

Sunday, August 15, 2010

ACEEE Summer Study at Asilomar, California

Co-Chairs' Welcome



Craig Wray

Industrialized nations worldwide must profoundly change their energy supply and demand habits, in part to better use available resources and maintain prosperity, but also to reduce carbon emissions and avoid negative consequences of climate change. Recognizing this need, the Obama administration recently set a 2050 goal of reducing U.S. CO₂ emissions by 83% relative to 2005 levels. Improving how we produce and distribute energy is a necessary step toward achieving this goal, but we must also reduce the energy consumed by our building, industry, and transportation sectors.



Robert Hawsey

Eighteen years ago, some of the attendees at this year's Summer Study contributed to a U.S. Congress Office of Technology Assessment (OTA) report, which suggested that efficiency measures in buildings could enable a one-third reduction in energy consumption by 2015. More recent reports by the McKinsey Global Institute and the National Academies' reinforce this position: in terms of marginal costs associated with carbon emission abatement, they concluded that building efficiency measures should be pursued before new energy supply options. The OTA report also presented the many challenges that inhibit adopting energy efficiency measures, such as who makes the purchasing decision, first cost versus life-cycle cost, payback times,

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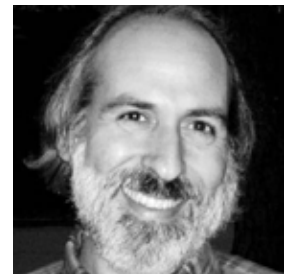
Director's Welcome

Trust Us: ACEEE Is 30 Years Young & Looking Ahead to Another 30 (or more)!

Welcome to Summer Study! When ACEEE hosted the first Summer Study in 1980 at the University of California, Santa Cruz, we were a brand new organization of volunteers. Since then, we've grown into a professional organization of 40 full-time staff while the Summer Study has grown from about 100 participants in 1980 to a sell-out crowd of over 1,000 this year. During the past 30 years, we've had many accomplishments, but many more challenges lie ahead.

Among notable accomplishments, energy use per unit GDP is down 46% in 2009 from 1980 levels. Major contributing factors to this achievement are appliance and vehicle efficiency standards; utility-sector energy efficiency programs; and myriad policy and program actions at the state level. ACEEE has worked in all of these areas; we've led work on appliance efficiency standards and been a major player on utility energy efficiency programs and policies. Interestingly, energy prices do not appear to be a driver, as average energy prices are slightly lower today, in inflation-adjusted terms, than they were in 1980.

But more challenges await us. Climate scientists tell us that we need to reduce emissions of greenhouse gases by 80-90%



Steve Nadel

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THE GRAPEVINE DAILY NEWSLETTER

The Grapevine is published daily to highlight upcoming presentations and events, review events of the previous day, and list important announcements. It will be distributed each morning at breakfast in **Crocker Dining Hall**, or participants may pick up a copy outside *The Grapevine* office (Room 509 of the **Pirate's Den** building) or the Summer Study office in **Surf and Sand**. It will also appear online at the ACEEE blog, on the web at www.aceee.org/blog.

INFORMAL SESSIONS

Participants are welcome to schedule informal discussions during designated afternoons of the Summer Study. Sessions are typically two-hour discussions about topics that relate to the theme of the Summer Study but do not have published papers or formal presentations. These sessions encourage group participation about topics that Informal Session organizers want to discuss. Organizers are encouraged to prepare brief introductions about the discussion themes to present at the beginning

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“Efficiency is the Centerpiece: Where are We Going?”

with **Cathy Zoi**, Assistant Secretary for Energy Efficiency and Renewable Energy



Cathy Zoi

Cathy Zoi will be our opening plenary speaker on Sunday 7:30 pm - 9:00 pm (Merrill Hall).

Ms. Zoi was confirmed by the United States Senate on June 19, 2009 as Assistant Secretary for the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE). In her capacity as Assistant Secretary, Ms. Zoi is responsible for leading the programs, staff, and policies of EERE, as well as engaging constituent groups in the efficiency and renewable energy sectors.

In her role as Assistant Secretary, Ms. Zoi manages the U.S.

Department of Energy's \$2.3 billion applied science, research, development, and deployment portfolio, which promotes marketplace integration of renewable and environmentally sound energy technologies. Additionally, Ms. Zoi oversees EERE's \$16.8 billion in funding under the American Recovery and Reinvestment Act. EERE is responsible for education, conservation, regulation, and efficient use of our nation's energy resources, including federal energy management, building codes, appliance standards, vehicle technologies, and the ENERGY STAR program. EERE works to strengthen the United States' energy security, environmental quality, and economic vitality through public-private partnerships. --From the U.S. Dept. of Energy

Director's Welcome, continued

by 2050 in order to keep global climate change to manageable levels. World oil reserves may be peaking, to be followed by decline, driven in part by growing vehicle use in countries such as China and India. The result will drive energy prices higher and hurt our economy unless we can reduce energy use significantly.

