



# *Energy Watch*

March 2009

<http://www.attardimarketing.com/energywatch/>

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*Golf can best be defined as an endless series of tragedies obscured by the occasional miracle, followed by a good bottle of beer. Anonymous*

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***Something to Think About..... It's Time to Adjust Your Business*** - but you already know that, as adjustments in a weak economy are essential to survival and necessary in order to prepare for a better day. I hope you agree that training is a continuing education process and it should not suffer, even in this economy but it will unless you find a way. Well, here's a suggestion. You know I am a sports nut and my game is training. Education, the fierce exchange of ideas, may be a problem this year, so here is the solution. ONLINE WEBINAR SESSIONS. Attardi Marketing has developed three (3) very effective 90 minute seminars for your consideration:

**Thinking Green...Waves of Opportunities in the Energy Market** - We have developed over 80 PowerPoint slides that challenge the electrical industry to think green and play a more active role in promoting energy conservation. If you serve the electrical industry then today, you serve the energy efficient electrical industry. We have a tremendous opportunity to specify advanced / high margin energy efficient technologies with value-added services to improve the business of our customers. The new energy efficient systems, now and certainly in the future, work to the advantage of our mature industry. The opportunity to upgrade all businesses, not just satisfy existing businesses with the same commodity products. The opportunity to create demand, to create high margin sales, to create greater income... **To create a future of growth and sustainability is the challenge**

**Selling in the Executive Suite** - In the energy conservation market segment, calling at the executive level is not an option. It requires shifting your focus and becoming a trusted business advisor, understanding and diagnosing the customer's situation at multiple levels and collaborating with those impacted by the change. The hard truth is, many times it's near impossible to get the executive's attention and connect your energy efficient products and solutions to their priorities and business agenda. Initiating and developing relationships with executives requires more than getting in and presenting your value proposition. The sales professional who can accomplish this clearly earns the respect and credibility of the executive and will gain access to the executive suite.

**Effective PowerPoint Presentation Skills** - Effective presentation skills demand careful creative preparation if you expect to influence probing minds. Your responsibility is to give a competent performance. When thoroughly prepared, it follows, then, that performance is enhanced. That's the challenge...the challenge to establish your own authoritative claim to be worth listening to and, most importantly, to sell something: a product, a service, an idea to a group. In today's electronic information age, you are asked not only to inform but to entertain. [wattardi@attardimarketing.com](mailto:wattardi@attardimarketing.com)



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*Our business is changing your future...*

## NATIONAL ENERGY ISSUES TO WATCH.....

1. **Obama Signs Stimulus, Vows New Era for Energy** - President Obama signed the \$787 billion economic stimulus package into law today, touting the sweeping bill as a major step toward his goal of ramping up domestic production of alternative energy sources and making the country more energy efficient. 02/17 <http://www.eenews.net/>
2. **How the American Recovery and Reinvestment Act Affects the Energy Services Industry** - ARRA provides significant new funding for energy efficiency as a key element of future growth and prosperity. NAESCO [www.naesco.org](http://www.naesco.org) advocacy has resulted in some great new market opportunities and provides a significant first step in a major federal commitment to energy efficiency. Highlights of the Act include the following:
  - ⊗ \$3.1 billion for the State Energy Program (SEP), which provides grants and funding to state energy offices for energy efficiency and renewable energy programs;
  - ⊗ \$3.2 billion for an energy efficiency and conservation block grant program to assist local governments in implementing energy efficiency and conservation programs;
  - ⊗ \$3.6 billion for Department of Defense energy efficiency projects and modernization of facilities;
  - ⊗ \$5 billion for low-income Weatherization programs;
  - ⊗ \$4.5 billion to GSA for measures to convert GSA facilities to High-Performance Green Buildings;
  - ⊗ \$400 million to establish the Office of Federal High Performance Green Buildings;
  - ⊗ \$4.5 billion for the Smart Grid Investment Program;
  - ⊗ \$500 million for jobs training for careers in energy efficiency and renewable energy industries;
  - ⊗ \$9.75 billion for modernization, renovation or repair of schools and colleges;
  - ⊗ \$1 billion to fund energy efficiency improvements in public housing including investments that leverage private sector funding; and,
  - ⊗ \$2.25 billion for improvements and energy efficiency in federally assisted housing (e.g., HUD Section 8).

