



*May 2011*

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

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*Ability is what you are capable of doing...  
Motivation determines what you do...  
Attitude determines how well you do it... Bill Brown*

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### ***Something to Think About... Times, They Are A-Changin -***

What End-Users will use in the future to satisfy their lighting needs is a factor of two major shifts:

- 1) The Electronic Information Age
- 2) The Electronic Lighting Industry

Both are inter-related as End-User Customers will seek to be more knowledgeable about how to improve their business and electronics will play an even more significant role in running a successful business, I suspect. The Electronic Information Age provides information like never before to deal with access, energy, productivity, sustainability, regulations, codes, standards, atmospherics, etc. etc. etc. The Electronic Lighting Industry really started 25 years ago with the electronic ballast. Now it is LED by the new technologies.....pardon the pun. But the unbelievable focus on solid state lighting (SSL) is something to see. Just wait a few weeks and then tell me what you think after the LEDfair, I mean Lightfair. These paradigm / metamorphosis shifts, whatever you want to call them, will substantially change the profile of the lighting industry. Incumbents just do not like change of this sort as it threatens their oligopolistic hold on their market share and welcomes in new entrants.

Niche opportunities may be there for the “swift” but the major electronics manufacturers will position themselves to dominate. The rank order, by revenue, of the top 10 suppliers in the HB-LED market in 2010 were: <http://www.ledsmagazine.com/news/8/2/26>

- |                              |                 |
|------------------------------|-----------------|
| 1) Nichia                    | 6) LG Innotek   |
| 2) Samsung LED               | 7) Cree         |
| 3) Osram Opto Semiconductors | 8) Sharp        |
| 4) Philips Lumileds Lighting | 9) Toyoda Gosei |
| 5) Seoul Semiconductor       | 10) Everlight   |

Three are Japanese, three are South Korean, two are European, one from Taiwan, one from America. Time will tell who emerges to dominate an “electronic” lighting industry. It may not be the current market share leaders... times they are a-changin!

**SPECIAL TRAINING SESSION:**

Attardi Marketing is offering a behavior changing training session for sales professionals at Monmouth University, West Long Branch, NJ:



**RESCHEDULED FOR MONDAY June 20, 2011**

*Sales Pro Solution Selling*

An important asset of any company, especially one involved in the distribution of products and services, is its sales force and its ability to solve problems in today's increasingly diverse and global workplace. The current business environment is changing the makeup of both the workplace and, most certainly, your customer base.

This one-day advanced sales training workshop focuses on assessing the individual strengths and weaknesses we all have and the sales skills necessary to recognize and to solve those nagging problems that are impediments to successful sales closure.

Using a highly successful self-assessment instrument (DISC Model) online, the workshop provides the attendees an understanding of different behavioral styles essential for managing and selling more effectively in a diverse environment. In addition, the objective of the workshop is to develop the necessary sales skills to successfully upsell into a rapidly changing electrical industry with emphasis on the new energy efficient technologies and process selling. To convince today's customers to upgrade to the more technologically advanced products because of bottom line improvement and productivity gains that will be realized. The workshop engages and challenges participants through self-assessments, brief lecturettes, questionnaires, customized case studies and interactive group exercises.

Before the session, all participants will be asked to complete an online assessment:

The Success Insights® DISC Profile Behavioral Assessment – an analysis of each individual's behavioral style is used to increase your self-awareness and abilities to develop adaptive styles to meet the demands of your work and customer environments. Here's what you get:

- You get to take a 15 minute online assessment that will reveal your personal behavioral style
- Your Personal Success Insights® DISC Profile Behavioral report
- Expert analysis
- Complete binder to continue the learning process on your own
- Continental breakfast and break refreshments and lunch
- Professional Adjunct Professors: Bill Attardi and Mike Protono

Your cost: \$350.00 per attendee. The complete one-day agenda and registration available at:

[www.attardimarketing.com/salesprosolutionselling](http://www.attardimarketing.com/salesprosolutionselling)

.....or send me an email at [wattardi@attardimarketing.com](mailto:wattardi@attardimarketing.com) for a group rate.



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*Our business is changing your future...*

## National Energy Issues to Watch...

1. *Don't Miss Lightfair This Year* - <http://www.lightfair.com/lightfair/V40/index.cvn?id=10189>



What's NEW for LIGHTFAIR 2011?

