

Energy Watch

September 2008

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

A government big enough to give you everything you want, is big enough to take away everything you have.

Thomas Jefferson

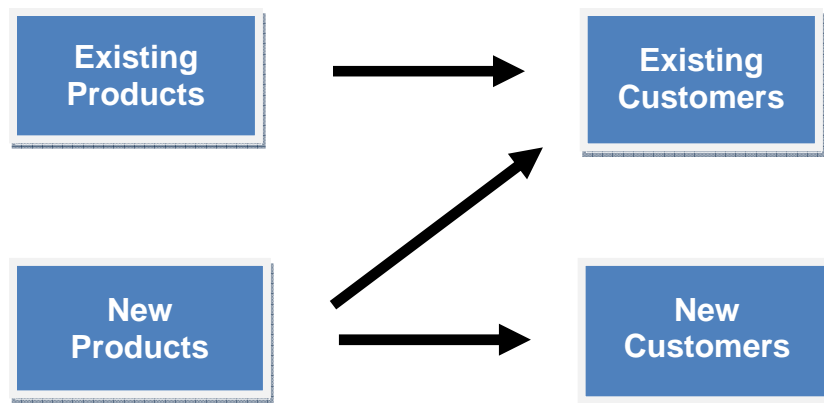
In politics if you want anything said, ask a man. If you want anything done, ask a woman.

Margaret Thatcher

Something to Think About.....

Are you Customer Mining: analyzing buying patterns / practices of your existing customers in order to look for opportunities to upgrade? Here are two key opportunities to sell your existing customers:

- ⚙ Continue to sell existing products to existing customers in order to continue to grow and satisfy your customer's needs. This is your core competency and frankly, pays the bills but customer mining is looking for those opportunities to upgrade the sale.
- ⚙ Look to sell the new sustainable energy efficient technologies to your existing customers first. Customer mining honors that relationship and keeps the pressure on you to improve the business of your existing customers, now and on a continuing basis.



Allow me to make the case for you not to spend a lot of time selling new customers existing commodity products. It is no way to get their business, unless it is on price. After all, your new customer is someone else's existing customer, buying existing commodity products. Time is precious; don't waste it doing the same thing. It's just redundant and brings nothing to the process. It's an opening to differentiate yourselves and to focus on selling the new technologies and to enhance your relationship with new customers by making their business better. Upgrading the sale does that and if you are knowledgeable and sensitive to your customer's specific needs, it will lead to unimaginable success.



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NATIONAL ENERGY ISSUES TO WATCH.....

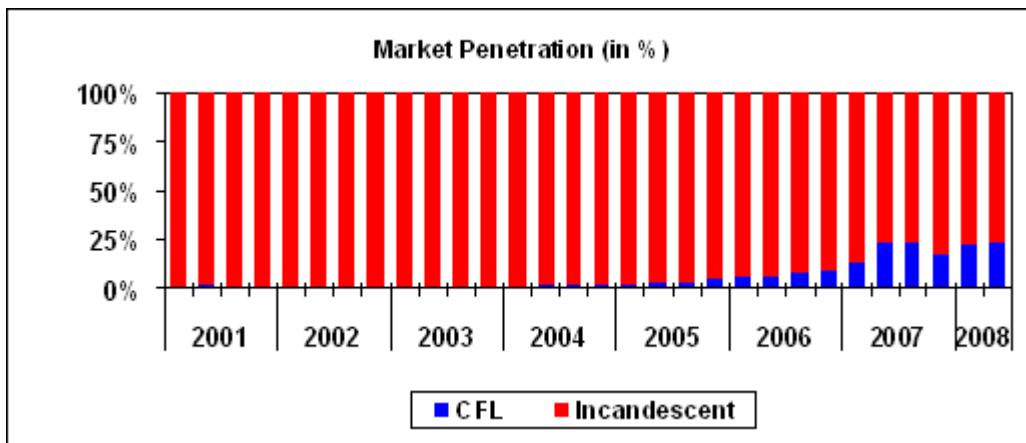
1. **LEDs Help to Bring Color and Light to the Beijing Olympics** - U.S. Olympian Michael Phelps displayed amazing athleticism over the past week at the Water Cube, but outside the building, U.S. technology is providing an amazing display of an entirely different sort. Colored light-emitting diodes (LEDs) from Cree, Inc. allow the building to change color, display words, and generate moving images to create a unique architectural presence on the Olympic Green in Beijing. Nearly a half million red, green, and blue LEDs allow the 3,000 "bubbles" on the exterior of the building to display millions of different colors. Officially known as the National Aquatic Center, the building displays a different computer-controlled pattern each evening. http://www.youtube.com/watch?v=iSR_8o6OotM