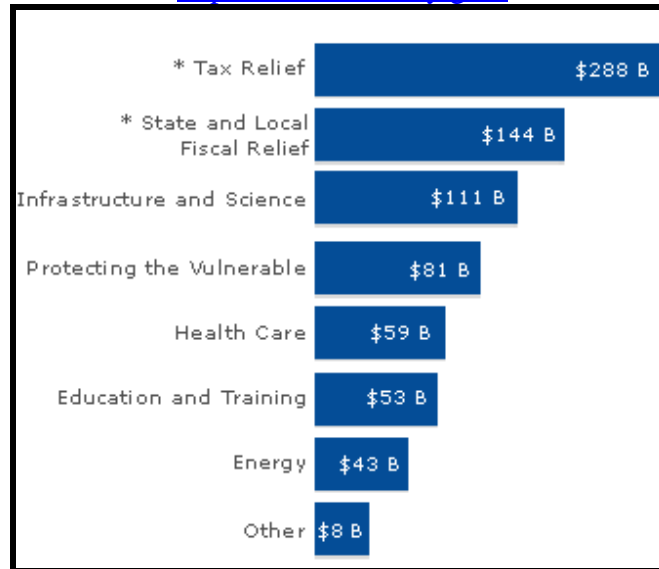
To read a summary of the provisions of the Act that was produced by the Alliance to Save Energy: [http://www.naesco.org/policy/federal/2009-02-13-Economic Recovery Side by Side 1239.pdf](http://www.naesco.org/policy/federal/2009-02-13-Economic_Recovery_Side_by_Side_1239.pdf)

3. **Economic Stimulus Act Provides \$16.8 Billion for EERE Programs** - An unprecedented \$16.8 billion of the American Recovery and Reinvestment Act will be appropriated for the Department of Energy's Office of Efficiency and Renewable Energy (EERE) programs and initiatives. After passing both houses of Congress and going to a joint Senate-House Conference Committee, the final appropriations include:
  - ⊗ \$5 billion for the Weatherization Assistance Program
  - ⊗ \$3.1 billion for the State Energy Program
  - ⊗ \$3.2 billion for Energy Efficiency and Conservation Block Grants
  - ⊗ \$2.5 billion for Applied Research, Development, Demonstration and Deployment including:
    - \$800 million for Biomass
    - \$400 million for Geothermal
    - \$50 million for Information and Communications technology
  - ⊗ \$2 billion for Advanced Battery Manufacturing Grants
  - ⊗ \$400 million for Transportation Electrification
  - ⊗ **\$300 million for an Energy Efficient Appliance Rebate Program and ENERGY STAR®**
  - ⊗ \$300 million for an Alternative Fueled-Vehicles Pilot Grant Program 02/17 EERE



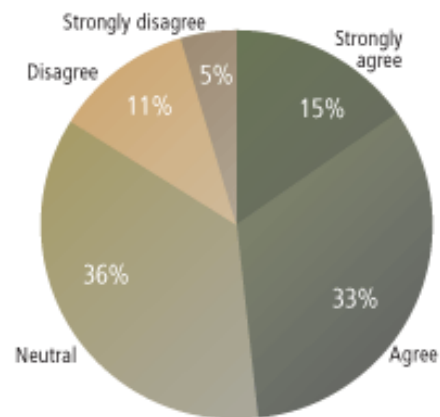
4. **American Recovery and Reinvestment Act (H.R. 1)...Where is Your Money Going?** Recovery.gov is now live. The first incarnation of Recovery.gov features projections for how, when, and where the funds will be spent -- which states and sectors of the economy are due to receive what proportion of the funds. As money starts to flow, far more data will become available.

<http://www.recovery.gov/>



5. **EERE Network News** - EERE's newsletter, the *EERE Network News*, covers national and international energy efficiency and renewable energy news and events, as well as new EERE Web sites and energy facts. <http://apps1.eere.energy.gov/news/enn.cfm>
- [Economic Stimulus Act Provides \\$16.8 Billion for EERE Programs](#)**  
The DOE Office of Energy Efficiency and Renewable Energy (EERE) will receive a nearly ten-fold increase in funding through the American Recovery and Reinvestment Act of 2009, which President Barack Obama signed on February 17. Most of the added funds will support state and local clean energy projects.
- [Renewable Energy and Smart Grids Spurred by Economic Stimulus Act](#)**  
The American Recovery and Reinvestment Act of 2009 provides enough funding to guarantee \$60 billion in loans for renewable energy and electric transmission projects, and it also provides funding for smart grid initiatives and loans for federal transmission system expansions in the West.
- [Economic Stimulus Act to Result in Greener Federal Buildings and Fleets](#)**  
The U.S. General Services Administration (GSA) will receive \$4.5 billion under the American Recovery and Reinvestment Act of 2009 to convert existing federal buildings into high-performance green buildings. The GSA will also garner \$300 million to purchase greener vehicles for federal fleets.
- [High-Speed Rail and Transit Boosted by Economic Stimulus Act](#)**  
The American Recovery and Reinvestment Act of 2009 provides \$8 billion to support high-speed rail corridors and intercity passenger rail service. The act also provides nearly \$10 billion for transit systems in general.
- [Economic Stimulus Act Extends Renewable Energy Tax Credits](#)**  
The American Recovery and Reinvestment Act of 2009 provides a three-year extension of the production tax credit for most renewable energy facilities, while allowing alternate methods to take advantage of that incentive. The act also expands business tax credits for renewable energy.

