

# EnergyWatch



October 2011

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*Each of us will one day be judged by our standard of life, not by our standard of living; by our measure of giving, not by our measure of wealth; by our goodness, not by our seeming greatness.*

*William Arthur Ward*

*The true measure of a man is how he treats someone that can do him absolutely no good...*

*Samuel Johnson*

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**Something to Think About...** *“Is that the best you can do?”* - Whether you are a buyer or seller, you always want the “best” price, right? But who defines “best”? Which side of the table gets “best”? What are the rules for doing that when conflict is certainly at play? It’s a competition, and the name of this game is NEGOTIATIONS. Winners and losers could happen in this game too as both sides compete to define “best” to their satisfaction. It doesn’t matter which side you are on, your responsibility is to be a good negotiator. And in this game of sport, if you are really, really good, everybody wins. I know you want some rules to get to win/win land, but instead of rules, here are the qualities of a good negotiator:

- **DISCIPLINE** – the internal focus that gives us the drive, desire and dedication we need to be at the top of our game. Discipline is what will give us a winning attitude.
- **ENDURANCE** – or stamina, the ability to keep going when others have quit.
- **RESPECT** – the two faces of respect: (1) for the other party to respect you, you must earn it; (2) for you to respect the other party, you must do your homework and find out as much as possible so that they in turn have your respect. Honesty and reputation are key...it promotes respect. The goal of winning must always be there but unlike seeing the NY Yankees be the only winner year after year (well, almost but 27 out of 40 is not bad), negotiations can produce results where everyone wins.....remember win/win!
- **PATIENCE** – the ability to tolerate adversity and to overcome frustration. You may need to overcome many obstacles to reach your goals and one more thing, never give up.
- **EMPATHY** – the ability to view the other person's feelings and putting their feelings or concerns before yours. Observing the behavior of others and being genuine is the key.
- **HUMOR** – A smile can light up a room! When we lighten up a little, so do the people around us. Even in a hard fought negotiation, win/win only happens when everyone is smiling.



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### *He was one of a kind...*

In May of this year, we surprised him at a Westinghouse / Philips reunion to celebrate his 90<sup>th</sup> birthday. The cake with his photo showed that George Paragamian looked the same at 90 as when he was 50. He



just never changed. That's why we always believed that this rough and tough Armenian would live forever. He was blunt, irascible, caustic, acerbic, you name it and when he called you Numb Nuts, you know he loved you and you loved him back. He had a knack of telling you to go to hell and you looked forward to the trip. We are all so very grateful for this surprise birthday party as for many, it was the last time to enjoy this original. We will all miss you very much and will always remember the wonderful times when we were in your presence. God bless you George...

Obituary for George Paragamian, 90, a longtime resident of Mercer County, NJ, died at St. Mary Medical Center on Sept. 24, 2011. Mr. Paragamian was a World War II Army veteran, and had a 40-year career in sales management, rising to national sales director at Philips Lighting in the U.S. Mr. Paragamian was born in Chelsea, MA, in 1921, and grew up in Belmont, MA. He served in the Army Air Corps from 1942 to 1945 and received a Distinguished Air Medal for his participation in the Normandy landings in 1944. He earned a bachelor's degree at Rochester Institute of Technology in 1949, and began his long career in sales. In 1952 he wed Virginia Benn, and they were married for 48 years prior to her death in 2000. Mr. Paragamian is survived by his three children, Stephen K. Paragamian, ESQ, of White Sulfur Springs, WV, Laura Horton of Houston, TX, and David M. Paragamian of Yardley, PA. He also had five grandchildren.

**A charitable donation in George Paragamian's name may be made to: St. Mary Medical Center Foundation, One Summit Square, Suite 300, 1717 Langhorne-Newtown Rd, Langhorne, PA 19047 Check made payable to St. Mary Medical Center Foundation; or by credit card online at: <http://www.stmaryfoundation.org/ways-to-give/memorial-gifts>**

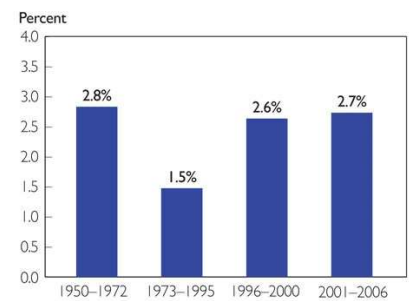
## **National Energy Issues to Watch...**

1. **Restoring America's Economic Vitality** - Stanford economist John Taylor mapped out this path in basic terms. At its core, this plan has a target goal of generating five (5) percent annual real economic growth. As Taylor observes, this new growth paradigm depends on two essential factors:

- Employment growth – In the year 2000, 64.7 percent of Americans aged 16 and over were actually employed. Today, it's 58.4 percent. Returning to the workforce participation rates we saw in 2000 would require an increase of 10.8 percent in the number of jobs filled. Allowing for the 1 percent expected annual population growth, an average 2 percent per year growth in the number of jobs would get us above 65 percent participation by 2020.
- Productivity growth – According to the Bureau of Labor Statistics, it has averaged 2.7 percent since 1996. This growth has been driven by the IT revolution. If not stifled, this growth is likely to continue for at least the next two decades, as new technologies build upon the existing...