- LightFEST - new LFI evening of Light, Networking & Celebration
- The largest Exhibit Hall in LFI history
- More Networking Events, incl. Cocktail Hour and iPad raffles
- More Conference courses for every level - Beginner to Advanced
- Mobile APP for Smartphones
- Integrated Design seminar track complementing the Building Integration Pavilion
- More seminars - 35 total
- 1-day courses on BIM and LED Luminaire Design
- Design Symposia featuring affiliated industry experts - architects, designers, etc. - NEW for the East Coast venue

2. *Transforming the Lighting Landscape by Craig Dilouie* - Some industry observers have predicted that SSL technology will satisfy most lighting applications by the end of the decade. One particular SSL technology on the cusp of commercialization has the potential to be transformational: the OLED. Imagine a light source that is manufactured on rolls, can be cut into flexible flat sheets in the factory or the field, and can be installed in almost any shape on almost any room surface. It is easy to control and install, is lightweight, and contains no hazardous substances. 04/'11 Electrical Contractor



3. *New-Home Sales Surge 11 Percent but Pace Is Far From Healthy Level* - More people bought new homes in March, giving the battered industry a small lift after the worst winter for sales in almost a half-century. New-home sales rose 11 percent last month from February to a seasonally adjusted rate of 300,000 homes, the Commerce Department said Monday. That follows three straight monthly declines. Still, the pace remains far below the 700,000 homes a year that economists view as healthy. Sales of new homes fell last year for the fifth consecutive year and the market is showing no signs of rebounding. Economists say it could take years before sales return to a healthy pace. 4/25 <http://www.moneynews.com>

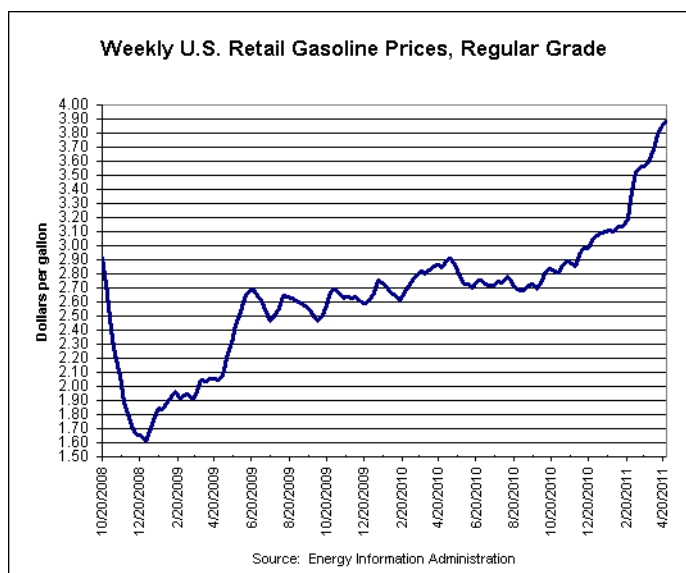
4. *New Government Report Predicts Coal Will Remain Dominant Electricity Fuel Long into the Future* - Coal is likely to remain the dominant source of American electricity for decades to come, according to a new report from the U.S. Energy Department's Energy Information Administration. EIA's American Energy Outlook 2011 predicts that, absent overly stringent new federal regulations, electricity generation from coal will increase by 25 percent from 2009 to 2035 and that coal will generate 43 percent of America's electricity in 2035. An executive summary of the EIA report can be found here: [http://www.eia.doe.gov/forecasts/aeo/chapter\\_executive\\_summary.cfm](http://www.eia.doe.gov/forecasts/aeo/chapter_executive_summary.cfm)



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5. ***Philips Lighting Head Provoost Leaves to Lead Rexel Next Year*** -Royal Philips Electronics NV said Rudy Provoost is leaving as head of the lighting unit to join French electrical equipment retailer Rexel SA, where he will succeed Chief Executive Officer Jean-Charles Pauze next year. 5/3 Bloomberg News
6. ***Let There Be Lighting... But Exactly What Kind?*** by John Paul Quinn - Decisions on the appropriate lighting source are more pervasive than most of us realize. Various lighting technologies have been developed over time, and some have burned out. But currently, most public and industry attention seems to be focusing on two other competing technologies: the long-accepted fluorescents and the newer LEDs)or other solid-state-based lighting systems. Industry sources indicate that the North American lighting market will double in the next five years, and some estimate that 60 percent of this will consist of LED installations. 04/'11 Electrical Contractor
7. ***New NanoMarkets Report Predicts Asian OLED Lighting Market to Reach \$2.1 Billion by 2016*** Industry analyst firm NanoMarkets has released its latest report titled, "OLED Lighting Markets Asia-2011," that says the market opportunities in Asia for OLED lighting will generate \$2.1 billion by 2016. The report is the latest in NanoMarkets' continuing coverage of the global OLED lighting marketplace. Additional details: [http://nanomarkets.net/market\\_reports/report/oled\\_lighting\\_in\\_asia\\_-\\_2011/](http://nanomarkets.net/market_reports/report/oled_lighting_in_asia_-_2011/)
8. ***GDP Rose 1.8% In Q1, Hit By Gas, Big Storms*** - The economic expansion, never going fast, tapped on the brakes in early 2011 as consumer spending slowed, housing stayed weak and government outlays fell. GDP grew at a 1.8% annual rate in Q1, the Commerce Department said Thursday. That's far below Q4's 3.1% pace but just above views for 1.7%. 4/28 <http://finance.yahoo.com>
9. ***Gasoline Pump Prices Near \$4 as Supplies Tighten*** - The national average for regular gas is at nearly \$3.91 a gallon — that's the highest level since July 31, 2008, when pump prices were falling from a record \$4.11 a gallon on July 17 of that year. Drivers in nine states and the District of Columbia already pay \$4 a gallon or more for gas. At the current rate of increase, the national average could reach \$4 by May 8. 4/29 [www.moneynews.com](http://www.moneynews.com)



