county's land-use codes. 7/20 The Columbian
- 57. Avista Mailing Out Energy-Saving Bulbs** - Avista Utilities has begun mailing 350,000 kits with eight compact fluorescent bulbs to residential customers in Washington and Idaho. The kits should reach all customers by the end of November. It's costing Avista roughly \$7.5 million to buy, package and mail the kits. The money for that project comes from a monthly energy-efficiency surcharge Avista collects from its customers. Washington customers pay \$3.79 per month for an average of 1,000 kilowatt-hours of electricity; Idaho customers pay \$2.58 per month. 7/30 The Spokesman-Review



**Monthly Special Feature...The Top Electrical Distributors in 2010 -  
July 2011 Electrical Wholesaling**

Rank	Company	Headquarters	2010 Revenue	Electrical employees	No. of U.S. Locations	Senior Executive
1	Sonepar North America*	Paris, France	5,238,000,000	NA	582	D. Gabriel
2	WESCO International Inc.	Pittsburgh	4,880,835,000*	6,800**	375*	J. Engel
3	Rexel (Rexel/Gexpro)*	Dallas	4,793,000,000	7,436	531	C. Hartmann
4	Graybar Electric Co.*	St. Louis, MO	4,616,377,000*	7,000	245	R. Reynolds
5	Anixter International	Skokie, IL	3,889,400,000*	7,900**	160	R. Eck
6	Consolidated Electrical Distributors	Westlake Village, CA	NA	6200e	578	D. Bursch
7	Border States Industries Inc.	Fargo, ND	1,025,000,000	1,351	58	T. Miller
8	W.W. Grainger	Lake Forest, IL	NA	NA	395	J. Ryan
9	HD Supply	Atlanta	NA	NA	64	J. DeAngelo
10	Crescent Electric Supply Co.	East Dubuque, PA	768,882,644	1,469	118	M. Burbridge
11	Mayer Electric Supply Co. Inc.	Birmingham, AL	568,123,380	852	50	N. Goedecke
12	City Electric	Orlando	NA	NA	375	L. Dobon
13	Platt Electric Supply	Beaverton, OR	NA	NA	104	H. Platt
14	Dealers Electrical Supply Co.	Waco, TX	NA	686	59	S. Bracey
15	State Electric Supply Co.	Huntington, WV	NA	671	42	C. Martin
16	McNaughton-McKay Electric Co.	Madison Heights, MI	NA	NA	23	D. Slominski
17	Reynolds Co., The	Fort Worth, TX	387,000,000	350	18	W. Reynolds
18	Independent Electric Supply Inc.	San Carlos, CA	373,000,000	460	25	T. Massip
19	Elliott Electric Supply	Nacogdoches, TX	370,477,807	889	103	B. Elliott
20	Wholesale Electric Supply Company of Houston Inc.	Houston	NA	436	10	J. Jones
21	Kendall Electric Inc.	Portage, MI	345,000,000	625	43	M. Ranly
22	North Coast Electric Co.	Seattle	344,000,000	539	33	P. Lemman
23	OneSource Distributors*	Oceanside, CA	340,000,000	290	13	B. Zamarripa
24	Turtle & Hughes Inc.	Linden, NJ	329,400,000	461	8	J. Millard
25	Houston Wire & Cable	Houston	308,522,000	380	17	J. Pokluda
26	Summit Electric Supply	Albuquerque, NM	301,500,000	500	19	V. Jury
27	Kirby Risk Electrical Supply (Kirby Risk Corp.)	Lafayette, IN	NA	464	38	J. Risk III
28	Walters Wholesale Electric	Signal Hill, CA	NA	NA	24	J. Walter
29	Omni Cable Corp.	West Chester, PA	213,000,000	192	10	J. Siegfried
30	ECHO Electric Supply (ECHO Group Inc.)	Council Bluffs, IA	NA	321	17	M. Lane/ J. Franken
31	Van Meter Industrial	Cedar Rapids, IA	NA	342	12	B. Boyer
32	Rumsey Electric Co.	Conshohocken, PA	188,000,000	277	11	G. Lihota
33	Steiner Electric Co.	Elk Grove, IL	NA	457	8	H. Kerman
34	Eck Supply Co. (Eck Enterprises)	Richmond, VA	NA	335	20	K. Steger
35	Codale Electric Supply, Inc.	Salt Lake City	NA	212	14	D. Holt
36	Dominion Electric Supply Co. Inc.	Arlington, VA	NA	250	8	R. Sharlin