2. **Landmark Housing Bill Awaits Signature of President Bush** - Culminating months of intensive advocacy efforts by the entire NAHB federation, the Senate has approved a major housing stimulus package that will go to the President's desk to be signed into law shortly. H.R. 3221, the Housing and Economic Recovery Act of 2008, includes several provisions aimed at ending the current cyclical downturn in the housing industry and strengthening the housing finance system so that it will provide critical support as the marketplace gains strength. The centerpiece of the housing bill is a temporary, \$7,500 first-time home buyer tax credit for the purchase of any home. The tax credit can be used for a home sale closing on or after April 9, 2008 and before July 1, 2009. It is expected to provide a significant financial incentive for home buyers <http://www.federalhousingtaxcredit.com/>
3. **EcoPinion Survey, "Banking the Green," Focuses on Role of Customer Incentives for Energy Efficiency and Renewable Energy** - EcoAlign, a strategic marketing agency focused on energy and the environment, today released the results of the fourth EcoPinion Survey on what type of incentives or promotions will motivate customers to adopt clean and green offerings. Findings include:
 1. Discounts are the most popular incentive (85 percent), followed by two-for-one offerings (77 percent, extremely likely/very likely) and coupons (75 percent).
 2. The top two "most likely" incentives to be used by consumers to save money on energy costs are discounts (34 percent) and rebates (22 percent).
 3. The "Energy Star" label is extremely or very important to 68 percent of respondents.
 4. When asked what they would do if they had an extra \$200, and could choose from a list of energy saving or renewable offerings, 52 percent of respondents would put an extra \$200 in the bank.
 5. **Consumers are most interested in having their utility provide coupons to purchase energy efficient light bulbs (74 percent).**
 6. Consumers were most interested in receiving information from the utility web site (58 percent).
 7. Consumers would like to receive a credit on the utility bill (50 percent) followed by a check in the mail (34 percent).
 8. Consumers would be much more satisfied with their utility if more energy efficiency and/or pricing programs to save energy and utility were offered. 90 percent of respondents overall would be more satisfied than today.A copy of the full EcoPinion report is available at no charge by visiting EcoAlign's website at www.ecoalign.com



4. **Lighting Shipments Fall** - From NEMA: “On a year-over-year basis, the incandescent (lamp shipment index) showed a decline of 17.5%, while CFL shipments declined 18.7%”—as of the second quarter. CFL market share: 24.7%.



Incandescent shipments fell 5.5% vs. Q1 2008. CFL shipments fell 1.0%. 08/21 TED

5. **Economy at a Glance by Craig DiLouie, Editor LightSearch** - Posted August 25, 2008.

Data Series	Back Data	Feb 2008	Mar 2008	Apr 2008	May 2008	Jun 2008	Jul 2008
Unemployment Rate (1)	Click	4.8	5.1	5.0	5.5	5.5	5.7
Change in Payroll Employment (2)	Click	-83	-88	-67	-47	-51 (P)	-51 (P)
Average Hourly Earnings (3)	Click	17.81	17.87	17.89	17.95	18.00 (P)	18.06 (P)
Consumer Price Index (4)	Click	0.0	0.3	0.2	0.6	1.1	0.8
Producer Price Index (5)	Click	0.3	0.9	0.3 (P)	1.4 (P)	1.8 (P)	1.2 (P)
U.S. Import Price Index (6)	Click	0.2	3.1	2.8	2.8	2.9	1.7

(P) Preliminary

(1) In percent, seasonally adjusted.