**10. From Howard Wiig, Institutional Energy Analyst, Dept. of Business, Economic Development and Tourism, State of Hawaii** - The mercury from CFL's escaping into the atmosphere is not accurate. Mercury is dangerous when we (or other species) inhale it in its gaseous state. The vast majority of CFL's are put into the garbage, where they are picked up and deposited into a garbage truck, where they break. There are (hopefully) no people in the garbage area to inhale the mercury gas. From the truck it generally goes to a landfill where it is covered over each day. Hence very little of the mercury escapes into the atmosphere, and when it does, it's not in proximity to humans. Finally, the amount of mercury in a CFL is equivalent to the amount of ink on a page when a ball-point pen's tip is pressed upon the page. The 75% energy savings achieved by CFL's is far more important than the minuscule amount of mercury from CFL's affecting humans. [HWiig@dbedt.hawaii.gov](mailto:HWiig@dbedt.hawaii.gov)

**11. CORRECTION: GE Tours: Electric Vehicle Charging, Lighting Revolution** - General Electric recently unveiled plans for two national tours: 3/15 TED

1) **Seven-city EV Experience Tour:** *From the release:* Each day-long stop in cities along the tour will include presentations by GE and community leaders, workshops to help stakeholders with EV planning, deployment, and integration strategies, and test drives. *AND:* GM, Ford, Toyota, Navistar, Smith Electric Vehicles, Mitsubishi, Coda, Smart, THINK and other organizations are working with GE on this. Stops:

- **San Francisco (May 19) and Seattle (June 6)**
- Los Angeles (March 17) and San Diego (March 22)
- Austin, Texas; New York City; and Washington, D.C. (to be scheduled)

2) **47-city GE Lighting Revolution Tour**—first stop happened March 2 in Orlando, Fla.; there are 46 more to happen before November ends. What's it about: LEDs, fluorescent, halogen and ceramic-metal halide lighting systems, GE said. Distributors, contractors, and others are invited; find out if the tour stops near you, and register, [here](#). Upcoming stops:

- Houston—March 21
- Austin, Texas—March 28
- Dallas—April 4

**12. GE to Build Largest US Solar Power Plant** - GE is taking aim at the world's biggest solar company in a bid to expand into a fast-growing renewable energy market. General Electric Co. announced Thursday that it would spend \$600 million to build the nation's biggest solar panel factory. It would build the same type of so-called thin film solar panels manufactured by First Solar Inc., the biggest producer of solar panels in the world. 4/7 AP

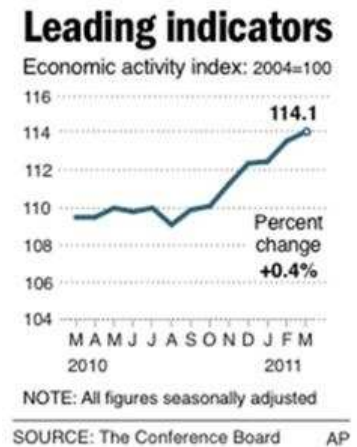
**13. Emergency Lighting: Automatic Load Control Relay Requirements in 2011 NEC** - NFPA 101, the Life Safety Code, and the International Building Code (IBC) require emergency lighting in all commercial and industrial buildings to facilitate emergency egress of people from the building and to reduce the possibility of panic in buildings during the exiting of large numbers of people during an emergency. Emergency lighting loads must be automatically energized or re-energized within 10 seconds of the electrical power outage, based on 700.12 of the NEC, and must stay energized for at least 90 minutes or for the anticipated time of the building evacuation. 3/'11 Electrical Contractor