Rank	Company	Headquarters	2010 Revenue	Electrical employees	No. of U.S. Locations	Senior Executive
37	Industrial Electric Wire & Cable (IEWC)	New Berlin, WI	NA	175	7	D. Nestingen
38	United Electric Supply	Wilmington, DE	164,494,947	291	16	G. Vorwick
39	Dakota Supply Group Inc.	Fargo, ND	NA	NA	16	T. Kumm
40	Werner Electric Supply Co.	Neenah, WI	NA	NA	10	L. MacDonald
41	Shepherd Electric Supply	Baltimore	152,403,000	201	4	C. Vogel
42	Colonial Electric Supply	King of Prussia, PA	152,000,000	330	20	S. Bellwoar
43	Kriz-Davis Co.	Grand Island, NE	143,117,000	203	13	T. Berry
44	WinWholesale Inc	Dayton, OH	NA	NA	63	R. Schwartz
45	Standard Electric	Saginaw, MI	NA	NA	16	V. Weber
46	Werner Electric	Cottage Grove, MN	130,000,000	215	7	K. Powell
47	3e Electrical Engineering & Equipment Co.	Windsor Heights, IA	NA	NA	7	J. Stroud
48	Gresco Utility Supply Inc.	Forsyth, GA	126,500,000	96	6	J. Thorne
49	QED Inc.	Las Vegas, NV	126,171,544	244	13	D. Stauffer
50	Springfield Electric Supply Co.	Springfield, IL	122,800,000	233	13	M. Barker
51	Power Line Supply Co. (Utility Supply and Construction Co.)	Reed City, MI	NA	78	7	M. Bigford
52	Butler Supply Inc.	Fenton, MO	NA	NA	28	B. Kuempel
53	Revere Electric Supply Co.	Chicago	NA	NA	6	P. McCool
54	Stoneway Electric Supply	Spokane, WA	119,406,730	216	16	C. Kelly
55	Rural Electric Supply Cooperative (RESCO)	Middleton, WI	116,000,000	47	4	M. Brandrup
56	Horizon Solutions LLC	Rochester, NY	115,826,000	223	7	J. Newton
57	Hite Co., The	Altoona, PA	108,600,524	272	21	T. Lawhead
58	Hill Country Electric Supply	Austin, TX	NA	NA	8	S. Schieffer
59	Schaedler Yesco Distribution Inc.	Harrisburg, PA	101,500,000	200	14	J. Schaedler
60	Cape Electrical Supply	Cape Girardeau, MO	NA	NA	22	A. Toole
61	Facility Solutions Group	Austin, TX	100,244,659	260	15	W. Graham
62	Wholesale Electric Supply Co. Inc.	Texarkana, TX	NA	NA	24	B. McCulloch
63	Shealy Electrical Wholesalers Inc.	West Columbia, SC	NA	180	10	B. DeLoache
64	French Gerleman Electric	St. Louis	98,471,775	235	5	W. French
65	Teche Electric Supply LLC	Lafayette, LA	NA	NA	17	B. Hays
66	Billows Electric Supply	Philadelphia	NA	200	15	J. Billow
67	Stanion Wholesale Electric Co. Inc	Pratt, KS	96,352,325	201	16	W. Keller
68	TEC Utility Supply & Service	Georgetown, TX	NA	NA	12	J. Andrews
69	United Utility Supply Cooperative Corp.	Louisville, KY	NA	NA	5	B. Corum
70	Professional Electrical Products Co. (PEPCO)	Willoughby, OH	94,000,000	98	4	J. Borkey
71	Electrical Equipment Co.	Raleigh, NC	93,155,000	194	11	T. Lawson



Rank	Company	Headquarters	2010 Revenue	Electrical employees	No. of U.S. Locations	Senior Executive
72	Benfield Electrical Supply Co. Inc.	White Plains, NY	93,000,000	132	3	D. McLaughlin
73	Western Extralite Co.	Kansas City, MO	NA	NA	17	T. Isenberg
74	Regency Lighting	Chatsworth, CA	90,993,693	263	7	R. Regenstreif
75	Munro Distributing Co. Inc.	Fall River, MA	89,970,000	148	10	S. Munro
76	Arkansas Electric Cooperatives	Little Rock, AR	NA	NA	4	G. Voigt
77	Yale Electric Supply Co.	Lebanon, PA	86,589,000	221	10	M. Bucci
78	Granite City Electric	Quincy, MA	NA	210	24	S. Helle
79	Main Electric Supply Co.	Los Angeles	NA	150	5	R. Germann
80	Electric Supply Inc.	Tampa, FL	85,611,000	128	1	G. Adams Jr.
81	Wolff Brothers Supply Inc.	Medina, OH	NA	250	10	H. Wolff
82	Broken Arrow Electric Supply	Broken Arrow, OK	83,000,000	130	6	B. Gardner
83	Wabash Electric Supply Inc.	Wabash, IN	NA	NA	6	J. Forrester
84	Allied Wire & Cable Inc.	Collegeville, PA	NA	165	9	T. Flynn
85	Cooperative Electric Energy Supply Inc. (CEE-US)	West Columbia, SC	75,000,000	36	1	D. McCord
86	Needham Electric Supply (NESCO)	Canton, MA	NA	154	18	G. Wilson
87	Electro-Matic Products Inc.	Farmington Hills, MI	NA	NA	3	J. Baker
88	Evergreen-Oak Electric Supply and Sales Co.	Crestwood, IL	NA	120	6	B. Cramer
89	Becker Electric Supply	Dayton, OH	71,000,000	170	9	T. Becker
90	Sunrise Electric Supply	Addison, IL	71,000,000	74	1	D. Chriske
91	Loeb Electric Co.	Columbus, OH	70,000,000	136	5	C. Loeb
92	Windy City Wire, Cable & Technology Products	Bolingbrook, IL	NA	130	8	R. Galgano
93	J.H. Larson Electrical Co.	Plymouth, MN	NA	NA	7	G. Pahl
94	Richards Electric Supply Co Inc.	Cincinnati	68,500,000	120	4	M. Misrach
95	Steven Engineering Inc.	South San Francisco, CA	NA	112	3	K. Walter
96	Madison Electric Co.	Warren, MI	NA	135	9	J. Schneider
97	Electrical Wholesale Supply Co. of Utah Inc.	Salt Lake City	NA	130	8	R. Gardner
98	Leff Electric	Brooklyn Heights, OH	65,911,000	103	8	B. Leff
99	Standard Electric Supply Co.	Milwaukee	65,000,000	143	13	L. Stern
100	Western United Electrical Supply	Brighton, OH	62,300,000	29	1	M. Prom