<http://www.audiotech.com/trends-magazine/current-issue/restoring-americas-economic-vitality/>

**Average Annual Percent Change in U.S. Labor Productivity**




Source: Bureau of Labor Statistics.



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2. ***Rapid Price Drop of LED Lighting is Expected in 3Q11*** - LED lighting ASPs are likely to decrease rapidly. The price of high power LEDs has been falling close to 50% in 2010-2011. The price is likely to fall another 5-10% in the third quarter. There are currently 10 LED lighting brands in the Taiwan market, and another 3-5 brands will launch in the second half of 2011. The price of 6W LED light bulbs to replace a traditional 40W lights introduced by Everlight will decrease to \$11-13.71. Price competition has been fierce in North America with LG introducing two 7.5W LED light bulbs that only cost \$20. Industry watchers estimate demand for LED lighting chips will show a 68% CAGR in the next five years. <http://www.digitimes.com/news/a20110906PD210.html>  
[http://enews.penton.com/enews/electricalwholesaling/green\\_biz/2011\\_09\\_07\\_green\\_opportunities/display](http://enews.penton.com/enews/electricalwholesaling/green_biz/2011_09_07_green_opportunities/display)
  
3. ***DOE Has Published Revised Guidelines on Testing and Reporting the Lifetime of LED Luminaires*** - Those guidelines make a distinction between failures that are due to design and quality problems, and those that result from normal wear-out. The latter are to be expected, but the former call for a return to the drawing board.  
[http://apps1.eere.energy.gov/buildings/publications/pdfs/ssl/led\\_luminaire-lifetime-guide\\_june2011.pdf](http://apps1.eere.energy.gov/buildings/publications/pdfs/ssl/led_luminaire-lifetime-guide_june2011.pdf)
  
4. ***ENERGY STAR Guidance Regarding Lumen Maintenance Performance Data*** – The EPA has finalized guidance regarding the content and application of lumen maintenance performance data for LED packages, LED arrays and LED modules intended for use in ENERGY STAR qualified solid state lamps and luminaires. Its objective is to facilitate robust testing which builds upon industry best practices and helps maintain confidence in ENERGY STAR qualified lighting products. EPA developed this guidance in consultation with LED package and array manufacturers to ensure it is informed by the latest technological developments with solid state lighting subcomponents. The Agency intends for lumen maintenance testing and reporting to follow this guidance going forward, while providing allowances detailed in the guidance for testing and reporting already completed, as well as testing which is currently underway or in the final planning stages.  ENERGY STAR Guidance Regarding L
  
5. ***DOE Municipal Solid-State Street Lighting Consortium*** - The DOE Municipal Solid-State Street Lighting Consortium shares technical information and experiences related to LED street and area lighting demonstrations. The Consortium also serves as an objective resource for evaluating new products on the market intended for street and area lighting applications. Cities, power providers, and others who invest in street and area lighting are invited to join the Consortium and share their experiences. The goal is to build a repository of valuable field experience and data that will significantly accelerate the learning curve for buying and implementing high-quality, energy-efficient LED street and area lighting. [http://www1.eere.energy.gov/buildings/ssl/consortium\\_about.html](http://www1.eere.energy.gov/buildings/ssl/consortium_about.html)
  
6. ***LUMEN Coalition Presents Consumer Lighting Website*** - Lighting Understanding For a More Efficient Nation (LUMEN) is an ad hoc consortium of organizations and professionals united to facilitate consumer educated energy-efficient lighting decisions. The interactive and informative website was developed by the Alliance for the LUMEN Coalition. LUMEN is open to stakeholders in all industries who would like to be engaged in this effort, and encourages members from manufacturing, retail, utility, media, NGO groups, and market transformation organizations to join the LUMEN Coalition. <http://lumennow.org>
  
7. ***Registration Is Now Open - 2011 ENERGY STAR Products Partner Meeting*** - Charlotte, North Carolina on November 7-10, 2011. Register for the meeting: [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting)