- 14. Now Open: EW's 2011 Top 200 Survey by Doug Chandler** - Electrical distributors: It's time to stand up and be counted. Don't let your company be left off the list as we compile the 2011 edition of *Electrical Wholesaling's* annual Top 200 listing of the largest electrical distributors in the United States. You can fill out the survey online: [Electrical Wholesaling 2011 Top 200 Survey](#)
- 15. DOE Publishes Updated SSL R&D Plan** – The DOE has published the March 2011 edition of the Solid-State Lighting (SSL) R&D Multi-Year Program Plan (MYPP). The report provides a description of the activities the Department plans to undertake over the next several years to implement its SSL mission, and informs the development of annual SSL R&D funding opportunities. The document reviews SSL technology status and trends for both LEDs and organic OLEDs, and offers an overview of the current DOE SSL R&D project portfolio. Significant updates to the Technology Research and Development Plan include revised efficiency projections, priorities, task descriptions, and metrics to align DOE targets with progress made to date and industry trends. To download a PDF copy of the updated Plan, see [www.ssl.energy.gov/techroadmaps.html](http://www.ssl.energy.gov/techroadmaps.html)
- 16. Energy Information Agency Feels Budget Ax** - The federal government's ability to gather and analyze energy data and produce market forecasts will be significantly impaired by the recently enacted budget cuts. The agency's 2011 funding levels were cut by 14 percent, or \$15.2 million, in a short-term budget deal signed into law earlier this month. Since the fiscal year is more than half over, the cuts will effectively run twice as deep. 4/29 <http://green.blogs.nytimes.com/>
- 17. 2011 ENERGY STAR Winners** - The EPA has announced the 2011 ENERGY STAR winners that have demonstrated leadership and commitment to protecting America's health and environment through energy efficiency. 111 ENERGY STAR partners have been selected - manufacturers, retailers, public schools, real estate companies, home builders, and hospitals. For the full listing of 2011 ENERGY STAR award winners, visit [www.energystar.gov/awards](http://www.energystar.gov/awards)
- 18. NEMA Guidelines on the Application of Dimming to High-Intensity Discharge Lamps** - This document provides general information and considerations involved in the design and application of dimming circuitry employed with specific ballasts and lamps in the HID family. Download it free from the NEMA website. <http://www.nema.org/stds/lstd14.cfm>
- 19. DOE Municipal Consortium Posts Draft Street-Lighting Specification** - The US DOE Municipal Solid-State Street Lighting Consortium has posted drafts of street-lighting specification documents for review and is taking public comments through May 2. The documents are designed as a template for street-lighting buyers who are focused on solid-state lighting (SSL) projects. Buyers such as municipalities and utilities can use the documents as a base for their procurement specifications. The consortium has posted three documents on [www.ssl.energy.gov/resources.html](http://www.ssl.energy.gov/resources.html)
- 20. Marijuana Growing Gobbles Electricity, Study Finds** - A new [study](#) estimates that indoor pot-growing operations in the United States burn about \$5 billion worth of electricity annually, or roughly 1 percent of national power consumption. That's enough electricity to power two million average homes. The study estimated that a single joint contains the equivalent of roughly two pounds of carbon dioxide emissions, the equivalent of running a 100-watt bulb for about 30 hours on the California grid. Marijuana is considered the nation's largest cash crop, with a production value estimated at about \$40 billion annually. 4/17 NY Times <http://green.blogs.nytimes.com/2011/04/12/marijuana-growing-gobbles-electricity-study-finds/?hp>



**21. *Leading Indicators Point to Strengthening Economy*** - US leading indicators up in March for 9th straight month, but consumers worry about inflation. The Conference Board, a private research group, said U.S. economic growth should strengthen by summer, but cautioned that consumer concerns over rising gas and food prices could drag on the expansion. Its index of leading economic indicators rose 0.4 percent in March. The index, which is a measure of future economic activity, has increased for nine straight months. 4/21 AP



**22. *ABC Reports on Construction Unemployment for March*** - Despite the loss of 1,000 jobs in March, the nation's construction industry unemployment rate edged down to 20% for the month, according to the April 1 employment report by the U.S. Department of Labor, as analyzed by the Associated Builders and Contractors, Arlington, Va. Year-over-year, construction employment is down by 36,000 jobs, or 0.6%. Today's rate is lower from 21.8% in February and 24.9% posted in March 2010. 4/15 EC&M

**23. *Housing Starts in U.S. Increased to 549,000 in March, Exceeding Forecasts*** - A gain in March housing starts failed to make up for ground lost the prior month, as U.S. home builders continue to struggle almost two years into the economic recovery. Work began on 549,000 houses at an annual pace, up 7.2 percent from the prior month and exceeding the 520,000 median forecast of economists surveyed by Bloomberg News, figures from the Commerce Department showed today in Washington. 4/19 Bloomberg News

**24. *Existing Home Sales Gain Raises Cautious Hope*** - Home resales volumes bounced back in March, a hopeful sign for recovery in the housing market, but prices continued to decline. The housing market is struggling to find its footing as a wave of foreclosed properties keeps supply up but prices down. The housing sector led the economy into its worst recession since the 1930s in 2007-2008 and is now lagging recovery in the broader economy. Existing home sales in March rose 3.7 percent from February to an annual rate of 5.10 million units, the National Association of Realtors said on Wednesday. Economists had expected a smaller increase to a 5.0 million-unit pace. 4/20 Reuters