6. **Federal Stimulus Package Generates Praise and Questions** - The \$787 billion federal stimulus package offers four significant tax provisions that will affect businesses said Neil Becourtney:
- ⊗ a \$400 tax credit, and generally \$800 for married couples, subject to certain income limitations.....businesses are likely to be affected because the IRS is suggesting that the tax credit may be delivered as a reduction in employee’s withholding, although details have not yet been released.
  - ⊗ it will extend, through the end of 2009, a federal bonus depreciation rule that lets businesses write off [against income] up to half the cost of certain assets they acquire this year.
  - ⊗ the so-called Section 179 write-off, named after a section of the Internal Revenue Code, also has been extended.....under this provision, a company can write off up to \$250,000 of certain assets, subject to certain limits, in the year of acquisition, instead of depreciating the assets over a longer period.
  - ⊗ another provision will let companies carry back losses, or use them to offset prior-year gains, for up to five years.....currently, the limit is two years. 02/18 NJBIZ
7. **President Obama Calls for Carbon Cap, More Clean Energy Investment** - Naming energy as one of the three areas of investment "that are absolutely critical to our economic future," President Obama called last night for a greater investment in clean energy technologies and a cap on carbon emissions. President Obama declared that "it is time for America to lead again." He also noted that the ARRA will double the U.S. supply of renewable energy in the next three years. 02/25 EERE
8. **DOE to Expedite Disbursement of Funds Received via Stimulus Act** - Energy Secretary Steven Chu has announced a sweeping restructuring of DOE's processes for issuing direct loans, loan guarantees, and other funds to expedite the disbursement of the DOE funds received via the American Recovery and Reinvestment Act (ARRA). DOE will streamline and simplify loan application forms and other paperwork and will begin reviewing applications as they are received, rather than waiting until an application deadline. DOE will begin offering loan guarantees established by the ARRA by early summer and plans to disburse 70% of the ARRA funds by the end of 2010. To reduce the up-front costs of the loans, DOE will offer applicants the opportunity to pay the fees at closing and will also restructure credit subsidies so that they are paid over the life of the loan. DOE will also draw on outside partners to accelerate loan underwriting. 02/25 EERE
9. **Is Green for Real?** As the chart here reveals, 48 percent of the respondents to the HCN Green Email Survey either agree or strongly agree that green is an area of increasing profits for their company -- three times the percentage who disagree. Overall, the numbers reflect a feeling that green products, sustainable products and products and services that conserve energy are areas of increasing importance. By channel, the most agreement to the statement about growing profitability came from hardware stores -- 57 percent agreed, including 20 percent who agreed strongly. Distributors were the least likely to agree -- 40 percent, including 13 percent who agreed strongly. The data also revealed some skepticism for the green movement in general, most notably: 64 percent agreed that green products have a limited appeal to most consumers, without a clear cost-saving benefit. 02/10 HCN



- 10. Stimulus Bill Increases Rewards for Energy-Efficient Remodeling** - The stimulus bill includes incentives aimed at encouraging homeowners to invest in energy-efficient technology and products. Among the highlights is a 30 percent tax credit for homeowners who install energy-efficient windows, insulation or heating systems in 2009 and 2010. The maximum credit value is \$1,500. Previously, the tax credit was 10 percent, with a \$500 cap. 03/02 Winston-Salem Journal
- 11. Green Building Projected for 245% Growth from 2009 to 2013** - Despite the economic downturn and a slowing in overall construction, continued strong growth is expected for the U.S. Green Building Market. The combined Green Construction total for C & I and Residential is projected to reach over \$128 billion by 2013 – an increase of 245% over 2009 expenditures. 03/03 TEDGreenRoom
- 12. The Largest Energy Savings Project in History** - When the DOE revises energy efficiency standards for lamps, it has a chance to dramatically reduce electricity demand. DOE recently released the Notice of Proposed Rulemaking for general service fluorescent (GSFL) and incandescent reflector lamps (IRL). The DOE proposal is posted at: [http://www1.eere.energy.gov/buildings/appliance\\_standards/residential/incandescent\\_lamps\\_nopr.html](http://www1.eere.energy.gov/buildings/appliance_standards/residential/incandescent_lamps_nopr.html).
- 13. DOE Might Make Pending Appliance Standards 'More Aggressive'** - The Energy Department is considering a stiffening of pending federal energy-efficiency standards for appliances, Energy Secretary Steven Chu said today. "I am going to be looking at those because I have become more convinced that they are not as aggressive as they could be," Chu said at a conference held by the ASE. "So we will look at making them more aggressive." Chu did not list any specific pending standards that may be toughened. According to the nonprofit Appliance Standards Awareness Project, DOE's deadlines call for final rules this month for ranges and ovens and commercial clothes washers, with final standards for multiple types of lamps due in June. The group argues that strong standards for fluorescent tube light bulbs and reflector light bulbs could save enough kilowatt-hours by 2020 to meet the needs of 5 million households. But the group and other efficiency advocates have argued that a Bush administration proposal in January was weak. 03/04 NY Times
- 14. EPA Unveils Top 25 U.S. Cities with the Most Energy Star Buildings** - The U.S. Environmental Protection Agency today released a list of U.S. metropolitan areas with the largest number of energy efficient buildings in 2008 that have earned EPA's Energy Star. The list is headed by Los Angeles, San Francisco, Houston, Washington, D.C., Dallas-Fort Worth, Chicago, Denver, Minneapolis-St Paul, Atlanta and Seattle. Energy Star buildings typically use 35 percent less energy and emit 35 percent less greenhouse gases than average buildings. The total for Energy Star qualifying buildings and plants in America is now more than 6,200 with overall annual utility savings of more than \$1.7 billion. To view a list of Energy Star buildings and plants, including those in the 2008 Top 25 Cities: <http://energystar.gov/buildinglist>
- 15. Earth Hour to Turn Out City's Lights** - You've heard of Earth Day, but what about Earth Hour? Earth Hour is a global effort to get as many people as possible to turn off their lights for an hour, which will take place at 8:30 p.m. on March 28 this year. The program began in Sydney, Australia, in 2007 and is supported by the World Wildlife Fund. Last year, 50 million people in 400 cities across the globe reportedly participated, and this year, organizers hope to get 800 cities on board. 03/05 The Brunswick News, Ga.