(2) Number of jobs, in thousands, seasonally adjusted


(3) For production and nonsupervisory workers on private nonfarm payrolls, seasonally adjusted

(4) All items, U.S. city average, all urban consumers, 1982-84=100, 1-month percent change, seasonally adjusted

(5) Finished goods, 1982=100, 1-month percent change, seasonally adjusted

(6) All imports, 1-month percent change, not seasonally adjusted



6. **DOE Secretary Bodman Endorses NEMA Initiative to Make Buildings Energy Efficient Through Lighting Renovation** - Responding to Secretary Bodman's previous challenge to NEMA to commit to a national building energy efficiency campaign, NEMA recently announced the "enLIGHTen AMERICA" initiative, a campaign which will promote the advantages of lighting system renovation. According to NEMA, building owners and operators can realize a 50 percent return on investment, reduced operating expenses, improved productivity, and increased asset value. To assist building owners and operators in establishing a lighting renovation project, NEMA has established a website with information and savings-calculation tools: www.nemasavesenergy.org A copy of the "enLIGHTen AMERICA" brochure, Your Buildings Are Wasting Bushels of Money, and a copy of Secretary Bodman's letter, are also available at the site.
7. **Report Available on Best Practices for Metal Halide Lighting Systems** - A new report on metal halide lighting systems is available from the National Electrical Manufacturers Association (NEMA). Best Practices for Metal Halide Lighting Systems, Plus Questions and Answers about Lamp Ruptures in Metal Halide Lighting Systems provides educational information for the selection, operation, and maintenance of metal halide lighting systems with specific emphasis on those items pertinent to the risks associated with lamp rupture. The implications of the 2005 NEC provisions on these risks are addressed. <http://www.nema.org/stds/LSD25.cfm>
8. **Green Bulb Subsidy May Switch Off** - Consumers could be in for a shock when the Government eventually lifts its subsidy on energy efficient light bulbs. The Electricity Commission is subsidizing three brands of compact fluorescent lamps -- Energy Mad, Philips and Osram -- to the tune of about \$3 million this half-year with the aim of selling two million by November. A commission spokesman said the flat subsidization rate till June was about \$1 per ordinary CFL bulb, but that had now been broadened to include halogens and CFLs with various fittings. At present the bulbs were about the same price as incandescent bulbs but once the subsidies were lifted consumers would be paying more for CFLs. 09/10 Dominion Post
9. **What is EDF's Climate Corps?** - MBA students from the country's top business schools spent the summer working with companies to help them reduce their environmental footprint, save energy and save money. The Environmental Defense Fund's (EDF) Corporate Partnerships team launched Climate Corps—a Peace Corps-like program designed to help companies reduce their environmental footprints and save energy. Here's how it worked: EDF trained MBA students from the country's top business schools to work in the office with leading companies and show them how to save money through energy efficiency. <http://edf.org/page.cfm?tagID=28123>
10. **Philips Advance Style Guide** - The new Philips Advance style guide is designed to help Philips Lighting Electronics employees, partners and agents maintain a consistent brand image and use the proper corporate identity when making presentations, sending correspondence or creating material.  <http://www.advancetransformer.com/styleguide/>
11. **Platts.Com Provides Status of Hurricanes Impact on Energy Online** - <http://www.platts.com/Oil/Resources/Methodology%20&%20Specifications/hurricane.pdf?S=n>
12. **GE Energy Buys Kelman of Ireland** - The acquired company provides “advanced monitoring and diagnostics technologies for transformers,” which reportedly will “enhance GE’s smart grid product portfolio. 08/21 TED