8. ***Solid-State Lighting GATEWAY Demonstrations*** - DOE GATEWAY demonstrations showcase high-performance LED products for general illumination in a variety of commercial and residential applications. Demonstration results provide real-world experience and data on state-of-the-art solid-state lighting (SSL) product performance and cost effectiveness. These results connect DOE technology procurement efforts with large-volume purchasers and provide buyers with reliable data on product performance. [http://www1.eere.energy.gov/buildings/ssl/gatewaydemos\\_results.html](http://www1.eere.energy.gov/buildings/ssl/gatewaydemos_results.html)
9. ***Electricpilot.com Adds New Product Info*** - [ElectricPilot.com](http://ElectricPilot.com), a search engine focusing on the electrical industry search engine that's loaded with links to the websites of thousands of electrical manufacturers, electrical distributors, reps and other electrical firms, now posts new product information on its site. Alan Wulff, the company's president and founder, says ElectricPilot.com hosts more than 20,000 companies in the electrical, communications and utility industries. <http://livewire.electricalmarketing.com/>
10. ***Shocker: Power Demand from US Homes is Falling*** - American homes are more cluttered than ever with devices, and they all need power: Cellphones and iPads that have to be charged, DVRs that run all hours, TVs that light up in high definition. But something shocking is happening to demand for electricity in the Age of the Gadget: It's leveling off. In part it's because Edison's light bulb is being replaced by more efficient types of lighting, and electric devices of all kinds are getting much more efficient. But there are other factors. New homes are being built to use less juice, and government subsidies for home energy savings programs are helping older homes use less power. In the short term, the tough economy and a weak housing market are prompting people to cut their usage. From 1980 to 2000, residential power demand grew by about 2.5 percent a year. From 2000 to 2010, the growth rate slowed to 2 percent. Over the next 10 years, demand is expected to decline by about 0.5 percent a year, according to the Electric Power Research Institute. 9/7 AP
11. ***Brits Buying 60W Bulbs Buy the Bushel Because of 2012 EU Ban on Some Incandescents*** - With the European Union's 2012 ban on 60W incandescents drawing near, electrical distributors in England say some customers are hoarding the 60W lamps because they don't like the look of CFLs. Check out this [BBC report](http://BBC.com) for details. <http://livewire.electricalmarketing.com/>
12. ***Amid Paeans to Energy Efficiency, the World Is Getting Less Efficient*** - A new analysis by the Worldwatch Institute shows that global energy intensity—the amount of energy needed to produce a given unit of economic output—actually increased by 1.35% in 2010. The report notes that worldwide energy efficiency had been increasing steadily until recently. Between 2004 and 2008, global energy intensity experienced its sharpest decline in 30 years, with an average annual rate of decrease of 1.87 percent. Starting in 2008–09, however, energy intensity rose again, experiencing the first rise in three decades. This may just be a short-term bump in the road to a more efficient economy, due to the drop in energy and other commodity prices in the immediate wake of the 2008–09 global downturn. In the U.S. and other developed countries, energy intensity has kept declining, in part because more mature economies have shifted from high-energy manufacturing to less energy-intensive service and digital industries. Still, Worldwatch believes that energy intensity on a global scale is likely to continue rising over the next few years, if only because of the amount of post-recession infrastructure development underway. In the U.S., we called it the stimulus. Building roads and bridges and airports is very energy-intensive in the short run, though it pays off later. 9/22 Time