**16. Qualifying Advanced Energy Project Investment Tax Credit** - The American Recovery and Reinvestment Act of 2009 (H.R. 1), enacted in February 2009, established a new investment tax credit to encourage the development of a U.S.-based renewable energy manufacturing sector. In any taxable year, the investment tax credit is equal to 30% of the qualified investment required for an advanced energy project that establishes, re-equips or expands a manufacturing facility that produces any of the following:

- ⚙ Equipment and/or technologies used to produced energy from the sun, wind, geothermal or "other" renewable resources
- ⚙ Fuel cells, microturbines or energy-storage systems for use with electric or hybrid-electric motor vehicles
- ⚙ Equipment used to refine or blend renewable fuels
- ⚙ Equipment and/or technologies to produce energy-conservation technologies (**including energy-conserving lighting technologies** and smart grid technologies) <http://www.dsireusa.org>

**17. Obama's Backing Raises Hopes for Climate Pact** - Until recently, the idea that the world's most powerful nations might come together to tackle global warming seemed an environmentalist's pipe dream. The Kyoto Protocol, signed in 1997, was widely viewed as badly flawed. Many countries that signed the accord lagged far behind their targets in curbing carbon dioxide emissions. The United States refused even to ratify it. And the treaty gave a pass to major emitters in the developing world like China and India. But within weeks of taking office, President Obama has radically shifted the global equation, placing the United States at the forefront of the international climate effort and raising hopes that an effective international accord might be possible. Mr. Obama's chief climate negotiator, Todd Stern, said last week that the United States would be involved in the negotiation of a new treaty — to be signed in Copenhagen in December. 03/01 NY Times

**18. Google PowerMeter - See Your Electricity Usage Online** - Google will announce its entry into the small but growing business of "smart grid," digital technologies that seek to both keep the electrical system on an even keel and reduce electrical energy consumption. Google is one of a number of companies devising ways to control the demand for electric power as an alternative to building more power plants. The company has developed a free Web service [www.google.org/powermeter](http://www.google.org/powermeter) called PowerMeter that consumers can use to track energy use in their house or business as it is consumed. Google is counting on others to build devices to feed data into PowerMeter technology. While it hopes to begin introducing the service in the next few months, it has not yet lined up hardware manufacturers. <http://energybusinessdaily.com/power/google-powermeter-seeing-your-electricity-usage-online/> 02/29 NY Times

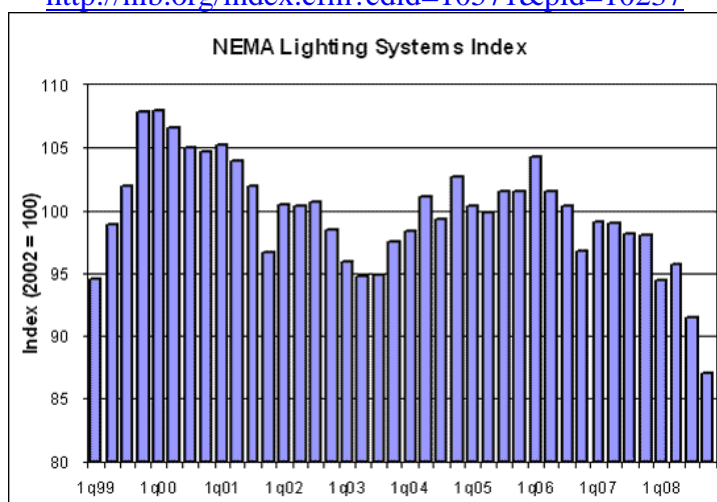
**19. The 20<sup>th</sup> annual LIGHTFAIR International** - LFI has a proven track record of bringing top international and domestic Architectural, Design, Engineering and Lighting professionals together with exhibitors from around the world. This year at the Jacob K. Javits Convention Center New York, NY [www.lightfair.com](http://www.lightfair.com)

