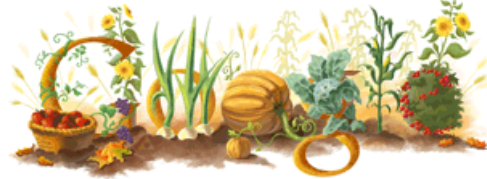




# Energy Watch

November 2009

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



## Happy Thanksgiving Everybody

### *Something to Think About.....*

***The Era of ee-Marketing is Here*** - Marketing was easy to define but always hard to do: All business activities that direct the flow of goods, services and ideas from the manufacturer to the consumer in order to satisfy the needs of the customer and make a profit for the company. And it must be added that the focus of all marketing activities is on Mr. & Mrs. CUSTOMER. The only place cash flow comes into a business. Successful companies just do the marketing function better.

That was then, this is now. If you are in the electrical supply business, then today, you are in the energy efficient electrical supply business...doing energy efficient marketing. ee-Marketing is a result of need, to conserve precious resources, and the marketing of the new energy efficient technologies that make it all happen. We all learned that the marketing mix is all about *Product / Price / Promotion / Place*. All functioning in a dynamic marketplace that is subjected to outside environmental influences: *Economics / Political-Legal / Competition / Social-Cultural / Technological*.

Some we live with, others like **technological advances** present an opportunity, a tremendous opportunity to specify the new advanced / high margin electrical technologies with value-added services **to improve the business of our customers**. The new energy efficient electrical 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 meet today's energy challenges.....**to create a future of growth and sustainability should be our challenge**.


One last point: Lead with lighting! It's still the most visible use of energy in a facility and more technological advances are taking place than ever before. Thanks in part to the stimulus fund, more and more areas of the country have rebates available for commercial lighting upgrades using the new technologies. What's more, in addition to phasing out general-service incandescent light bulbs, in July 2009, the Department of Energy issued new energy efficiency standards for commercial general-service fluorescent lamps and incandescent / halogen reflector lamps. The new rules take effect July 14, 2012 and will basically eliminate products with the lowest efficiency and lowest cost. That's a good thing..... Equivalent performance technologies are readily available and the market is expected to make the shift. All you have to do is practice ee-Marketing!



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*Our business is changing your future...*

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

- 1. *FTC Seeks New Labels for Light Bulbs*** - Consumers may soon be deleting the word "watts" from their lighting lexicon and replacing it with "lumens." The Federal Trade Commission proposed new labeling rules for light bulbs that could have Americans changing the way they talk, and think, about the objects that illuminate their homes and businesses. The new rules would require a "Lighting Facts" label on packaging that would list information about brightness, energy costs, expected life of the bulb, whether the bulb provides "warm" or "cool" light, and wattage. The label also would have to specify if the bulb contained mercury <http://www.allheadlinenews.com/articles/7016818208>
- 2. *National Lighting Bureau Says Millions of U.S. Buildings Could Benefit from Lighting Upgrades*** - More than 2.2 million of the nation's 2.7 million older (pre-1980) commercial buildings have been using the same lighting for the past three decades, according to the National Lighting Bureau (NLB), Silver Spring, Md., citing data published by the Department of Energy's (DOE) Energy Information Administration (EIA). NLB estimates that three million or more commercial and other non-residential buildings are candidates for money- and energy-saving lighting system upgrades. 10/13 EC&M [http://ecmweb.com/e-newsletters/NLB\\_Lighting\\_Upgrades/index.html](http://ecmweb.com/e-newsletters/NLB_Lighting_Upgrades/index.html)
- 3. *DOE Strengthens Enforcement of Energy Efficiency Standards*** - The U.S. Department of Energy announced three new steps to strengthen its ability to enforce energy efficiency standards. The department has been trying to clear the backlog of energy efficiency standards for appliances and aggressively enforce energy efficiency standards. The new steps include the formation of an enforcement team within the Office of the General Counsel and a program to randomly review manufacturers' compliance with DOE certification requirements. The department also issued guidance further detailing its energy efficiency enforcement regulations. DOE can take enforcement action and assess civil penalties. <http://www.facilitiesnet.com>
- 4. *Enlighten America*** - The National Electrical Manufacturers Association (NEMA), a founding NLB sponsor, has teamed with the lighting members of the electrical industry to launch a Web-based initiative aimed at saving energy and reducing energy costs in the nation's 5 million commercial, industrial, and institutional buildings. Called "enlighten America," the campaign targets building owners, operators, executives, and anyone who is interested in upgrading lighting products in buildings. The Web-site features: <http://www.nemasavesenergy.org/>  