- 13. HAIER to Buy GE Unit?** - Had enough of China lately? Well, here's more. An Aug. 5 item on the site of *Home Channel News* noted that The Haier Group, "one of China's largest appliance manufacturers," has been reported (in Chinese and Hong Kong newspapers) as mulling over the purchase of GE's appliance division (which may include GE Consumer & Industrial). Haier appliances can be bought at Home Depot, Best Buy, and Wal-Mart. Zhang Tieyan, CEO of Haier Asia, reportedly told the newspapers that his company "will make an assessment on the possibility" of taking some piece off of GE's hands. 08/21 TED
- 14. Columbia Lighting to Close** - "Hubbell Inc....told 213 workers at the Spokane Valley company (Columbia Lighting) they will lose their jobs by Dec. 31. All Spokane-area workers will receive severance packages plus assistance in some cases to help find new jobs...most of the jobs will end in September and October." The newspaper noted that Columbia is one of Spokane's oldest companies, having been founded (as Doerr-Mitchell) in 1898. Why close the company? Three reasons given: Hubbell leases the building in which Columbia was housed, making operations more expensive; "most of Hubbell's lighting customers are on the East Coast;" and the Columbia facility "is older than recent plants Hubbell has built or bought for the same purpose." 08/21 TED
- 15. Schneider Goes Solar** - Schneider Electric has agreed to acquire Xantrex Technology, said to be the largest supplier in North America of solar inverters. According to the July 29 issue of *Daily Deal*, Schneider agreed to pay a 58% premium (to the July 21 closing price) for shares of Xantrex, which is based in British Columbia (and has shares traded on a Canadian exchange). Total purchase price is roughly \$488 million. The purchase, according to Jean-Pascal Tricoire, CEO of Schneider, will give us a unique opportunity to capture growth in the dynamic renewable energy market. 08/21 TED
- 16. Lighting Science Group Acquires Assets of Lamina Lighting** - Lighting Science Group Corporation (LSG), a developer and integrator of intelligent and energy-efficient LED lighting solutions, has announced that, through one of its wholly-owned subsidiaries, it has acquired all of the assets of Lamina Lighting, Inc., a manufacturer of high-power LED light engines and modules. "Today's acquisition further strengthens our product portfolio and gives us access to an integrated platform of products with an established global supply chain," said Govi Rao, chairman and chief executive officer of Lighting Science Group. <http://www.lsgc.com>
- 17. Shat-R-Shield Appoints George Mabin to VP Position** - Shat-R-Shield has announced that George Mabin has joined the company as Vice President Sales and Marketing. Mr. Mabin brings with him more than 30 years experience in sales and marketing and brings a wealth of domestic and international experience in the lighting industry. In his new role, Mr. Mabin will direct the company's sales activity in North America, overseeing national accounts, national distribution, regional managers, manufacturer's representatives, and inside sales. He will also be responsible for all marketing activities and communications, and work on matters of corporate business development. www.shatrshield.com
- 18. NECA Convention and Trade Show** - The 2008 National Electrical Contractors Association (NECA) Convention and Trade Show will take place October 4-7 in Chicago at the McCormick Place Lakeside Center. Topics for sessions at this year's event include NFPA 70E compliance, reducing project risk, and increasing profits with new technology. www.necaconvention.org/show/



19. Who's Who in the Buildings Market 2008 - The editors of *Buildings* (September 2008 issue) have handpicked 44 organizations and departments that are getting things done—slashing energy costs, improving customer service, building with the end-user in mind, investing heavily in employee training and development, etc.—in *truly remarkable ways*. Here are the Top 10:

1. **CB Richard Ellis [Los Angeles, CA]**
2. **First Industrial Realty Trust Inc. [Chicago, IL]**
3. **University of California, San Diego [San Diego, CA]**
4. **Raytheon [Tewksbury, MA]**
5. **City of Chicago [Chicago, IL]**
6. **Cushman & Wakefield [New York, NY]**
7. **Los Angeles Community College District [Los Angeles, CA]**
8. **U.S. Coast Guard [Washington, D.C.]**
9. **USAA Real Estate Co. [San Antonio, TX]**
10. **The University of Iowa [Iowa City, IA]**

<http://www.buildings.com/articles/detail.aspx?contentID=6451>

20. Survey to Assess Energy Savings in Commercial Real Estate - The largest-ever survey to assess energy-savings measures used in commercial real estate has been launched by Washington, D.C.-based BOMA Intl., Potomac, MD-based FMLink, the Washington, D.C.-based U.S. Green Building Council, and the Reston, VA-based Association for Facilities Engineering (AFE). The survey will close Sept. 22, and the estimated time needed to complete the survey is 30 minutes. Respondents will be asked to address energy savings practices and products within a single building. For participating, respondents will receive complimentary issues of BOMA's checklist, "30 Ways to Save Energy," and USGBC's "Energy Performance for LEED for New Construction Buildings" report. Take the survey by going to:

<http://survey.constantcontact.com/survey/a07e2cp8tkifkg32rm8/a01rhfkya562w/greeting>



Database of State Incentives for Renewables & Efficiency

21. The DSIRE Web site is updated each week with the addition of new programs and the verification of or changes to existing programs. On average, about 60 programs each month are verified or updated through contact with program administrators and other stakeholders throughout the U.S.A. in alpha order by State:

<http://www.dsireusa.org/library/includes/incentiveupdated.cfm?&CurrentPageID=3&EE=1&RE=1>

22. What's the deal with compact fluorescents and mercury? - The first fact to know is that mercury levels in a CFL are miniscule. According to the National Electrical Manufacturer's Association an



old-style fluorescent light tube, as typically used in an office or home setting, can contain up to 10 times more mercury than a CFL. Not to mention the amount of mercury sealed within the glass tubing of a CFL is on average 4 milligrams, about enough to lightly coat the tip of a ballpoint pen. Much of the current alarm centers around the fact that Congress has mandated a switch away from incandescent light bulbs to CFLs, phasing out Thomas Edison's famous version, by 2014. For what you need to know about CFLs and mercury, check this web site:

http://www.energystar.gov/ia/partners/promotions/change_light/downloads/Fact_Sheet_Mercury.pdf



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- 23. Compact Fluorescent Lightbulbs in the October 2008 Consumer's Report** - Don't fall for the common myths about these long-lasting, energy-saving lights. Swapping regular bulbs for compact fluorescents can save you at least \$30 per bulb over a CFL's life. The latest bulbs are better than earlier ones. Yet the myths burn on. See the October issue of Consumer's Report:
<http://www.consumerreports.org/cro/home-garden/home-improvement/hardware-building-supplies/lightbulbs/cfls/overview/cfl-ov-.htm?resultPageIndex=1&resultIndex=7&searchTerm=cfl>
- 24. 802.11n Transmits to the New Wireless Standard** - <http://ieee802.org/11/> The wireless trend continues to flourish, and another era of new standards looms on the not-so-distant horizon. The most compelling and progressive is the emerging standard for 802.11n. Many contractors have had great success on the installation side of the current wireless standards. 802.11a, 802.11b and 802.11g have all shown their worth in the real world, which explains why many have high hopes for 802.11n. 08/'08 Electrical Contractor
- 25. DALI XP Draft Standard Promises Major Breakthrough for Digital Lighting** - While DALI has promised the advantage of multi-vendor interoperability and associated benefits of competition among vendors, the protocol only covers the ballast and not ballast control devices such as occupancy sensors, switches and photosensors. To solve the problem, NEMA's Joint Sections Committee on DALI partnered with the California Energy Commission to author an expanded DALI protocol to incorporate standard DALI control devices. The new draft standard, called DALI XP, is expected to receive NEMA approval by the end of 2008. See Craig DiLouie's report at:
http://www.aboutlightingcontrols.org/education/papers/2008_dalixp.shtml
- 26. IKEA to Explore Selling Solar Panels** - Swedish home decor giant IKEA has announced plans to spend \$77 million on research and development for retail solar panels, as well as other energy-efficient items. In addition to solar panels, the company plans to use the funds to research and develop energy-efficient products such as energy meters and energy-efficient lighting. The company currently sells a number of eco-friendly items, most notably a CFL light bulb "bar" with a wide variety of energy-efficient lighting options. IKEA plans to invest funds into green product companies that already offer commercial prospects, according to CleanTech Group, a sustainable business financing group that is working with IKEA on the research initiative. In all, the program, dubbed IKEA GreenTech, will focus on five product areas in all – solar panels, alternative light sources, product materials, energy efficiency and water saving and purification. 8/15 HCN
- 27. Guess How Much the Super Bowl Champion Giants Are Worth?** - The National Football League is the first professional sports league to have its franchises average over \$1 billion in value. The Giants and Jets franchises for the first time are each valued at more than \$1 billion, according to the annual Forbes magazine National Football League team valuations announced today. With a lucrative new Meadowlands football stadium under construction, the Giants climbed from eighth place to fourth place at \$1.18 billion. The Jets, at \$1.17 billion, climbed from 10th place to fifth. Top three are:
- ⚙ Dallas Cowboys: \$1.61 billion
 - ⚙ Washington Redskins: \$1.54 billion
 - ⚙ New England Patriots: \$1.32 billion