- ⚙ **Trade Show & Conference** – Tues, May 5 – Thurs, May 7, 2009
- ⚙ **LIGHTFAIR Daylighting Institute** – Sun, May 3 – Mon, May 4, 2009
- ⚙ **LIGHTFAIR Institute** – Sun, May 3 – Mon, May 4, 2009
- ⚙ **Exhibit Hall Dates & Hours**
  - Tuesday, May 5, 2009 – 10:00 AM – 6:00 PM
  - Wednesday, May 6, 2009 – 10:00 AM – 6:00 PM
  - Thursday, May 7, 2009 – 9:00 AM – 3:00 PM



**20. Fourth-Quarter 2008 Lighting Systems Index Reaches Ten-Year Low** - According to the National Lighting Bureau (NLB), just-released NEMA Lighting Systems Index data reveal fourth-quarter-2008 lighting-equipment shipments to be the lowest in the Index' history. In its latest tumble, the Index contracted 4.8 percent from the third quarter to the fourth, resulting in a year-over-year decline of 11.2 percent. Established in 1998, the NEMA Lighting Systems Index is a composite measure of lamps, luminaires, ballasts, emergency lighting, exit signs, and other lighting products shipped nationally and internationally from the United States by the 450 companies that comprise the National Electrical Manufacturers Association (NEMA), one of the NLB's founding sponsors. The value of NEMA members' annual shipments totals \$100 billion. The Index uses 2002 data for its 100-point benchmark; fourth-quarter 2008 performance receded to the 87-point level.

<http://nlb.org/index.cfm?cid=10571&pid=10237>



**21. The Lighting Education Institute Online Courses – 2009** - Led by Craig A. Bernecker Ph.D., FIESNA, LC, Founder and Director of The Lighting Education Institute.

- ⚙ **Lighting Fundamentals – Online** February 23 – March 30, 2009. Participants will finish the course with a clear understanding of the basics of lighting and lighting vocabulary, and a better understanding of lamps and luminaires, color characteristics, lighting design criteria, and other lighting topics.
- ⚙ **Photometrically Speaking – Online** April 13 – May 26, 2009. Learn how to speak the language of lighting system performance to enable better design, application, and comparison of lighting systems.
- ⚙ **Lighting Calculations – Online** June 1 – July 6, 2009. This course will serve to establish a sound foundation for conducting lighting analysis as well as a springboard for later study of computer-aided analysis and design.
- ⚙ **Lighting Certification Review – Online** August 24 – November 2, 2009. It will review content in the six areas of the LC exam, from lighting design considerations through codes and standards and beyond.
- ⚙ **The Greening of Building Lighting Systems: Design for Sustainability** November 9 – December 14, 2009. Learn about a brief history of sustainable lighting design and current initiatives in sustainable lighting design, including ASHRAE Standard 90.1, the LEED program, and the Energy Star program.

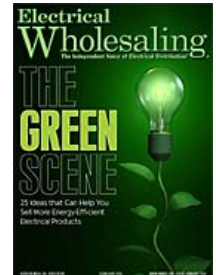
For further information visit The Lighting Education Institute website, [lightingeducation.com](http://lightingeducation.com), or call 610-524-7969, or email [lei@lightingeducation.com](mailto:lei@lightingeducation.com)



22. *State of Green Business 2009* - In the second annual State of Green Business report, Joel Makower and the editors of GreenBiz.com answer the question: How are U.S. businesses doing in their quest to be more environmentally responsible? Read the report online <http://www.greenbiz.com/stateofgreenbusiness/html>



23. *The Green Scene by Jim Lucy, Chief Editor, Electrical Wholesaling 02/'09* - Here are 25 great green ideas to help you sell more electrical products. The idea of energy efficiency as a sales opportunity for electrical wholesalers dates back to the gas crisis in the 1970s. But over the years, surprisingly few electrical distributors have made it a top priority. With lighting products accounting for at least 25 percent of their total sales, distributors have sold their share of energy-efficient products. But few companies have positioned themselves as the go-to guys and gals for the supply of energy-efficient products in their local market areas. The electrical distributors that have made the investment in the green market have quietly made a good living at it. <http://ewweb.com/>



24. *MaxLite Named 2009 ENERGY STAR® Partner of the Year* - The DOE and the EPA will formally present this prestigious *Partner of the Year* award to MaxLite [www.maxlite.com](http://www.maxlite.com) at the awards ceremony in Washington, D.C. on March 31, 2009. In choosing MaxLite for its ENERGY STAR® Partner of the Year, the DOE and the EPA are recognizing MaxLite's continuing contribution and commitment to manufacturing products that earn the ENERGY STAR. MaxLite is a long standing ENERGY STAR Partner with more than 55 Years in the research, development and manufacture of energy saving lighting products. "Every lighting product we make and sell is energy efficient and most earn the ENERGY STAR," said Yon Sung, President and CEO of MaxLite. "That is why this honor from ENERGY STAR is so greatly appreciated. We have always invested time and resources into the development of better and more efficient lighting. We are a technology driven company. Our goal is to lead the way."