- 13. Two Million or More U.S. Buildings Could Benefit from Lighting-System 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, the National Lighting Bureau reports, citing data published by the Department of Energy’s (DOE’s) Energy Information Administration (EIA). The Bureau estimates that 3 million or more commercial and other nonresidential buildings are candidates for money- and energy-saving lighting-system upgrades. [www.nlb.org](http://www.nlb.org)
- 14. Tax Plan to Turn Old Buildings ‘Green’ Finds Favor** - A business consortium that includes [Lockheed Martin](#) and [Barclays](#) bank plans to invest as much as \$650 million over the next few years to slash the energy consumption of buildings in the Miami and Sacramento areas. It is the most ambitious effort yet to jump-start a national market for energy upgrades that many people believe could eventually be worth billions. Focusing mainly on commercial property at first, the group plans to exploit a new tax arrangement that allows property owners to upgrade their buildings at no upfront cost, typically cutting their energy use and their utility bills by a third. The building owners would pay for the upgrades over five to 20 years through surcharges on their property-tax bills, but that would be less than the savings. The consortium is led by a company called [Ygrene Energy Fund](#) of Santa Rosa, CA. 9/19 NY Times
- 15. US Smart Meter Deployments are Expected to Surge to 58M** - Nearly 21 million smart meters were deployed in 2010 and more than 90 utilities companies in the United States have future deployment plans in place. Smart meters will provide utilities with an unprecedented avalanche of data on systems and customers that will help them increase reliability, hone efficiency, improve the customer experience and, ultimately, maximize profits—but none of this will be automatic. <http://www.energybiz.com/insights>
- 16. Lighting for Tomorrow Announces 2011 Winners** - SSL fixtures and a total of 52 products, the Lighting for Tomorrow panel of judges awarded superior energy efficient SSL fixtures, replacement lamps and lighting controls. In a ceremony held at the American Lighting Association (ALA) Annual Conference in Palm Beach, Florida on September 13, the winners of the ninth annual Lighting for Tomorrow competition were recognized for designing the best energy-efficient lighting products for the residential market. Of the fifty-two products submitted in the 2011 competition, the judging panel selected eight winners and six honorable mentions. [http://lightingfortomorrow.com/2011/pdfs/LFT\\_Revised\\_book\\_FINL2.pdf](http://lightingfortomorrow.com/2011/pdfs/LFT_Revised_book_FINL2.pdf)
- 17. August Housing Starts Slip, Again** - The latest tally from the U.S. Department of Commerce showed housing starts in August at a seasonally adjusted annual rate of 571,000. The disappointing August rate -- analysts were expecting a pace of about 590,000 -- was 5% below July's downwardly revised figure, and 5.8% below the August 2010 rate of 606,000. On an unadjusted basis, there were 53,000 housing starts in August, and 38,300 single-family starts. Both are down from last month and last year. On the bright side, building permits in August were up 3.2% to a SAAR of 620,000. Compared with a year ago, building permits were up 7.8%. 9/20 HCN
- 18. Existing-Home Sales Increased in August** - About 25 hours after the release of a disappointing housing starts report, the National Association of Realtors (NAR) said existing-home sales for August increased 7.7% to a seasonally adjusted annual rate of 5.03 million. The August figure is 18.6% higher than the 4.24 million pace recorded in August 2010. 9/21 HCN



**19. Rebate and Incentive Programs Span the US** - Buildings in thousands of municipalities across the US are now eligible for rebates, incentives and grants from state organizations and local utilities. These programs provide customers with incentives to upgrade inefficient lighting systems which significantly reduces the initial cost. Although there are programs in all 50 states, that doesn't mean all areas are covered by a rebate. Currently, incentives for energy efficient commercial lighting cover 79% of the US. <http://www.briteswitch.com/newsletter/Sept11-1.html>

**20. Rebates for Equipment Affected by Legislation** - Rebates currently exist for many of the possible upgrades from the older inefficient lamps. As in the past, the incentive levels for the replacement products may fall or stop completely once the old technologies are phased out. <http://www.briteswitch.com/newsletter/Sept11-2.html>

Technology	Recommended Replacement	Average Rebate Per Lamp
T12 Lighting	T8	\$9
T8 Lighting (700 Series)	Reduced Wattage T8	\$0.90
Incandescent A-19	LED	\$19
	CFL	\$4
Incandescent/Halogen (PAR/BR/R)	LED	\$20
	Integrated Ceramic CFL	\$19 \$6

**21. USGBC's Green Building Policy Report** - The report, "Advancing Green Building Policy in the States: 2011 Victories from Alabama to Wyoming," presents legislative actions taken by each state that are designed to increase energy-savings and building sustainable. While the USGBC's report admits that state legislatures are currently under economic duress which has made it more difficult to pass some forms of green legislation, the thirteen pages manage to display advances in green building legislative action that has been taken in every state. <http://www.tedgreenroom.com/>

**22. Average Commercial Sector Retail Price of Electricity Increases to 10.26 Cents/ Kwh in May 2011 by Craig DiLouie** - According to recently unveiled Department of Energy numbers, the May 2011 **average commercial sector retail price** was 10.26 cents per kWh, increasing 0.2% from May 2010, and 2% higher than in April 2011. The **average residential sector retail price** increased by 0.5% from May 2010 to 12.03 cents per kWh, and increased by 2% from 11.79 cents per kWh in April 2011. And the **average industrial sector retail price** for May 2011 was 6.76 cents per kWh, a 1.5% increase from May 2010, and a 2.7% increase from April 2011. **Year-to-date 2011 average retail prices** increased to 9.70 cents per kWh, representing a 1.6% increase from the same period in 2010. <http://www.lightnowblog.com/>

**23. IES Publishes TM21-11, Useful Lifetime of LEDs** - The Illuminating Engineering Society(IES) announces a new document, *Projecting Long Term Lumen Maintenance of LED Light Sources (TM-21-11)*. The document recommends a method for projecting the lumen maintenance of LED light sources from the data obtained by the procedures found in IES document Approved Method for Measuring Lumen Maintenance of LED Light Sources (LM-80-08). Available at [www.ies.org/store](http://www.ies.org/store)