**25. *Transparent Photovoltaic Cells Turn Windows into Solar Panels*** - A new class of transparent photovoltaic cells has been developed that can turn an ordinary windowpane into a solar panel without impeding the passage of visible light, scientists said Tuesday. The cells could one day transform skyscrapers into giant solar collectors, said Richard Lunt, one of the researchers on the [project](#). Previous attempts at transparent solar cells have either failed to achieve high efficiency or blocked too much light to be used in windows. But the new cells, based on organic molecules similar to dyes and pigments, are tailored to absorb only the near-infrared spectrum and have the potential to transform that light into electricity at relatively high efficiency. The largest challenge in developing commercial applications for the new solar cells will be longevity. The cells could be packaged in the middle of double-paned windows, which would provide protection from the elements. But the longevity of the cells would still need to approach the life span of the windows themselves, which would not be replaced for decades. 4/20 NY Times Green





- 26. 2010 LED Resource Guide** - This special issue features a comprehensive buyers guide of companies that manufacture LEDs, modules and arrays; providers of products, materials, components and services related to LED products and systems; LED technology developers and providers; and vendors of equipment, supplies and services for the manufacture of LED products and systems.  
<http://www.ledjournal.com/images/PDFs/Online%20Issues/2010/LEDRG2010.pdf>
- 27. UD Collaborating with LG Innotek on Advanced Solar Cell Research** - The UD solar institute -- a U.S. Department of Energy University Center of Excellence for Photovoltaic Research and Education -- recently won a three-year, \$780,000 contract from LG Innotek to pursue pioneering research on wide band-gap solar cells, which absorb less sunlight, but produce a higher voltage than solar cells currently on the market. LG Innotek is among the top-10 electronics manufacturers in the world, producing LEDs used in flat-screen TVs, semiconductors for automobile motors, and camera sensors for mobile phones, including Apple's latest iPhone, lighting, among other products.  
<http://www.udel.edu/udaily/2011/feb/solar-cell-research-022411.html>
- 28. Financial results: Philips, Cree** - LED products accounted for 14% of Philips' lighting sales in the last fiscal year. Meanwhile, shares in Cree and SemiLEDs have been hit by poor recent performance. Packaged LED sales by Philips Lumileds represented 45% of total LED product sales, or around \$717 million, for the year ending March 2011. Sales of LED lamps and luminaires accounted for around \$876 million. Philips' lighting sales \$10.9 billion in the 12 months representing growth of 6%. The company expects that the global lighting market will grow at a CAGR of 7-9% during 2010-2015. Cree, Inc. has announced revenue of \$219.2 million for the quarter ended March 27, 2011. This is 6% down compared to revenue of \$234.1 million for the same quarter last year, and a 15% decrease compared to the previous quarter. For its fourth quarter of fiscal 2011 ending June 26, 2011, Cree targets revenue in a range of \$225 million to \$245 million. 4/20 LEDs Magazine
- 29. A Systems Approach to Solid State Lighting by TE Connectivity** - The transition from incandescent or fluorescent lighting fixtures to solid state lighting (SSL) presents lighting manufacturers with both a significant opportunity for growth and a daunting array of new engineering and design issues. The emergence of high-brightness (HB) LEDs has accelerated the conversion to SSL fixtures and will eventually overtake the use of CFLs as the preferred energy-efficient light source. This white paper provides lighting manufacturers with an overview of the elements involved in the design of SSL fixtures and describes the innovations of the TE Connectivity NEVALO system.  
[http://www.ledjournal.com/images/White\\_Papers/NEVALO\\_WP\\_03%2016%2011.pdf](http://www.ledjournal.com/images/White_Papers/NEVALO_WP_03%2016%2011.pdf)
- 30. Microsoft, Toyota Partner on Energy Efficiency System** - Microsoft and Toyota are forming a partnership to develop an in-car electronics system to allow Toyota's battery-powered vehicles to run more efficiently. They'll jointly invest \$11.7 million in a Toyota subsidiary that provides data services to drivers. Along with plans for telematics services including data, navigation, in-car entertainment and multimedia, the system may manage energy use in vehicles. Toyota is looking to deploy the new system, powered by Microsoft's Azure platform, in its 2012 fleet of electric and plug-in hybrid vehicles and expand it to all models by 2015. General Motors and Ford also offer products developed with Microsoft. Ford previously tapped Microsoft to power its Sync system. 4/7 Detroit Free Press



**31. LED Lighting: Pass or Play?** by Jim Lucy - Commentary: LEDs are rewriting the rules of the lighting market, but it's tough to gauge the speed and scope of their real impact just yet. Right now, for all of the wonders of LEDs, the best T5/T8 fluorescent lighting systems and best-of-breed CFLs, halogen and HID lighting still produce a ROI that LEDs can't match. Zillions of square feet of office space, factories and homes are being lit quite efficiently by these conventional systems, thousands of salespeople are still out selling them like mad, and distributors still stock billions of dollars of the stuff in inventory. That all won't go away anytime real soon. While it's too early to say which companies will dominate the LED market, there's no doubt LEDs will eventually change the lighting market as we know it. 04/'11 Electrical Wholesaling