25. *DOE Solid-State Lighting Manufacturing Workshop April 21-22, 2009 Fairfax, VA* - Successful market introduction of solid-state lighting products will depend on having consistent, high-quality products at reasonable costs. To achieve these goals, the U.S. Department of Energy (DOE) is hosting a Solid-State Lighting Manufacturing Workshop to examine underlying issues related to materials, equipment, process control, and other factors that influence product quality and cost. Coming Soon – Registration and hotel information. <http://www1.eere.energy.gov/buildings/ssl/fairfax09.html>



26. *North America's First Year-Round Energy Conservation Exposition* - The New York Energy Conservation Expo (NYECE) is a 120,000 square foot, state-of-the-art, fully equipped, permanent exhibition space located directly adjacent to New York's LaGuardia Airport. A year-round comprehensive energy conservation resource center for architects, engineers, designers, specifiers, contractors, real estate developers, and home and building owners. The most comprehensive expo on what's new in sustainable design, NYECE display areas will be available on a first come, first served basis to all qualified participants in energy conservation and integrated building systems. It will be the place to learn, collaborate, share, demonstrate, experiment, exchange ideas, and create demand for displayed products and technologies. **Mark Roush with years of experience in lighting will be NYECE's first Director.** [www.nycece.com](http://www.nycece.com)



## STATE ENERGY ISSUES TO WATCH.....

- 27. *Green Thumbs-Up for Energy*** - The economy could impede increased green energy investment in New Jersey. NJ's green energy advocates are applauding President **Barack Obama**'s newly signed stimulus plan, which they say will help clean energy and energy efficiency businesses expand and create jobs. But some also are concerned that the recession could make it difficult for businesses to grow, even with the help of stimulus dollars. The state is estimated to receive some \$17.4 billion from the \$787 billion American Recovery and Reinvestment Act. About \$90 million of federal stimulus money will go toward the State Energy Program for energy saving projects in renewable energy, energy efficiency and alternative fuels, according to the state Board of Public Utilities. An additional \$121.9 million will be provided through the Weatherization Assistance Program to improve energy efficiency in low-income housing units — an investment that will help to create some 9,140 jobs in the state. <http://www.nj.gov/nj/green/> 03/10 NJBIZ
- 28. *PSE&G Details Solar Panel Plan*** - New Jersey's largest utility on Tuesday announced an ambitious plan to install solar panels on 200,000 utility poles. Public Service Electric & Gas also seeks to place the panels on schools, municipal buildings, low-income housing and closed garbage dumps. PSE&G expects to spend \$773 million to generate 120 megawatts of electricity. That amounts to barely 1 percent of the power consumed in the Garden State. 02/11 NJBIZ
- 29. *Atlantic City Electric Plans Energy-Efficiency Programs*** - The latest filing, which must be approved by the New Jersey Board of Public Utilities, is part of a larger initiative that each of the state's utilities is undertaking to help stimulate the economy with infrastructure upgrades and create "green jobs." Among Atlantic City Electric's proposals is: An investment program designed to assist larger commercial and industrial customers in installing high-efficiency equipment. [www.atlanticcityelectric.com](http://www.atlanticcityelectric.com) 02/25 NJBIZ
- 30. *Governor Rendell Says PA Making Energy Efficiency Upgrades More Affordable, Saving Consumers Money*** - Pennsylvania is stepping up its efforts to help more families cut their energy bills. The Governor said the new, \$17 million Keystone HELP Energy Efficiency Loan and Rebate Program will make it easier for families to insulate their homes, seal off drafts, or install things like high-efficiency heating and cooling systems, geothermal heat pumps, and ENERGY STAR-qualified windows and doors. The program, made possible by the \$650 million Alternative Energy Investment Fund legislation Governor Rendell signed in July, is an expansion of the Keystone Home Energy Loan Program, or Keystone HELP, that was created in 2006 by the Pennsylvania Treasury Department to offer affordable energy efficiency financing options. For more information on the Keystone HELP Energy Efficiency Loan and Rebate Program, visit [www.keystonehelp.com](http://www.keystonehelp.com). For more information on funding programs through the Alternative Energy Investment Fund, visit [www.depweb.state.pa.us](http://www.depweb.state.pa.us) and click on the "Fueling Energy Savings" icon.
- 31. *Pittsburgh and San Jose Looking at LEDs for Street Lighting*** - Pittsburgh is considering the replacement of its 40,000 street lights with LED fixtures, according to a news report in the [Pittsburgh Post-Gazette](http://www.pittsburghpost-gazette.com). Next month the city expects to invite firms to submit ideas for a pilot transformation of some portion of the city's street light system to one of several available technologies, including LED, although other efficient technologies have not been ruled out. Meanwhile in California, San Jose is looking to replace its 62,000 streetlights with new LED versions that will "cast a white, warm glow, could cut energy costs in half, and will use state-of-the-art technology to vary their intensity and timing," according to the [Mercury News](http://www.mercurynews.com). <http://ledsmagazine.com/news/6/2/8>