- 24. *Corporate and Institutional Procurement of Electricity*** - Electricity is a \$360 billion per year market in the United States, with the vast majority of power sales still conducted through traditional regulated electric utilities. Despite the failure of deregulation to take hold throughout the industry, as was expected in the 1990s, the past decade has seen tremendous growth in competitive electricity procurement by commercial, industrial and institutional purchasers in 20 states and jurisdictions that allow retail access to open markets. This Pike Research report examines the critical role that electricity plays in commercial and industrial operations, explores the motivations for seeking non-utility and green power among a variety of business types, and identifies existing policies that promote competition. <http://www.pikeresearch.com/research/corporate-and-institutional-procurement-of-electricity>
- 25. *DOE Releases GATEWAY Report on LED Retrofit Lamp Museum Demonstration*** - The U.S. DOE has published the final evaluation report from a retrofit of track lighting used to illuminate a special gallery exhibition at the Jordan Schnitzer Museum of Art in Eugene, Oregon. During the demonstration, 12W LED PAR38 lamps replaced 90W halogen PAR38 130V narrow flood lamps used for accent lighting, and a separate side-by-side comparison of three different LED PAR38 replacement lamps against the museum's standard halogen lamp was also staged. This GATEWAY demonstration report describes the process for the demonstration, the energy and economic results, and survey results from the PAR38 lamp comparison: [www.ssl.energy.gov/gatewaydemos\\_results.html](http://www.ssl.energy.gov/gatewaydemos_results.html)
- 26. *Time to Upgrade Your Aquarium Lights?*** - A new type of lighting is sweeping the aquarium market, LEDs. Over the past years, we have gone from T12 lights to T8 lights to T5 lights. The latest improvements in aquarium lighting becoming available are with LED technology. The improvements in LED lighting for aquariums are continuing at a furious pace. In Europe, where the aquarium hobby is typically two years ahead of us here in the U.S., they have many different LED lighting systems available, some of which are in use for marine tanks with corals and other photosynthetic animals; these work for all but the most light-hungry corals, and for clams. Keep your eyes on this sector of the aquarium industry, as there will be great technical advances and great price decreases. <http://www.fishchannel.com/fish-experts/wiegert/aquarium-led-lighting.aspx>
- 27. *U.S. General Services Administration chooses Seesmart, Inc. for Massive Lighting Retrofit*** - GSA has selected the products of Seesmart, Inc. of Simi Valley, CA , [www.seesmartled.com](http://www.seesmartled.com) (a division of Seesmart Holdings, Inc., Frankfurt, Germany) for a \$1.2 million order in LED tube lights. The order constitutes the single largest purchase of LED tube lights ever made by the GSA, whose latest lighting retrofit project will span 18 buildings across 2 U.S. States. In 3 years, Seesmart has delivered over 100,000 of their LED tube lights to the Administration. 9/7 BUSINESS WIRE
- 28. *Webcast: CBEA High-Efficiency Troffer Specification*** - On October 25, 2011 at 1:00 ET, the U.S. DOE will host a 90-minute live webcast on the high-efficiency troffer specification developed by a cross-cutting project team from DOE's Commercial Building Energy Alliances (CBEA). Fifty percent of all commercial fluorescent lighting are recessed fixtures (troffers) in 2x4, 2x2, and 1x4 configurations which are in operation for more than 10 hours a day on average and collectively consume more than 63 terawatt-hours of electricity annually. In this webcast, Jeff McCullough and Michael Myer of Pacific Northwest National Laboratory (PNNL) will review the energy-saving benefits of high-efficiency troffers, highlight their design and implementation considerations, and identify different troffer types. For more information, visit the [Registration](#) page.