  - ⚙ Energy-saving solutions through energy-efficient lighting products
  - ⚙ Case studies
  - ⚙ Tax incentives
  - ⚙ Recycling fluorescent lamps
  - ⚙ Energy efficient lighting products: high intensity discharge and compact fluorescent lamps, luminaires, lighting controls, NEMA Premium ballasts, LEDs, exit signs, and more.
- 5. *Innovative Energy Research Agency Opens by Funding 37 Projects*** - Energy Secretary Steven Chu announced today that \$151 million in funding for 37 research projects is being awarded through the department's recently-formed Advanced Research Projects Agency-Energy, ARPA-E. This is the first round of projects funded under ARPA-E, which is receiving total of \$400 million of economic stimulus funding under the American Recovery and Reinvestment Act. <http://www.ens-newswire.com/ens/oct2009/2009-10-26-092.asp>



6. ***New Report Identifies Best Program Strategies for Realizing Energy Efficiency in Industry -***

A new report by the American Council for an Energy-Efficient Economy (ACEEE), Washington, D.C., highlights successful program strategies to realize the large potential energy savings in the industrial sector. The report, "Industrial Energy Efficiency Programs: Identifying Today's Leaders and Tomorrow's Needs," finds that industrial-sector energy savings have remained untapped by many existing publicly funded energy-efficiency programs. 10/13 EC&M

[http://ecmweb.com/e-newsletters/ACEE\\_Report\\_Industrial\\_Energy\\_Efficiency/index.html](http://ecmweb.com/e-newsletters/ACEE_Report_Industrial_Energy_Efficiency/index.html)

7. ***Robust Funding for Energy Efficiency by Congress -*** The Alliance to Save Energy commended Congress for increasing fiscal year 2010 funding for many energy-efficiency programs critical to curbing energy consumption and carbon emissions. Now that both the House and Senate have passed a consensus funding bill for those programs at the DOE, the president is expected to sign it. This is the first time in four years this funding bill has been passed as stand-alone legislation without the use of continuing resolution or inclusion in an omnibus appropriation bill. [www.ase.org](http://www.ase.org)

⊛ \$200 million for the Building Technologies Program, an increase of \$60 million over FY09 levels

⊛ \$96 million for the Industrial Technologies Program, an increase of \$6 million over FY09 levels

⊛ \$32 million for the Federal Energy Management Program, an increase of \$10 million over FY09 levels

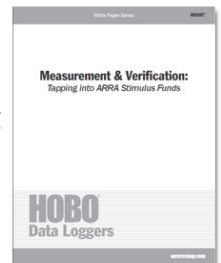
⊛ \$311 million for the Vehicle Technologies Program, \$69 million over FY09 levels

⊛ \$210 million for the Weatherization Assistance Program, \$240 less than the FY09 levels

8. ***New White Paper Outlines Stimulus Funding Opportunities for Energy Performance Monitoring-***

The American Recovery and Reinvestment Act of 2009 (ARRA) offers \$20 billion for energy efficiency programs, creating unprecedented opportunity for energy service companies (ESCOs). State and federal programs are expanding to improve residential, institutional, government, commercial and industrial facilities nationwide. This expansion opens broad new markets for ESCOs to weatherize, upgrade lighting, replace underperforming fans and motors, and install efficient heating and cooling systems. As the market grows for energy efficiency, so does demand to measure and verify building energy savings. A new white paper from Onset, **Measurement & Verification: Tapping into ARRA**

**Stimulus Funds**, details new programs from the ARRA, explains the growing importance of Measurement and Verification (M&V) services, and discusses specific ways ESCOs can apply portable data logging technology to document building energy savings. Download the free white paper: <http://www.onsetcomp.com/ae>