**32. Cree Delivers LED Alternative to Linear Fluorescent Fixtures** - Cree has announced the LED-based CR family of solid-state-lighting (SSL) fixtures that are designed specifically as alternatives to high-end, architectural, fluorescent fixtures in applications such as offices and schools. Delivering 90 to 110 lm/W efficacy, Cree will offer the luminaires in 1-ft x 4-ft (CR14), 2-ft x 4-ft (CR24), and 2-ft x 2-ft (CR22) versions. <http://www.ledsmagazine.com/news/8/4/19>

**33. Siemens' Outsider CEO Pushes for Growth Around the Globe** - Peter Loescher was the first non-Siemens employee in 160 years recruited to lead the German industrial giant in 2007. Loescher aimed to resolve the bribery scandal and move Siemens further into the company's growth markets, such as India, China and the United States. He now intends to expand its energy, health-care and lighting businesses and has already boosted profit in the company's financial-services division. Loescher shared his thoughts and business strategy in a recent interview in Washington. [http://www.washingtonpost.com/business/siemens-outsider-ceo-pushes-for-growth-around-the-globe/2011/04/13/AFptARqD\\_story.html?nl\\_headlines](http://www.washingtonpost.com/business/siemens-outsider-ceo-pushes-for-growth-around-the-globe/2011/04/13/AFptARqD_story.html?nl_headlines)

**34. Acuity Brands Launches Expanded Outdoor LED Lighting Portfolio** - Acuity Brands, Inc. has announced a major expansion of its outdoor LED lighting portfolio. Offered as [Acuity Brands® LED Outdoor](#), the expanded portfolio includes existing and newly introduced luminaires from six of the Company's leading lighting brands, [Lithonia Lighting®](#), [Hydrel®](#), [Tersen®](#), [American Electric Lighting®](#), [Antique Street Lamps™](#) and [Winona Lighting®](#). The Company's comprehensive outdoor LED luminaire product families are now grouped into customer-friendly and easy-to-find major categories that identify the four primary outdoor lighting experiences of DRIVE, PARK, WALK and VIEW. All of the new [Acuity Brands LED Outdoor](#) luminaires will be on display at the Lightfair International Tradeshow, booth #1801, May 17-19, 2011 in Philadelphia, Pa.

**35. Energy Saving Light Bulbs 'Contain Cancer Causing Chemicals'** - Fears have been reignited about the safety of energy saving light bulbs after a group of German scientists warned that they contain cancer causing chemicals. Their report advises that the CFL bulbs should not be left on for extended periods, particularly near someone's head, as they emit several carcinogenic chemicals and toxins when switched on, including phenol, naphthalene and styrene. Peter Braun, who carried out the tests at the Berlin's Alab Laboratory, said: "For such carcinogenic substances, it is important they are kept as far away as possible from the human environment." British experts insisted that more research was needed and urged consumers not to panic. Dr. Michelle Bloor, senior lecturer in Environmental Science at Portsmouth University, told the Daily Express: "Further independent studies would need to be undertaken to back up the presented German research."



<http://www.telegraph.co.uk/health/8462626/Energy-saving-light-bulbs-contain-cancer-causing-chemicals.html>



## State Energy Issues to Watch...

**36. The Top 10 Solar States** - Courtesy of the Solar Energy Industries Association, this is a Top 10 list for cumulative installed solar capacity in the USA as of 2010. 4/29 <http://green.blogs.nytimes.com/>

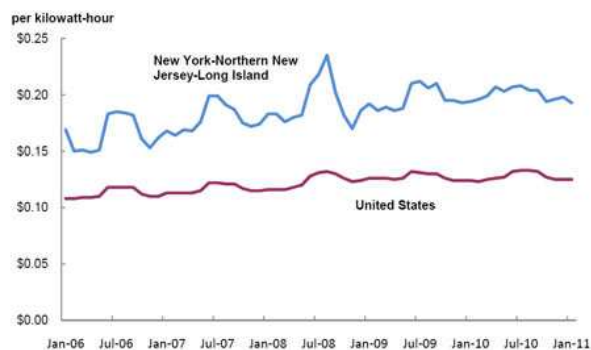
1. California: 47 percent with 971 megawatts
2. New Jersey: 14 percent with 293 MW
3. Colorado: 5 percent with 108 MW
4. Arizona: 5 percent with 101 MW
5. Nevada: 5 percent with 97 MW
6. Florida: 4 percent with 73 MW
7. New York: 3 percent with 54 MW
8. Pennsylvania: 3 percent with 54 MW
9. New Mexico: 2 percent with 45 MW
10. North Carolina: 2 percent with 42 MW

**37. 5-Year Deadline Sought for Ridding NYC Schools of PCBs** - The federal Environmental Protection Agency and the **New York City** Council speaker, Christine C. Quinn, are both calling for replacing school light fixtures that are leaking PCBs in five years or less, putting more pressure on the Bloomberg administration to speed up its planned time line of 10 years.