- 29. *Fluorescent Lamp Prices Hit Stratosphere*** - While stock markets were plunging and commodity prices were taking stunning drops, key lighting industry manufacturers were busy pushing up prices for fluorescent lamps. Blame for the price hikes went to China and its rare earth policies. The increases go into effect in November.
- 30. *Rare-Earths Prices Appear to Soften*** - Prices for the vital industrial minerals known as rare earths appear to have moderated in recent weeks following two years of relentless gains, as the supply outlook brightens and dominant producer China faces possible legal challenges to export restrictions. 9/22 Wall Street Journal
- 31. *DOE Offers up to \$10 Million to Improve Energy-Saving Lighting*** - DOE announced on Sept. 26 the availability of up to \$10 million in funding for energy-saving lighting technologies. DOE will invest in projects to accelerate manufacturing research and development related to solid-state lighting (SSL) technologies. The focus will be on applications that use semiconductors to provide light in such devices as LEDs and OLEDs. The goal is to strengthen the United States' position as a global manufacturing leader and help create jobs. Between two and four projects will be selected to receive up to \$10 million. Projects should address the technical challenges that must be overcome before prices fall to a level where SSL will become competitive with existing lighting on a first-cost basis. Potential applicants should note that applications are due by December 15, 2011. For more information, visit the DOE website at <https://eere-exchange.energy.gov/>
- 32. *"Revolutionary 'LED Lamp Locator' Tool Offers New Industry Portal for LED Lamp Market"*** - Lighting Internet Technology Enterprises, LLC (LITE) announced the company's introduction of a new web-based tool, the "LED Lamp Locator," that will enhance the ease with which professional lighting users can search, evaluate, compare, and specify the market's broad range of LED replacement lamps. Providing lighting users with a comprehensive database of current LED lamp products offered by the market's range of global manufacturers at [www.LEDLampLocator.com](http://www.LEDLampLocator.com)
- 33. *A Green Guide for Public Housing*** - Siemens Industry, in collaboration with the Green Seal organization, has published a guide for public housing owners and operators to help them reduce the use of energy, water and toxic chemicals. The manual covers a broad range of facility maintenance and management best practices, including HVAC systems, plumbing fixtures, lighting, landscaping and recycling. Called "Green Building Operations and Maintenance Manual: A Guide for Public Housing Authorities," the publication is now available free online <http://www.greeningpublichousing.com/>
- 34. *Cree Launches Industry-Leading TEMPO Evaluation Services*** - Cree, Inc. announces the commercial availability of TEMPO™ Services, a comprehensive set of quantitative and qualitative tests and analyses for LED-based lighting fixtures and lamps. TEMPO (Thermal, Electrical, Mechanical, Photometric and Optical) Services represent the accumulated advantage of Cree's extensive experience with customer LED systems combined with the use of calibrated test equipment to give LED lighting manufacturers and end users confidence in LED product designs. [www.creeledrevolution.com](http://www.creeledrevolution.com)
- 35. *Panasonic to Debut a New LED Lighting*** - Panasonic Electric Works Co. will debut a slew of new LED lights, starting Oct. 21. The subsidiary of Panasonic Corp. will increase its offerings 50% to 2,000 items this fiscal year, aiming to double LED lighting sales to about \$650 million.



**36. Best Buy Sees a Future in Home Energy** - Best Buy Co. Inc. plans to start selling home energy management products and services next month in what could be a significant new market for the Richfield-based consumer electronics giant. Stores in three test markets -- Chicago, Houston and San Francisco -- will roll out smart thermostats and outlets, energy usage monitors, and possibly a home security/alarm system. Though Best Buy declined to disclose specifics, the retailer suggested it will devote prominent and sizable space to its new "Home Energy" section. The Geek Squad already performs home energy audits and is a natural fit to market and install energy management products and services. 9/29 [www.startribune.com](http://www.startribune.com)

**37. Philips Hits the Road with 10-City LED Light Experience** - Philips Lighting will be demonstrating to consumers what LED light can do for their homes and utility bills at the Philips LED Light Experience. A fun, educational and free interactive mobile exhibit, the tour will visit 10 U.S. cities with 24 tour stops this fall. The Philips LED Light Experience will make stops at retailers, trade shows, festivals and other events throughout the U.S. For a complete listing of dates and locations in your area or to register for the Home Lightover Sweepstakes, visit [www.ledlightover.com](http://www.ledlightover.com)

**38. Siemens Delays Osram IPO Amid Market Volatility** - Siemens AG says it is delaying a planned initial public offering of shares in light bulb maker Osram because of market volatility. The IPO was originally planned for this fall but Siemens said Wednesday it has been delayed until "a later date." Siemens cited "the highly volatile environment on the capital markets and possible effects on the industry" in its announcement. But the parent company said it remains firmly committed to listing Osram and keeping a minority stake. <http://moneywatch.bnet.com>

**39. Acuity Brands Expands Lithonia Lighting LED Retrofit Portfolio with Introduction of RTLED RELIGHT** - Acuity Brands, Inc. has expanded its LED indoor ambient lighting portfolio with the launch of the Lithonia Lighting® RTLED™ RELIGHT assembly kit. The RTLED RELIGHT kit is a high-quality, volumetric assembly designed to bring the advantages of LED lighting to renovation projects. It joins the RTLED, ACLED, TLED and VTLED as part of Lithonia Lighting's versatile recessed LED indoor ambient lighting product family. The RTLED RELIGHT is available in 2'x2' and 2'x4' configurations for parabolic and lensed troffer upgrades. <http://www.solidstatelightingdesign.com/documents/view/cldoc.php?id=120870>



**40. RAB Lighting Introduces Affordable New 18 Watt LED Floodlight with Innovative Heatsink Design** - RAB Lighting announced the company's introduction of an new 18 Watt LED Floodlight incorporating RAB's innovative heatsink technology. Designed to replace the 70 Watt metal halide floods found on many commercial building exteriors, RAB's highly-efficient new "LFLOOD18" delivers an unprecedented combination of quality, long life, and affordability to a broad range of outdoor commercial LED lighting applications.