ACEEE's various studies done at the state level show that we can reduce energy use by 25-30% by 2030 using existing, cost-effective technologies. But there are new technologies and practices on the horizon whose development is driven by interest in sustainable development and expected future pricing of greenhouse gas emissions. Energy efficiency is a "hot" area for venture capital investment. LED lighting is climbing in efficiency and declining in price, leading many to believe that LEDs could account for the majority of our lighting by 2020. Smart manufacturing, intelligent buildings, and other information technologies may be able to provide energy savings of 20% or more. And, behavioral strategies can help consumers manage their energy use. ACEEE's preliminary estimates are that altogether, existing and new technologies and practices may be able to reduce U.S. energy use by about 60% by 2050 from currently predicted levels, providing a major contribution to meeting greenhouse gas reduction goals and helping to strengthen our economy.

In order to achieve this level of energy savings, major efforts will be required from government, businesses, and consumers.

Government can enact policies such as stronger building codes and equipment efficiency standards, utility energy savings targets, expanded energy efficiency R&D efforts, and grants and loans for major energy-saving retrofits to our homes, commercial buildings, and factories. Businesses can develop new energy-saving products and services, and can invest in cost-effective efficiency improvements to their facilities. And consumers can improve their homes and better manage their energy use.

ACEEE plans to work in all of these areas. We will continue to work on federal energy policy, but given the current gridlock in Washington, we are expanding our work on policies and programs at the state level, and have recently hired someone to work on local programs.

As a result of these efforts, and the efforts of the many other companies and organizations represented here at Asilomar, we look forward to celebrating large energy-efficiency improvements when we gather to celebrate ACEEE's 60th anniversary, 30 years from now. We salute you, our friends, supporters, and colleagues, and invite you to share in our celebration throughout this week of three decades of collaborative progress in achieving greater economic productivity, energy security, and environmental protection.

*Steve Nadel,
Executive Director, ACEEE*

Informal Sessions continued

of their sessions. A sign-up sheet is posted (for time and room assignments) in the Summer Study office (**Surf and Sand** building). A list of Informal Sessions with times and locations will be announced daily in *The Grapevine*.

Informal Sessions times are:

Monday	2:00 pm – 4:00 pm
	4:00 pm – 6:00 pm
Tuesday	2:00 pm – 4:00 pm
Thursday	2:00 pm – 4:00 pm

Welcome to Asilomar

SUMMER STUDY OFFICE

The Summer Study office is located in the Surf and Sand building. For participants registering after Sunday, the 15th, registration will also be in Surf and Sand. At the Summer Study office you may check on daily events; pick up and leave messages; sign up for informal sessions; and clear up administrative details. Office hours are 8:00 am – 12:30 pm and 1:30 pm – 6:00 pm.

INTERNET LOUNGE

The Internet Lounge is located in Viewpoint East, a quiet space set up for speakers to prepare their presentations or for attendees to surf the Internet, check e-mails, or review a copy of the proceedings on CD. Four personal computers (PCs) with Internet connections will be available, as well as at least 4 wireless Internet connections for personal laptops. An additional PC will be provided but will not be online; this computer will be connected to a printer. Wireless connections will also be provided in and near the lounge. For those who need analog lines, the Hearst Social Hall (Administration building) has two existing lines to connect laptops via dialup modem (refer to Business Center information on page XI in the program guide for costs). Hours for the Internet Lounge are 7:30 am – 8:00 pm.

HOSPITALITY SUITE

A Summer Study tradition, the evening Hospitality Suite is open to all participants in the Fred Farr Forum after plenary sessions. Snacks, beer, wine, and non-alcoholic beverages will be available.

TELEPHONE/FAX SERVICES

Phone: (831) 372-8016 Fax: (831) 372-7227

Phones are not available in sleeping rooms, but there is a house telephone in each building for on-site calls. In case of emergency, an operator is available by dialing "0" from any house phone. Pay phones are available for local and long-distance calls.

Faxes may be sent at the Asilomar Front Desk in the Hearst Social Hall (Administration building), paying charges directly to Asilomar at the time. The cost is \$2 per page (no maximum) to send faxes within the United States, and \$5 per page to send international faxes. The cost to receive faxes is \$1 per page (\$5.00 maximum). A notice of incoming faxes and all phone messages will be placed in the message box in the Hearst Social Hall (Administration building). You may pick them up at your convenience; the Asilomar Front Desk is open 24 hours a day.

Cell phone usage: due to the fact that cell phones and Asilomar's in-room fire alarm system operate on radio

frequencies, occasionally a false alarm will sound if a guest is using his or her cell phone directly under the alarm. If this occurs, security will arrive shortly to disarm the alarm.

BUSINESS CENTER

The Business Center is located next to the Asilomar Front Desk in the Hearst Social Hall (Administration building) and is open from 6:30 am – 12 midnight daily. Charges are collected on the honor system. E-mail can be checked from one of two dedicated local access lines. There is a 10¢ per minute fee to use one of these lines. Asilomar also offers free wireless access in the lobby of the Hearst Social Hall (Administration building). A personal computer is available for word processing needs. Conference calls can be held in the Business Center; ask the Front Desk staff for assistance.

GUEST RECREATION

Bikes can be rented from the Asilomar Park Store in the Hearst Social Hall (Administration building) from 9:00 am – 6:00 pm daily. Bikes are available for full day rental at \$25.50 or for half-day rental at \$17.50 (4 hours). Rental includes a map of the area and a helmet.