9. ***DOE to Transfer Its ENERGY STAR® Responsibilities to EPA -*** For all product areas including solid-state lighting. In an agreement signed by both agencies on September 30, 2009, DOE will no longer have an active operational role in ENERGY STAR but will retain some of the technical responsibilities for the Program, primarily associated with the DOE Appliance Standard's Program. It is expected that a transition plan will be formalized before the end of the year. Postings from Jim Brodrick [postings@lightingfacts.com](mailto:postings@lightingfacts.com)

10. ***DOE Awards \$338 Million to Accelerate Domestic Geothermal Energy -*** U.S. Department of Energy Secretary Steven Chu today announced up to \$338 million in Recovery Act funding for the exploration and development of new geothermal fields and research into advanced geothermal technologies. 10/29 AP



- 11. DOE Issues Funding Announcement for Efficiency and Conservation Block Grants** -The Department of Energy on Oct. 19 released a funding opportunity announcement on how to apply for \$453.72 million in stimulus funds under the Energy Efficiency and Conservation Block Grants program. DOE issued the announcement in conjunction with the White House Middle Class Task Force and its Recovery through Retrofit strategy. Applicants should submit a letter of intent by Nov. 19. For more information, see the funding opportunity announcement posted on APPA's Web site. <http://www.appanet.org/legislative/index.cfm?ItemNumber=24024> Details also are posted on the Energy Department's Web site under "What's New." <http://www.eecbg.energy.gov/>
- 12. Climate Deal 'Unlikely' This Year** - The UK government says it is highly unlikely that a new legally binding climate treaty can be agreed this year - and a full treaty may be a year away. Several EU delegates to the preparatory talks here in Barcelona - at the final round before the Copenhagen summit - say that the complexity of the treaty means that drawing up all the legal ingredients is just too big a task to be finalized this year. It remains unclear whether the US could put numbers forward in Copenhagen -on reducing emissions, or on financing for poorer countries - in the absence of domestic legislation. 11/06 BBC News
- 13. DOE Awards Momentive \$4.5 Million Grant** - Momentive Performance Materials will receive \$4.5 million in funding from the U.S. Department of Energy (DOE) to continue the development of breakthrough technology for the low cost production of light emitting diodes (LEDs) used in solid state lighting (SSL) and for increased LED light source performance. 10/30 BUSINESS WIRE
- 14. NEMA Shapes Outdoor Lighting Standards on Capitol Hill** - The National Electrical Manufacturers Association (NEMA), Rosslyn, Va., had a major role in the new federal efficiency standards for pole-mounted outdoor lighting. Along with setting minimum task lumens per watts (LPW) requirements and a tiered enactment structure through 2016, the new law would ban the manufacture of general-purpose mercury-vapor lamps after January 1, 2016. These are the least-efficient type of high-intensity discharge (HID) lamps and can be replaced with other types of HID lamps or other lamp types. NEMA President and CEO Evan Gaddis said this is the first time federal efficiency standards will apply to outdoor lighting applications. [http://enews.penton.com/enews/electricalwholesaling/green\\_biz/2009\\_11\\_06\\_green\\_opportunities/display](http://enews.penton.com/enews/electricalwholesaling/green_biz/2009_11_06_green_opportunities/display)
- 15. Congress Acts on Home Buyer Credit** - Both houses of Congress passed legislation that expands and extends the home buyer tax credit. The \$8,000 first-time home buyer credit was set to expire Nov. 30. If President Barack Obama signs the bill into law, as expected, the credit will extend to April 30, and it will also bring a \$6,500 credit to homeowners of five years or more who are buying a new principal residence. 11/06 HCN
- 16. Philips Welcomes Acuity Brands as Licensee for LED Luminaires Program** - Philips and Acuity Brands, Inc. announced today that they have entered into a license agreement allowing Acuity Brands to access Philips' LED-based patent portfolio. Philips makes its patent portfolio for LED systems and controls available via a licensing program to third parties in order to foster industry growth. The agreement will apply to worldwide sales of LED-based luminaires developed and marketed by all of the Acuity Brands businesses. Through the agreement, Acuity Brands will be able to incorporate Philips' patented technologies related to the development and digital control of LED systems for general lighting, architectural and theatrical applications. This license agreement with Acuity follows earlier agreements of Philips with key lighting players like Zumtobel and Osram. Additional information is available at [www.ip.philips.com/licensing/ssl](http://www.ip.philips.com/licensing/ssl).