- 32. *Feds' Energy Rules Will Hit Georgia Hard*** - Georgia simply doesn't have the wind, solar or biomass resources required to meet proposed new federal regulations for renewable energy generation, Georgia Public Service Commissioner Stan Wise told members of Congress on Thursday. As a result, Georgians' electricity bills would rise by as much as 25 percent and billions in taxpayer money would flow out of Georgia to import renewable energy from other states or to pay for government-sponsored credits to offset proposed renewable goals, Wise warned members of a House energy subcommittee. 02/27 Atlanta Journal-Constitution
- 33. *Schools Could Turn Green from Stimulus Money*** - As the state's second public school received official recognition for its innovative, energy-saving design Thursday, the rest of Arkansas' public school system stands to reap some of the same benefits through stimulus funding. Gov. Mike Beebe has said he intends to use some federal stimulus money to make school buildings more energy-efficient. Nothing will be certain until after federal guidelines are drawn in ink and each state knows how much of the \$77 billion set aside for education will arrive. The energy office - which expects at least \$37 million from the stimulus package - is working with Beebe and has been talking with the Department of Education about retrofits. 03/05 AP
- 34. *Consumers Energy Moving Forward on Energy Efficiency; Invites Companies to Submit Bids for Start of \$500 Million Program*** - Consumers Energy [www.consumersenergy.com](http://www.consumersenergy.com) is inviting companies to submit bids to participate in the start of a \$500 million program to help Michigan residents and businesses use energy more efficiently and save on their energy bill. This is one of the largest energy efficiency efforts in the state's history and is expected to create hundreds of jobs. These positions would be in energy auditing, equipment installation and pickup, engineering, education, and administrative. In addition, numerous contractors are expected to add employees to install additional high efficiency electrical and mechanical upgrades that will be incented through the energy efficiency programs. These upgrades include such items as furnaces, air conditioning, lighting and hot water heaters. Consumers Energy expects to begin offering energy efficiency programs to customers in July. 03/03 PRNewswire
- 35. *DTE Energy Proposes Renewable Energy and Energy Efficiency Programs*** - DTE Energy has filed renewable energy and energy optimization proposals with the Michigan Public Service Commission that would significantly increase the amount of renewable energy generated in the state and establish broad-based energy efficiency programs for DTE Energy customers. Public Act 295, which was passed by the Michigan legislature last October, calls for the state's electric utilities to serve 10 percent of their retail sales with renewable energy by 2015. Commercial and industrial customers would receive incentives for constructing energy efficient buildings and installing energy efficient equipment and controls. [www.dteenergy.com](http://www.dteenergy.com) 03/5 PRNewswire
- 36. *WPPI Energy Offers Revolving Loan Fund*** - WPPI Energy, Sun Prairie, is offering its member communities a \$10 million revolving loan fund for projects that will improve energy efficiency or use renewable energy on municipal-owned property. Communities can borrow up to \$500,000 at zero interest over a 10-year period for projects that may involve building upgrades, LED street lights, using more efficient fleet vehicles or installing solar panels. WPPI provides electricity to 49 municipal electric utilities, primarily in Wisconsin, but also in Michigan and Iowa. 03/05 The Wisconsin State Journal



37. **L.A. to Green Streetlights in the Largest LED Retrofit to Date** - Los Angeles' 140,000 streetlight fixtures will be replaced with LED units over the next five years with help from the [Clinton Climate Initiative](#) in the most extensive municipal green lighting retrofit thus far. The upgraded lighting system is expected to save the city \$48 million in energy and maintenance costs and cut carbon emissions by 197,000 tons over a seven-year period. The cost savings accrued during that time are to pay for a loan that will fund the project, according to the initiative. The actual price tag for the retrofit was not disclosed, however. Los Angeles' broader green lighting and energy efficiency program includes a giveaway of two compact fluorescent light bulbs to each of the 1.2 million households in the city <http://www.ladwp.com/ladwp/cms/ladwp011614.jsp>  
[02/19 GreenBuildings.com](#)

38. **Sacramento Homeowners Stand to Gain from Energy-Efficiency Stimulus Funds** - In Santos Espinosa's small beige house near Arden Fair mall last week, a crew installed fluorescent lightbulbs, swapped out an old water heater and filled drafty gaps beneath doors. For thousands of Sacramento-area households, this sort of work stands to be the biggest direct benefit of the federal economic stimulus package. The bill pumps at least \$20 billion into energy efficiency, by far the largest such investment in U.S. history. All homeowners will get a tax credit (up to \$1,500) that's worth up to 30 percent of a project's cost -- three times as much as is currently offered. Cities and counties will get millions to cut waste in their buildings and fund efficiency initiatives. Sacramento-area universities are hoping for grants to expand efficiency research. Local venture capitalists say the funding should help new green-tech companies get off the ground. 03/01 The Sacramento Bee

39. **“THE GREEN ENERGY SHOW with Bill Tauber” Premieres on KRLA-870AM Radio – March 7th, 2009** - William C. Tauber, CEO of Progressive Lighting & Energy Solutions will be hosting a live Half-Hour Radio Talk Show every Saturday from 7:30AM to 8:00AM in the Southern California broadcast market. The live Talk Show will have an open dialogue targeting consumers, building owners, manufacturers, municipalities, institutions and anyone interested in the Green Energy revolution. Listeners will be encouraged to send in topics of interest to be discussed and presented each week. [www.ProgLighting.com](http://www.ProgLighting.com)