<http://green.blogs.nytimes.com/2011/04/12/5-year-deadline-sought-for-ridding-schools-of-pcbs/>

**38. New York City's Electricity Prices May Double by 2014** - The price of electric power in New York

Chart 1. Average prices for electricity, New York-Northern New Jersey and the United States, January 2006 - January 2011



City could double over the next three years as the result of a recent ruling by the **Federal Energy Regulatory Commission (FERC)**. Power prices in New York City are already nearly two-thirds higher than the average price paid by consumers in other U.S. cities during any given month of the year. The gravamen of the dispute stems from federal "reliability standards" stipulating that **New York City** must be able to provide at least 80% of the electricity it uses during hours of peak demand from local power plants. In January, FERC issued a ruling that would substantially increase the price companies selling power in New York City pay for "capacity." These companies pass the cost of buying this capacity on to consumers in the form of higher electricity bills. 4/4 Forbes

**39. Lime Energy Awarded Multi-Year Contract for Long Island Power Authority Small Business Energy Efficiency Program** - Lime Energy has been notified that it has won the contract as the exclusive provider for the Small Business Energy Efficiency Program for the **Long Island Power Authority (LIPA)**. The projected value of the five year contract is \$7.3 million per year. The program will offer incentives of up to 70% toward the cost of energy efficiency upgrades to qualifying small business customers in specific distribution load pocket areas of Nassau and Suffolk counties and the Rockaway Peninsula in Queens. LIPA created the Small Business Direct Install Energy Efficiency Program as part of its customer-funded \$900-plus million "Efficiency Long Island" strategy to defer distribution and generation system upgrade costs by reducing peak energy demand. Under the contract, Lime will enter into direct contracts to provide turnkey lighting retrofits with qualifying load pocket to customers who choose to participate. [www.lime-energy.com](http://www.lime-energy.com)



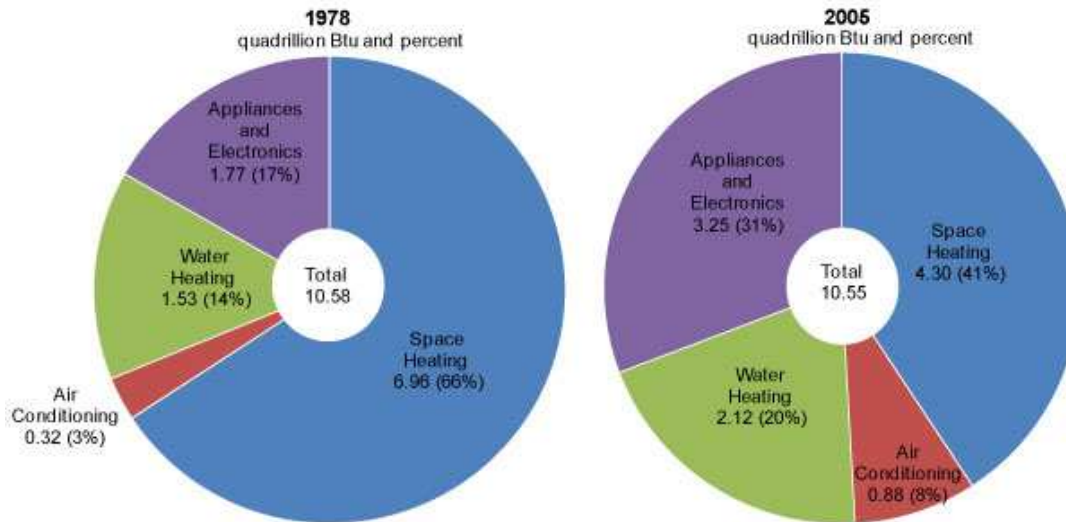
- 40. *Appalachian Power to Launch Energy Efficiency Incentives and Rebate Programs*** - Appalachian Power, engaged in the generation, transmission and distribution of electric power, has announced that it is launching a series of energy efficiency incentive and rebate programs to help **West Virginia** residential and business customers offset rising electricity costs and become better consumers of energy. The SMART Lighting Program offers customers the opportunity to buy compact-fluorescent light bulbs at reduced prices. The program also offers discounts on other forms of smart lighting. For commercial and industrial customers, the Prescriptive Program is designed to generate energy savings for all commercial and industrial customers through the use of high efficiency lighting, HVAC and motors. 4/21 Datamonitor
- 41. *KU Asks to Expand Energy Efficiency Programs*** - **Kentucky** Utilities has asked the state Public Service Commission for permission to expand its energy efficiency programs. If approved, the request would create three new offerings and tweak five existing ones. To learn more about existing energy efficiency programs: [www.LGE-KU.com/ee](http://www.LGE-KU.com/ee)
- 42. *AEP-PSO Lauded for Energy-Efficiency Programs*** - AEP-PSO's energy-efficiency programs reduced electricity use by 39 million kilowatt hours last year, the **Tulsa, OK**-based utility reported Tuesday. Efficiency initiatives such as Energy Star New Homes, home weatherization for low-income customers and lighting retrofit incentives could help push that savings to 57 million kilowatt hours in 2011, the utility said. The federal Energy Star program includes efficiency standards for homes, appliances and office buildings. The utility indicated that the programs could cost \$80 million, but the resulting efficiencies could save as much as \$186 million. 4/13 Tulsa World
- 43. *Energy Commission Awards \$500,000 for New Lighting Research*** - The **California** Energy Commission awarded \$500,000 for a research project to develop a more cost-effective way to manufacture light-emitting diodes (LEDs). Funding comes from the Commission's Public Interest Energy Research (PIER) program. On Wednesday 4/13, the Commission approved \$500,000 to Applied Materials, Inc. of Santa Clara to develop an improved and more cost-effective way to manufacture LEDs. The project's total cost is \$8,718, 911. Applied Materials is providing \$4,225,000. The company received a \$3,993,911 American Recovery and Reinvestment Act award from the U.S. Department of Energy. <http://www.energy.ca.gov/> <http://appliedmaterials.com/>
- 44. *University of Hawai'i Community Colleges Selects Johnson Controls to Implement \$58 Million Energy Savings Program*** - University of **Hawai**'s Community Colleges (UHCC) and Johnson Controls today announced the start of a comprehensive energy efficiency and conservation program projected to save the university more than \$58 million in energy and operational savings over the life of the 20-year performance contract. Solar hot water, energy efficient air conditioning and lighting retrofits are among the solutions provided by Johnson Controls. 4/21 PRNewswire
- 45. *LED Roadway Lighting Ltd. Technology to Shine in Australian Market*** - LED Roadway Lighting Ltd. (LRL) fixtures will soon be lighting up streets and roadways across Australia, thanks to a new partnership between LRL and PECAN Lighting Ltd. (PECAN), an Australian based street lighting company specializing in solar applications. Together, LRL and PECAN will bring energy efficient and environmentally friendly lighting solutions to the streets of Australia. 4/4 EC&M