**17. LEDs for the Automotive Industry Spur New Designs and Energy Savings** - Philips Lumileds has released its white automotive rated Luxeon Rebel LEDs. Intended for use in automotive applications such as daytime running lamps, position lamps, backup lamps and interior lighting, these Luxeon Rebel parts provide improved design flexibility and are engineered and tested to exceed automotive requirements for reliability, performance and lifetime. Each part conforms to both the SAE and ECE color specifications and has complete PPAP documentation. <http://www.ledjournal.com>

**18. Cree LED Lamps Selected for Initial 650 Store Deployment at Walmart** - Cree, Inc. has been selected to provide energy-efficient LED lighting to Walmart for new stores and renovations. Walmart plans to install Cree LRP-38 LED light bulbs in 650 stores during the first year, replacing ceramic metal halide in the produce and electronics departments. Cree's LR6 recessed LED downlights are also being used in new construction applications. [www.CreeLEDLighting.com](http://www.CreeLEDLighting.com)

**19. Cree Demonstrates Record-Breaking LED Light Bulb** - At the annual Cree shareholder meeting, Cree Chairman and CEO Chuck Swoboda demonstrated an A-lamp LED light bulb with the highest lumen output and efficacy reported in the industry. The bulb produces 969 lumens at 102 lumens per watt, which is the light output equivalent to a 65-watt incandescent bulb, yet it uses only 9.5 watts.

**20. LED Post Light** - The new Acrylic Washington PostLite LED luminaires from Holophane combine the visual appeal of a historic looking fixture with the performance and environmental benefits provided by modern LED technology. The decorative post-top luminaires feature a new housing design with dedicated heat sink for LED thermal management and maximum life. Washington PostLite LED luminaires are designed for use with existing Holophane acrylic globes and pole locations to reduce purchase and installation costs. A low glare, injection-molded optical system offers asymmetric and symmetric distribution for design flexibility. The LED driver has a rated life of 50,000 hours with maintenance eased by an access door for the electronic driver and photocell receptacle. [www.holophane.com](http://www.holophane.com)



**21. Safety-Coated Lamps** - Halco Lighting Technologies has introduced CoverShield safety-coated lamps. If a lamp ruptures whether by impact, dropping, unusual stress or thermal shock, CoverShield protective coatings will contain glass shards, mercury and phosphor within the envelope. The CoverShield product line includes HID, CFLs, linear fluorescent, general-service incandescent and heat lamps. [www.halcolighting.com](http://www.halcolighting.com)



**22. This Year's IES Annual Conference "Realizing the Future—Research to Application."** - Sheraton Seattle Hotel, November 15-17, 2009. Experience thought-provoking seminars, sessions and research paper presentations. Explore off-site building tours demonstrating excellence in lighting and energy conservation. Discover the latest in lighting products and services and connect with peers to build new bonds for personal and professional growth...now and for the future.

<http://www.iesna.org/PDF/IESConferences/AnnualConf/2009.pdf>



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

**23. ACEEE Ranks the Most Energy-Wise States** - The current economic downturn is not sidetracking state-level efforts to make the most of energy efficiency as the cheapest, cleanest and quickest of all energy resources, according to a 50-state scorecard on energy efficiency policies, programs, and practices from the American Council for an Energy-Efficient Economy (ACEEE), Washington, D.C. The 2009 State Energy Efficiency Scorecard, which ranks states in six categories, concludes that the 10 states doing the most to implement energy efficiency are (ranked highest to lowest): California, Massachusetts, Connecticut, Oregon, New York, Vermont, Washington, Minnesota, Rhode Island and Maine. ACEEE said the states that most need to improve are Arkansas, Missouri, Louisiana, Georgia, Alaska, West Virginia, Nebraska, Alabama, Mississippi, North Dakota and Wyoming. The scorecard examines six state energy efficiency policy areas: utility-sector and public benefits programs and policies; transportation policies; building energy codes; combined heat and power; state government initiatives; and appliance efficiency standards. View full report as a PDF <http://www.aceee.org/pubs/e097.htm> 10/21 [http://enews.penton.com/enews/electricalwholesaling/green\\_biz/2009\\_10\\_21\\_green\\_opportunities/display](http://enews.penton.com/enews/electricalwholesaling/green_biz/2009_10_21_green_opportunities/display)