STATE ENERGY ISSUES TO WATCH.....

- 28. *Utilities to Push Energy Efficiency*** - The state's major utility providers have promised to increase their budgets for energy-efficient programs by 34 percent. The additional cash will be used to help make energy-efficient modifications more affordable to property owners as they prepare for what is expected to be an expensive winter. Heating a home this winter could cost twice what it did in the winter of 2006-2007. Armed with those alarming statistics, state leaders called on utilities to expand their energy-efficiency programs, which help defray the costs of window insulation, new appliances and lighting with rebates and low- or no-interest loans. 08/20 Boston Herald
- 29. *N.J. Homeowners Brace for Higher Winter Heating Oil Bills*** - Even with the recent fall in crude oil prices, the federal government projects homeowners will pay an average of \$4.34 per gallon for heating oil this winter, up more than \$1 from what they paid a year ago. In the Northeast, it will cost the typical family \$2,725 to heat their home with heating oil this year, a 37 percent jump from the prior year, according to the Energy Information Administration. Meanwhile, natural gas customers will hardly fare any better this winter, with the four New Jersey gas utilities seeking price increases of 20 percent or more. 08/26 Star Ledger
- 30. *PECO Partners with ENERGY STAR to Provide Customers with More Energy Saving Tools*** - PECO has formed a partnership with ENERGY STAR to provide its customers with more money saving resources through the company's website at www.peco.com/save A new web-based, interactive home is now available to take visitors on a tour from attic to garage that is full of energy saving tips and green information. 09/08 Business Wire
- 31. *PECO Launches First Phase of Five Year Environmental Initiative with Opening of First Green Building*** - PECO today unveiled the first phase of a five year major environmental initiative aimed to make the company more environmentally friendly through energy efficiency and other cutting edge efforts. The comprehensive program - totaling more than \$15.3 million of work - includes the opening of PECO's first 'green building' in West Chester, the installation of a green roof and a new Crown Lights system at the company's Center City headquarters, work to secure Leadership in Energy and Environmental Design (LEED) certification for many company work sites, and environmental and energy efficiency community and customer support. 08/20 Business Wire http://www.exeloncorp.com/ourcompanies/peco/pecores/environment_and_community/crown_lights.htm
- 32. *Electric Bills Going Up and PECO Feels Your Pain*** - PECO Energy yesterday filed a comprehensive plan with the state that could change the way the company buys power and that it says will help consumers cope with higher electricity bills after the current rate cap expires in December 2010. The company also called on the Legislature to pass a comprehensive energy law this fall. The filing with the state Public Utility Commission seeks to allow PECO to purchase its energy when lower rates arise on the wholesale market. The utility, which does not produce its own energy, currently is limited in how often it can buy its power. The plan also calls for a multi-million-dollar consumer-education campaign through 2012 to raise awareness of rate increases and tell customers how to conserve power. 09/11 Philadelphia Daily News
- 33. *Dominion Web Site Now Features Energy-Savings Calculator*** - Dominion customers looking for ways to increase energy efficiency in their homes and businesses have a handy new tool at their disposal -- an energy calculator installed on the company's Web site <http://www.dom.com/> to help them find out how much energy they are using and explore ways to save energy and money.