Volleyballs, ping pong balls & paddles, pool cues & balls, board games, and the lending library can be found at the Asilomar Front Desk.

ASILOMAR FACILITIES

Asilomar's 107 acres are dedicated to a natural ecological environment. Please walk on paved areas only. The dunes are a particularly fragile environment, and we request that you use the boardwalk that leads you to a vista point and to the beach. Please beware that Poison Oak is abundant on the Asilomar grounds. We appreciate your use of the trash and recycling receptacles located throughout the grounds, as well as your efforts to conserve water.

Camping facilities are not available onsite, and sleeping bags are not allowed on the grounds. In addition, bikes are not allowed in the sleeping or meeting rooms.

Recreational vehicles of any type are not permitted on site. No open fires are permitted on the beach. Wood cannot be collected in the forest. Asilomar State Beach and Conference Grounds has been part of the California State Parks system since 1956. Asilomar State Beach is part of the Pacific Grove Fish Garden Refuge and the Monterey Bay National Marine Sanctuary. Collecting of animals, rocks, shells and sand is not permitted.

30th Anniversary Activities

During the Summer Study, ACEEE will celebrate its 30th Anniversary with a series of games and activities. All prizes will be awarded at the Thursday night dance party. Read on to learn how you can participate (participation is optional).

Sunday Night Kick-Off

- Board member Alison Silverstein kicks-off the Anniversary festivities during the Plenary. Later, follow Alison to the Hospitality Suite in Fred Farr Forum to enjoy a piece of birthday cake. Also, view a slide show of photos and videos from past Summer Studies.

Contests

- **“Walk the Talk”** – At registration check-in, each Summer Study attendee will be given an ACEEE pedometer. The first person to log 30,000 steps (in honor of ACEEE’s 30th Anniversary) wins a prize. Also, the person with the highest recorded steps by noon on Thursday, August 19th wins a prize. Stop by the ACEEE Office in the Surf & Sand Living Room to log your steps.

Co-Chair’s Welcome continued

technology complexity, and perceived comfort issues. Many of these issues remain today, but the impetus to resolve them is stronger than ever.

We must continue to pursue traditional energy efficiency improvements in areas such as the building envelope, lighting, and HVAC equipment. These measures alone, however, will not enable the “deep” savings that a broader set with a systems approach can provide and that we need. For example, we must target increasing miscellaneous plug loads, consider inter-sector synergies, and embrace opportunities at the community-scale. We must also create performance-based codes and standards, pricing strategies, and training programs that facilitate and encourage energy efficiency “retrofits” and system integration in existing buildings. Together, these actions will result in a cleaner, more sustainable environment while paying dividends in terms of job growth related to energy efficiency.

The logo for 'The Gyrpervine' is written in a stylized, cursive font. The letters are interconnected, with a large, flowing 'G' at the beginning and a long, trailing 'ine' at the end.

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- **“Name that Camper”** – A number of photos were taken over the last 30 years and we need your help identifying the Summer Study Campers. Stop by the ACEEE Office and help us name these folks. Those with the most ID’d correctly win a prize (the top 3 winners will be selected).
- **“XXX Hunting”** – No, it’s not what you think! It’s a scavenger hunt to find answers and objects to 30 trivia questions. Stop by Surf and Sand to pick up your Scavenger Hunt list. Hand in your answers and objects by noon on Thursday. If you can answer the questions correctly and find the objects listed, win a prize!
- **“ACEEE Idol”** – We need a camp song to honor ACEEE’s Anniversary and Summer Studies (aka “Summer Camp”) at Asilomar. Contestants have until the Dance Party on Thursday night to come up with a ditty that can be sung for generations to come. All songs will be performed during the Band breaks at the Dance Party. The Audience will vote for the best song and the winner will be announced that night. Sign up for ACEEE Idol at the ACEEE Office. Contestants can perform solo or as a group.

Achieving aggressive goals rapidly on a large scale will require well-coordinated, multi-disciplinary public-private partnerships and substantial investments in research, development, and deployment.

At this year’s Summer Study, ACEEE celebrates 30 years of activities with awards, plenary talks, and a few surprises too. We’ll once again discuss state-of-the art technology, policy, and regulatory options for increasing energy efficiency in the built environment. Keynote speakers will likely challenge conventional wisdom surrounding our theme this year: “The Climate for Efficiency is Now.” The Summer Study is possible because of tremendous efforts by the panel co-leaders, the paper authors, and the peer reviewers who worked with the largest number of abstracts and final papers in the history of the Summer Study. We’d like to thank the dedicated ACEEE staff, in particular Rebecca Lunetta, Glee Murray, and Lori Nachman, who along with Steve Nadel and many others helped assure that all who attend the Summer Study are given every opportunity to participate, learn, and network with the very best in the energy efficiency business.

Enjoy Asilomar!

*Robert Hawsey, Conference Co-Chair,
National Renewable Energy Laboratory*

*Craig Wray, Conference Co-Chair,
Lawrence Berkeley National Laboratory*