### **24. States Continue to Get Stimulus Funds: AP**

- Feds deliver an additional \$12 million to the state of Wyoming
- Missouri awarded \$28 million for energy projects
- Alabama receives \$27 million in stimulus funds
- Pennsylvania has received another \$49 million; \$14.1 million grant for Philadelphia, part of which to be used for energy-saving LED lights in 85,000 traffic signals
- Federal officials have delivered \$28 million to Idaho for energy efficiency
- Fort Worth will soon receive \$6.7 million in stimulus funds
- Sacramento County received \$5.36 million
- South Dakota will use \$23.7 million to install more efficient lighting, windows, furnaces and other equipment in state-owned buildings
- Arkansas gets second half of energy stimulus money bringing the state's total to \$39M
- Nevada to receive \$90 million in energy grants geothermal technology projects
- \$850,000 in federal stimulus money is now available to Kentucky farmers
- California awarded \$3.5 million for solar training
- The federal government has given El Paso, TX a \$5.8 million stimulus grant
- Newport and Cedarville, AK school districts will get a total of \$3.3 million
- Honolulu gets \$3.8M to become more green
- Twenty-one energy projects across New Mexico have been chosen to share more \$8 million in federal stimulus money.
- Utah snags \$16.3 million for energy projects
- Minnesota to get \$5 million for rebates on appliances
- West Virginia receives \$9.6M to improve energy efficiency
- Feds hand Wisconsin \$15 m for energy efficiency
- Rhode Island gets \$2.3 million in federal aid for energy-efficiency projects
- Honolulu gets \$3.8M to become more green



- 25. DOE Approves 50 State and Territory Energy Plans Under Federal Recovery Act** - The U.S. Department of Energy has approved State Energy Program (SEP) plans for 50 states and territories submitted per the American Recovery and Reinvestment Act (Recovery Act). To date, DOE has approved more than \$1.188 billion in Recovery Act funding to support energy efficiency and renewable energy projects in these jurisdictions.
- 26. Big Apple Building Owners to Get Access to \$1 Billion in Green Financing for Retrofit Projects** - A report at [www.greenerbuildings.com](http://www.greenerbuildings.com) says New York owners of multi-family rental and co-ops have an additional source of capital for retrofit projects that will enhance the energy efficiency of their properties. The [Green Financing Initiative](#) being managed by the [Community Preservation Corp.](#) is a public-private consortium of, lenders, pension funds and the state of New York. It's expected to help building owners retrofit approximately 15,000 housing units over the next three years in low, moderate and middle-income properties.  
[http://enews.penton.com/enews/electricalwholesaling/green\\_biz/2009\\_10\\_07\\_green\\_opportunities/display](http://enews.penton.com/enews/electricalwholesaling/green_biz/2009_10_07_green_opportunities/display)
- 27. N.J. Prepares to Install 10 Millionth Green Light Bulb** - New Jersey officials will gather at Liberty Science Center, in Jersey City, on Friday to mark a green milestone: 10 million Energy Star compact fluorescent light bulbs have been screwed into light sockets around the Garden State. According to the state Board of Public Utilities, the 10 million CFLs lighting up New Jersey are cutting greenhouse gas emissions by 820 million pounds per year — the environmental equivalent of the emissions from 70,238 cars each year. 10/26 NJBiz
- 28. \$1.2 Billion Starts to Flow to Utility Projects** - The glow of streetlights in Cherry Hill will soon shift from soft amber to bright white, a change in the nighttime aesthetic that engineers say will be accompanied by a significant decline in township electricity use. Cherry Hill, where nearly all the streetlights were mercury vapor, already has begun installing 4,280 energy-efficient induction-fluorescent models. The conversion will cut electricity use for lighting by as much as 50 percent, White said. The \$50 million streetlight program, which so far involves about 85 cities and towns, is one of \$1.2 billion worth of utility-financed projects scheduled to get under way across New Jersey in the next few months. 10/12 The Philadelphia Inquirer
- 29. Customers Can Save More than \$1 Billion with New Suite of Energy Efficiency Programs from PECO** - With just a few small steps, PECO customers can save more than \$1 billion in energy costs thanks to a new energy efficiency suite of programs from PECO. The programs, totaling more than \$330 million, approved by the Pennsylvania Public Utility Commission (PUC), will be available to customers beginning in March 2010. \$20 million is planned to bring discounted CFL bulbs to more than 800 local stores; \$112 million in rebates and energy efficiency programs for non-profit, educational, governmental and business customers. 11/04 Business Wire
- 30. Massachusetts Utility Customers to Get Home Energy Reports** - About 50,000 randomly-selected National Grid customers will soon be the first in Massachusetts to be able to compare their energy consumption habits to that of their neighbors with similar sized homes and family demographics. The Home Energy Report will track energy consumption over the last 12 months. National Grid says when consumers see how they stack up against their neighbors, they might be encouraged to take actions that will reduce their energy use and save money. 10/12 AP [www.nationalgrid.com](http://www.nationalgrid.com)