**Monthly Special Feature...** *Share of Energy Used by Appliances and Consumer Electronics Increases in U.S. Homes* - Over the past three decades, the share of residential electricity used by appliances and electronics in U.S. homes has nearly doubled from 17 percent to 31 percent, growing from 1.77 quadrillion Btu (quads) to 3.25 quads. This rise has occurred while Federal energy efficiency standards were enacted on every major appliance, overall household energy consumption actually decreased from 10.58 quads to 10.55 quads, and energy use per household fell 31 percent.

<http://www.eia.doe.gov/consumption/residential/reports/electronics.cfm>

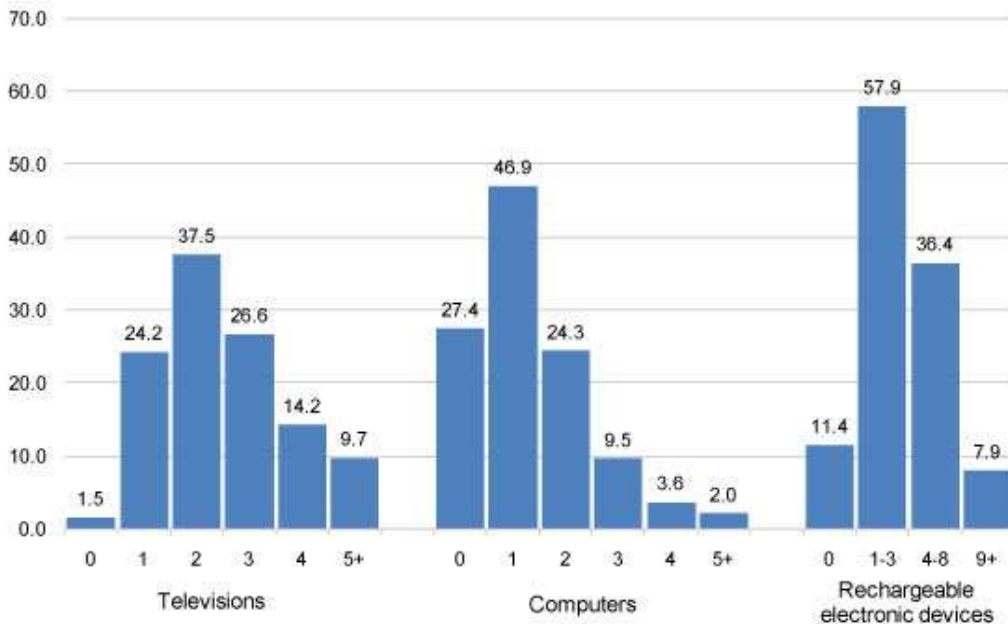
Total energy use in homes



Source: U.S. Energy Information Administration, 1978 and 2005 Residential Energy Consumption Survey

**Number of electronic devices by household, 2009**

million households



Source: U.S. Energy Information Administration, 2009 Residential Energy Consumption Survey



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