- 34. Allegheny Power Proposes Projects to Help Meet EmPOWER Maryland Targets** - The electric distribution business of Allegheny Energy, Inc. today announced the filing of 13 proposed energy-efficiency and conservation programs, and an Advanced Utility Infrastructure (AUI) pilot project, with the Maryland Public Service Commission (PSC). The programs and pilot are subject to Commission approval and are Allegheny's response to the EmPOWER Maryland Energy Efficiency Act, which targets a 15 percent reduction in energy consumption by 2015. Designed to reach the full spectrum of Allegheny's customers, the energy-efficiency programs target major energy-consuming systems such as heating, air conditioning, major appliances, lighting, motors and production processes. www.alleghenyenergy.com
- 35. Energy Efficiency Program Linked to Property Tax** - Annapolis officials want to offer tax-exempt, low interest rate loans to property owners who install energy-reducing additions. And the payments on those loans would be placed directly on property tax bills. Property owners who want to finance energy improvements to their properties can apply for a low-interest loan from the Chamber of Commerce Foundation through a funding pool provided by CommerceFirst. The loan payments are added to the property's tax bill, which the city collects. The Maryland Energy Administration conducts the energy efficiency audits property owners need to secure the loan and provides homeowners a list of certified contractors that can install the energy-saving additions. 08/17 Capital
- 36. Easley: N.C. Can Be More Energy Efficient** - Gov. Mike Easley asked the N.C. Building Code Council today to help make North Carolina one of the most energy-efficient states in the country by requiring better construction techniques. Easley sent his top policy advisor to tell the council to design an energy code -- part of the state's building code -- that would require buildings to be 30 percent more energy efficient than those built to national standards. The Building Code Council makes the rules that govern every aspect of a building's construction, from the materials that can be used to whether sprinklers must be installed. By the year 2030, Hirsch said, North Carolina's population is expected to grow by 40 percent, and about half the buildings where those people will live, work, shop, eat and play don't exist yet. 09/09 The News & Observer
- 37. Tennessee Valley Authority Boosts Conservation Budget Fourfold as Public Reels Before Rate Hike** - The Tennessee Valley Authority and its distributors are planning to expand their conservation programs this fall for consumers facing the biggest yearly jump in electricity prices in TVA's 75-year history. TVA Vice President Joe Hoagland said the agency will boost its budget for energy conservation and efficiency from \$22 million this year to \$99 million in fiscal 2009, which starts Oct. 1. The increase comes as TVA prepares to boost its wholesale electricity rates by 20 percent in October, following nearly 14 percent of combined rate and fuel-cost adjustment increases this spring and summer. 08/22 Chattanooga Times
- 38. Ameren Illinois Utilities ActOnEnergy™ Business Program Enjoying Immediate Success** - Since the June 23rd introduction of the Ameren Illinois Utilities ActOnEnergy(TM) electric business customer incentive program, the initiative has demonstrated that Illinois businesses are eager to improve the energy efficiency of their facilities and operations. As of Sept. 1, electric business customers have applied for 76 percent of the \$3 million in standard and custom incentive funds that are available for the first year of the program. <http://www.ameren.com/http://www.actonenergy.net/>



39. TEP Boosting Fluorescents with Discount - Tucson Electric Power Co. www.tep.com has launched a program to make CFLs available from local stores at discounts of up to 50 percent off retail prices, as low as \$1 per bulb. TEP customers are funding the program through a monthly surcharge approved by the Arizona Corporation Commission. TEP in turn has paid manufacturers to provide discounts that will be passed along through local retailers, available at Costco and Home Depot stores in Tucson. More retailers will begin offering the discounted bulbs in coming weeks. TEP estimates that if all 185,000 bulbs available through the program this year are sold and installed, they will save more than 9.5 million kilowatt hours (kWh) of energy over the course of a year. No coupons are necessary, and customers can buy up to 10 discounted bulbs per store visit. 08/23 The Arizona Daily Star

40. The Planet Cuts Lighting, Costs at Data Centers - Hosting company The Planet expects to save \$140,000 a year with its company-wide "lights out" program aimed at reducing energy use. The Planet estimates by conserving lighting and HVAC consumption at its Houston and Dallas facilities, it can save 1.4 million kilowatt hours a year. Instead of always leaving the lights on at its two Houston data centers and four Dallas data centers, The Planet will keep lights on only from 8 a.m. to 5 p.m. Anyone working after-hours will turn lights on only in the areas they are working, and some sections will have a few overhead lamps operating to eliminate the need for turning on all the lights in some rooms. <http://www.energyvortex.com/pages/headlinedetails.cfm?id=3691>