**31. BGE Launches Enhanced Online Energy Calculator to Review Energy Usage** - Baltimore Gas and Electric Company, a subsidiary of Constellation Energy, has launched the enhanced Online Energy Calculator for a personalized review of energy usage and recommendations for improving energy efficiency. [www.bge.com](http://www.bge.com) 10/13 Datamonitor

**32. New Statewide Building Code Aims to Save Energy** - Tennesseans have the second-highest energy use per home in the country. But a statewide building code aims to change that. The code that goes into effect July 1 of next year would set building standards in the state's counties and cities that currently have none. It will be based on International Code Council standards, the same as most other building codes in the state. The average Tennessee household consumes 1,301 kilowatt hours of power a month - more than double that of a home in New England. Proponents of the new code say it could cut that consumption by around 30 percent. <http://www.tennessean.com> 10/14 AP

**33. Ohio's FirstEnergy to Give Away 3.75 Million Low Energy Light Bulbs** - The good news is the compact fluorescent light bulbs FirstEnergy is giving you will save you energy. The bad news: You do have to pay for them. FirstEnergy Corp. is getting ready to leave two high-efficiency light bulbs on your doorstep. The utility will charge average users 60 cents a month extra on their electric bills for the next three years -- \$21.60 all together. That covers the cost of the bulbs (\$3.50 each), their delivery and the delivery of the power consumers would have used if they didn't have them.



FirstEnergy is distributing the 3.75 million bulbs to comply in part with an energy law enacted in Ohio last year. The law requires utilities to cut their customers' energy use by 22 percent by 2025. The law also mandates that utilities use solar, wind turbines and other renewable energy sources. The Public Utilities Commission of Ohio approved the light bulb distribution and the extra charge on your bill. 10/05 AP

**34. Detroit Edison Offers Businesses Free Energy Efficient Light Bulbs** - DTE Energy is offering its Detroit Edison business customers a free eight-pack of energy efficient compact fluorescent light bulbs (CFLs). The offer is part of the company's Your Energy Savings initiative, designed to help customers save money by saving energy. To receive the free CFLs, business owners need to complete a request form available online at [www.YourEnergySavings.com/cfl](http://www.YourEnergySavings.com/cfl) 11/3 PRNewswire

**35. Buck A Bulb Compact Fluorescent Lights are Back** - Once again, Minnesotans can buy energy-efficient compact fluorescent lights for as little as a buck a bulb. Xcel Energy Inc. is subsidizing the lower prices throughout its Minnesota service area on a variety of compact fluorescent bulbs at participating Ace Hardware, The Home Depot, Menard's and Mills Fleet Farm stores. Participating stores: <http://www.responsiblebynature.com/brightidea>

**36. PSE to Give Away Last of 500,000 Light Bulbs** - Puget Sound Energy will wrap up a massive, four-month giveaway of energy-efficient lights to its customers with a two-day event this weekend in Olympia. Funding for the project -- dubbed "Rock the Bulb" -- comes from a customer conservation program fee of about \$2.80 per month for an average residential electricity user. [www.theolympian.com/soundings](http://www.theolympian.com/soundings)