**41. Toshiba LED Lighting Systems Gains New Leadership** - Toshiba International Corporation (TIC), a Houston, Texas-based wholly-owned subsidiary of Toshiba Corporation, has [hired several lighting veterans](#), to lead its LED Lighting Systems Division. Industry veteran Ken Honeycutt, former CEO and president of Acuity Brands Lighting, has assumed the role of senior vice president of TIC and chief venture executive for Toshiba LED Lighting Systems Division. Mark Altomare, Peter DallePezze, Keisuke Ono and Jim McKenzie round out TIC's senior management team. <http://ledsmagazine.com/news/8/9/15>



42. **WattStopper Publishes Best Practice Guide for Schools** - [WattStopper](http://www.wattstopper.com) has published a set of [best practice solutions for classrooms](#) to help specifiers and facility managers quickly identify and implement energy-saving lighting control solutions for these high-value spaces, which account for approximately \$8 billion in energy costs annually in the U.S. The new online tool offers users a range of design options to meet different energy-savings goals, and provides a wealth of detailed information from wiring diagrams to equipment schedules. Solutions feature [WattStopper's Digital Lighting Management controls](#), which offer superior flexibility in installation and performance. [www.wattstopper.com](http://www.wattstopper.com)
43. **LG Electronics Products Earn ENERGY STAR® 'Most Efficient 2011' Designation** - More home appliance and consumer electronics products from LG Electronics have achieved the new "ENERGY STAR® Most Efficient 2011" designation than any other manufacturer, the global technology innovator announced today. For more information [www.LG.com](http://www.LG.com) 9/7 PRNewswire
44. **LG to Invest \$6.7B in Solar, EV batteries, LEDs and Water Treatment** - The company said Sunday that it plans to invest more than \$6.7 billion in green businesses by 2015. The investment is expected to yield about \$8.4 billion in revenues and create 10,000 new jobs by the end of 2015, according to reports. It's all a part of a strategy the company calls "Green New Business." LG says it will invest almost \$1.7 billion in electric car batteries by 2013; \$846 million in solar, LED lighting, and water treatment sectors; and almost \$415 million in the silicon business by the end of 2014. Another \$338 million will go into solar cell production by 2015. 9/26 [www.greenbiz.com](http://www.greenbiz.com)
45. **LG Electronics Opens First U.S. Home Appliance R&D Center for Innovative Appliance Testing** - LG Electronics USA [www.lg.com](http://www.lg.com) today officially opened its first Home Appliance Research & Development Center in the United States. Located in Buffalo Grove, Ill., the \$6.5 million R&D Center will provide low-volume, high-precision product testing and consumer research using state-of-the-art methodologies and technologies. The LG R&D Center tests products against industry guidelines set by Underwriters Laboratory (UL), UL Environment (ULE), the Association of Home Appliance Manufacturers (AHAM) and U.S. DOE. 9/28 PRNewswire



## State Energy Issues to Watch...

- 46. *New York City Arrives to the LED Party, Fashionably Late*** - Whether it's the newest gadget or the season's hottest handbag, "it" trends often are spotted first on the streets of New York City. LEDs are the exception. At a time when many municipalities across the U.S. jumped at the chance to use ARRA grants to fund LED street lighting projects, New York City bided its time and waited for the right streetlight to come along. After a seven-year process that included the design and production of that luminaire, four LED streetlight prototypes were installed in Manhattan. After receiving more than 200 entries from 23 countries, the city selected an LED-based streetlight designed by architectural lighting firm Office for Visual Interaction (OVI). The DOT is expected to add the new light to its Street Lighting Catalogue, making it available for all new and replacement installations in the five boroughs. <http://www.ies.org/LDA/E-newsletter/2011/September/newswire/110915-nyc.cfm>
- 47. *PPL Announces Energy Savings Program for Small Businesses*** - PPL Electric Utilities today announced a new program to help small businesses reduce power consumption and save on their electric bills. The "**E-power Direct Discount**" program covers up to 75 percent of the cost of upgrades such as energy efficient lighting and commercial refrigeration equipment. With the Allentown, PA power company paying most of the bill, participating businesses can see savings in their first year of participating because the savings on their electric bill will outweigh their investment. For more information email [EpwerDirectDiscount@kema.com](mailto:EpwerDirectDiscount@kema.com) 9/7 The Morning Call
- 48. *Lawmakers Push Bill to Allow Incandescent Light Bulb Manufacturing, Sales in Michigan*** - There may not be any companies in Michigan building incandescent light bulbs, but the state legislature wants to make sure that a company can if they want to. State Rep. Tom McMillin, R-Rochester Hills, introduced a bill that would allow a Michigan company to make the older bulbs and sell them only in Michigan. The bill now goes to the full House for consideration. Detroit Free Press
- 49. *Investors to Spend Millions 'Greening' Commercial Buildings in Sacramento and Miami*** - Sacramento is one of two U.S. cities set to participate in a massive energy-efficiency project assembled by British business tycoon Richard Branson. The plan would pour an estimated \$100 million into retrofitting commercial buildings in Sacramento. The company running the project is Ygrene Energy Fund of Santa Rosa. The other participating city is Miami, which is in line for \$550 million in improvements. The plan relies on AB 811, a three-year-old state law that sets up a funding mechanism called PACE to retrofit homes and businesses. In this new effort, private dollars provided by investors would generate upfront cash for the retrofits, with building owners paying the improvements over 20 years through a special assessment on their property taxes. 9/20 The Sacramento Bee
- 50. *"Public Goods" Fee For State Energy Program to End*** - The California Public Interest Energy Research (PIER) program that has generated billions of dollars in funding for energy efficiency and renewable energy research over the past 14 years is set to expire at the end of the year after lawmakers refused to renew it, and now state leaders are trying to find a way to replace it. The program is funded by a "public goods" fee that appears on the utility bills of most Californians and raises \$356 million each year to provide rebates to customers who buy energy-efficient appliances and to contribute to renewable energy research, among other things. 9/23 San Francisco Chronicle