41. EPAct Tax Deduction for Energy Efficient Construction Set to Expire the Energy Efficient - Commercial Buildings Tax Deduction, a federal incentive that provides a deduction of \$1.80 per square foot for the design and construction of energy efficient commercial buildings, is set to expire at end of the year. Extending tax incentives, which are part of the Energy Policy Act of 2005 (EPAct), for commercial construction will provide an immediate stimulus to the design and construction industry, according to the American Institute of Architects (AIA). <http://www.facilitiesnet.com/news/article.asp?id=9719>

42. Powering Down: Palo Alto Eyes Energy Efficiency Mandate - Palo Alto is considering becoming the 13th city to enact tighter energy-efficiency standards than required by the state of California. Here are the other 12, with the dates their local energy codes were approved: Palo Alto Daily News

1. La Quinta June 8, 2005
2. Santa Monica Sept. 21, 2005
3. Mill Valley March 15, 2006
4. Los Altos Hills Oct. 11, 2006
5. Palm Desert Oct. 30, 2006
6. Rohnert Park March 14, 2007
7. Culver City June 20, 2007
8. Santa Barbara Jan. 16, 2008
9. Santa Rosa April 2, 2008
10. Marin County June 18, 2008
11. San Mateo Co. June 18, 2008
12. Los Altos Aug. 13, 2008



MONTHLY FEATURE...

http://www.energystar.gov/index.cfm?c=business.bus_energy_strategy

The Energy Picture: Where Are We Now? Where Are We Headed?

The ground-breaking report, *Energy Strategy for the Road Ahead*, reveals what twenty leading U.S. companies recommend businesses should do now to prepare for the risks and opportunities of our energy future. EPA's experience, through its interactions with U.S. companies, is that many are initiating energy programs. For companies operating formal energy programs, these programs are typically less than 5 years old. And, the involvement of senior executives in energy planning and decision making is just beginning.

Market trends suggest that the demand for energy resources will rise dramatically over the next 25 years:

- ⊗ Global demand for all energy sources is forecast to grow by 57% over the next 25 years.
- ⊗ U.S. demand for all types of energy is expected to increase by 31% within 25 years.
- ⊗ By 2030, 56% of the world's energy use will be in Asia.
- ⊗ Electricity demand in the U.S. will grow by at least 40% by 2032.
- ⊗ New power generation equal to nearly 300 (1,000MW) power plants will be needed to meet electricity demand by 2030.
- ⊗ Currently, 50% of U.S. electrical generation relies on coal, a fossil fuel; while 85% of U.S. greenhouse gas emissions result from energy-consuming activities supported by fossil fuels.

Sources: Annual Energy Outlook (DOE/EIA-0383(2007)), International Energy Outlook 2007 (DOE/EIA-0484(2007)), Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2005 (April 2007) (EPA 430-R-07-002)

If energy prices also rise dramatically due to increased demand and constrained supply, business impacts could include:

- Reduced profits due to high operating costs.
- Decline of sales of energy-using products.
- Loss of competitiveness in energy intensive businesses.
- Disruptions in supply chains as suppliers are unable to meet cost obligations or go bankrupt.

Recent history also demonstrates that catastrophic weather events, terrorism, and shifting economic centers are not just events of our imagination but realities of our lifetime.

Given this challenging landscape, what steps do U.S. businesses need to take today to survive a potentially disruptive energy future?

The Future of Corporate Energy Management

Global Business Network (GBN), a member of the Monitor Group, in cooperation with the U.S. Environmental Protection Agency (EPA), gathered senior executives from twenty major U.S. companies to consider the potential energy impacts that U.S. businesses may face over the next decade. Based on four plausible scenarios of the world in 2020, the report *Energy Strategy for the Road Ahead* identifies a set of strategies that will help businesses act now to prepare for future energy-related risks.

[Using Scenarios to Plan for the Future](#)

[Taking Action Now for the Future — The Strategies](#)



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