**37. OPOWER Unveils New Energy Efficiency Program with Seattle City Light** - OPOWER, the energy efficiency software company, today announced that Seattle City Light, the nation's ninth largest public electric utility, has launched a new energy efficiency program based on the OPOWER Home Energy Report. Beginning today, 20,000 randomly selected homeowners in the Seattle area will begin receiving comparative Home Energy Reports, providing residential customers with the critical information needed to reduce energy consumption and save money on their monthly utility bills. The Energy Reports are created using advanced analytics to evaluate customers' energy usage patterns, combined with behavioral science techniques proven to motivate action. Each report provides an anonymous, detailed analysis of individual monthly energy use as compared to similar households within the same geographic location, while recommending specific energy efficiency tips for every customer based on their household characteristics. [www.opower.com](http://www.opower.com) 10/14 BUSINESS WIRE

**38. Firestone Building Products Introduces New Energy Solutions Division** - Firestone Building Products Company, LLC introduced a new business division -- Firestone Energy Solutions -- at Solar Power International. According to the company, this new division is committed to providing products, systems and services that assist in conservation and the production of energy for the commercial building envelope. <http://www.sustainablefacility.com>

**39. Breaking News: Back on Top, Yankees Add a 27th Title** - There is a 27th jewel in the Yankees' crown and a peaceful, easy feeling across their empire. The Yankees captured their first title since 2000, humbling the defending champion Philadelphia Phillies on Wednesday, 7-3, in Game 6 of the World Series at Yankee Stadium. The championship was back to the Bronx, where the Yankees believe it belongs. 11/01 NY Times

(Hey, don't get mad at me, I'm just reporting the news.....geez)

In case you missed the parade:



## MONTHLY FEATURE... *Clean Energy Programs -*

<http://www.epa.gov/cleanenergy/energy-programs/index.html>

EPA's Clean Energy Programs are designed to help energy consumers in all sectors, state policy makers and energy providers improve their knowledge about Clean Energy technology and policy options by providing objective information, creating networks between the public and private sector and providing technical assistance. EPA also offers recognition to leading organizations that adopt Clean Energy policies and practices.

The [Combined Heat and Power Partnership](#) is a voluntary program seeking to reduce the environmental



impact of power generation by promoting the use of CHP. The Partnership works closely with energy users, the CHP industry, state and local governments, and other clean energy stakeholders to facilitate the development of new projects and to promote their environmental and economic benefits.



The [Green Power Partnership](#) is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with purchased electricity use. The Partnership currently has hundreds of Partner organizations voluntarily purchasing billions of kilowatt-hours of green power annually.



Many [state and local governments](#) are using clean energy policies to reduce energy consumption and greenhouse gases, improve air quality and public health, and achieve economic development goals. EPA's Climate and Energy State and Local Program assists state and local governments in their clean energy efforts by providing technical assistance, analytical tools, and outreach support.



The [National Action Plan for Energy Efficiency](#) is a national effort to engage energy market leaders — including electric and gas utilities, state utility regulators and energy agencies, energy consumers, and others to document the business cases for energy efficiency, best practices, and recommendations to spur greater natural investment in energy efficiency. The goal of the National Action Plan is to create a sustainable, aggressive national commitment to energy efficiency through gas and electric utilities, utility regulators, and partner organizations.



EPA provides [technical assistance to state utility regulators](#) who want to explore greater use of clean energy for its economic and environmental benefits. EPA technical assistance allows states to learn from each other and pursue best practice policies and programs for energy efficiency, renewable energy, and clean distributed generation such as combined heat and power.



[ENERGY STAR](#) is a joint program of the EPA and the DOE. Energy efficient choices can save families about a third on their energy bill with similar savings of greenhouse gas emissions, without sacrificing features, style or comfort. ENERGY STAR helps you make the energy efficient choice. EPA's ENERGY STAR partnership offers a proven energy management strategy that helps in measuring current energy performance, setting goals, tracking savings, and rewarding improvements



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