40. **Energy Auditing Basics + High Bay Lighting Online Seminars** - [registrar@aeecenter.org](mailto:registrar@aeecenter.org)  
AEE Seminars

**Energy Auditing Fundamentals**

Instructed by [Fredric S. Goldner, C.E.M.](#)

A 4-Hour Distance Learning Seminar  
Earns **0.4 CEU / 4 PDH**  
Presented in 2 two-hour live online sessions  
New Programs Start **March 23** and **May 4**

**High Bay Lighting: Metal Halide vs. Fluorescent**

Instructed by [Stan Walerczyk, L.C., C.L.E.P.](#)

A 4-Hour Distance Learning Seminar  
Earns **0.4 CEU / 4 PDH**  
Presented in 2 two-hour live online sessions  
New Program Starts **May 4**



## **MONTHLY FEATURE... Obama's 2010 Budget Highlights by Agency - 02/27 AP:**

Available details of President Barack Obama's proposed government spending for the 2010 budget year that begins on Oct. 1. In most cases, the figures are for discretionary spending and do not include mandatory entitlement programs like Social Security. The percentage change is based on what Obama wants to spend next year compared with what he anticipates the government will spend in 2009 once Congress completes appropriations for this year. A more extensive budget outline is expected in April.

- ⚙ **Health and Human Services** - \$821.7 billion (\$78.7 billion for discretionary spending, plus \$453 billion for Medicare and \$290 billion for Medicaid)...7.5 percent increase. The government's gargantuan health insurance programs for the elderly and poor would grow more slowly under Obama's proposed health care budget.
- ⚙ **Environmental Protection Agency** - \$10.5 billion...34.6 percent increase. This budget signaled that the environment is a priority by providing the biggest increase for the Environmental Protection Agency in eight years.
- ⚙ **Housing and Urban Development** - \$47.5 billion...18.5 percent increase. Proposed spending is more to house the poor and invest in poverty-stricken neighborhoods.
- ⚙ **Education** - \$46.7 billion...12.8 percent increase. A huge expansion of the government's role in making college more affordable and putting it within reach of more kids.
- ⚙ **Agriculture** - \$26 billion...8.8 percent increase. Big farms that receive large government subsidies would lose some of that money under Obama's budget.
- ⚙ **Defense** - \$533.7 billion...4 percent increase. War spending (addition to annual budget): \$130 billion for 2010, \$75.5 billion for 2009. Obama wants only a modest increase in defense spending for 2010.
- ⚙ **Energy** - \$26.3 billion...0.4 percent decrease. A dramatic shift away from support for fossil fuels to new "green" energy is at the core of Obama's first proposed budget. Compared to the Bush budget, it proposes a major redirection of spending to reflect Obama's strong support for renewable energy and away from fossil fuels. The first budget wallops the oil and gas industry by eliminating \$31.5 billion in tax breaks.
- ⚙ **Veterans Affairs** - \$52.5 billion...10 percent increase. A Veterans Affairs budget that takes a step toward expanding health care access to non-disabled veterans whose incomes exceed about \$30,000 annually.
- ⚙ **Transportation** - \$72.5 billion...2.8 percent increase. The transportation budget would make a \$5 billion installment payment on his campaign promise to build a national network of high-speed passenger trains.
- ⚙ **Labor** - \$13.3 billion...4.7 percent increase. The Labor Department would get more money to boost enforcement of workplace health, safety and wage laws under Obama's budget.
- ⚙ **Justice** - \$23.9 billion...6.3 percent decrease. The Obama administration's first budget sought to keep a campaign promise to put 50,000 more police officers on the streets, as cash-strapped police departments are looking to trim costs.
- ⚙ **Homeland Security** - \$42.7 billion...1.2 percent increase. Air travelers likely would have to pay more in three years to have their shoes inspected at airports under the Obama administration spending proposal.
- ⚙ **Interior** - \$12 billion...6.2 percent increase. The nation's public lands would produce cleaner energy and brace for global warming's effects on their plants and wildlife under Obama's budget.
- ⚙ **NASA** - \$18.7 billion...5.1 percent increase. The Obama administration would continue plans to retire space shuttles in 2010 and use the savings to return astronauts to the moon by 2020.
- ⚙ **Commerce** - \$13.8 billion...48 percent increase. Nearly all of the huge spending increase Obama wants for the Commerce Department goes to the massive job of conducting the 2010 census.
- ⚙ **State and other foreign affairs operations** - \$51.7 billion...9.5 percent increase after \$10.5 billion in supplemental non-military funding for Afghanistan and Pakistan was added to the initial \$36.7 billion 2009 estimate. The proposal included money to meet the president's campaign pledge to double foreign aid and boost counter-terrorism and non-military assistance to Pakistan and Afghanistan.