## Monthly Special Feature... <http://www.nemasavesenergy.org/>

The leading source for information and tools to save you money and energy by upgrading your lighting! The National Electrical Manufacturers Association (NEMA) has teamed with the leading lighting companies to help the owners and operators of the Nation's 5 million commercial, industrial, and institutional buildings (2.7 million pre-1980) understand how the latest lighting products reduce energy use and carbon footprint while saving money. NEMA's enLIGHTen American Campaign has been endorsed by the Secretary of Energy... NEMA lighting members and their links:

[Acuity Brands Lighting](#)

[Advanced Lighting Technologies](#)

[Arcalux Corp](#)

[BJB Electric](#)

[Cooper Lighting](#)

[Cooper Wiring Devices](#)

[Cree Lighting Company](#)

[Day-Brite Lighting](#)

[Deco Lighting](#)

[Dialight Corp](#)

[Emerson Electrical Group](#)

[Esen Technology](#)

[EYE Lighting](#)

[GE Lighting](#)

[Gilbert Industries, Inc.](#)

[Halco Lighting](#)

[Hubbell Lighting](#)

[Juno Lighting](#)

[Keystone Technologies](#)

[Leviton Manufacturing Co](#)

[Light Sources](#)

[Lightolier](#)

[Litetronics International](#)

[Lumination](#)

[Luminus Devices](#)

[Luraline Lighting](#)

[Lutron Electronics Company](#)

[Magnaray International](#)

[National Cathode](#)

[Pass & Seymour Legrand](#)

[Philips Lighting](#)

[RAB Lighting](#)

[Robertson Worldwide](#)

[Ruud Lighting](#)

[Satco Products](#)

[Schneider Electric Square D](#)

[Sensor Switch](#)

[SLi Lighting](#)

[Sunpark Electronics](#)

[SYLVANIA](#)

[TayMac](#)

[Technical Consumer Products](#)

[Thomas & Betts](#)

[Universal Lighting Technologies](#)

[Ushio America](#)

[Watt Stopper](#)

[Welch Allyn](#)

[Westinghouse Lighting Corporation](#)

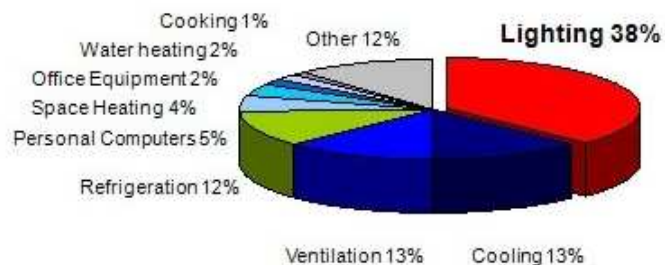
[Westinghouse Lighting Solutions](#)

### *Lighting Accounts for 38% of your electrical energy usage!*

An out of date lighting system could be costing you bushels of money... Upgrade with an **energy efficient lighting system** that will:

- Deliver a 30-50% ROI
- Reduce operating expenses
- Improve lighting system quality
- Increase your building asset value

### Energy Use for Offices



Source: Energy Information Administration, 2002 Commercial Buildings Energy Consumption Survey



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*Our business is changing your future...*