

Sunday, August 17, 2008

ACEEE Summer Study at Asilomar, California

Co-Chair's Welcome

For many of the participants at the ACEEE Summer Study, energy efficiency has long been seen as a critical tool needed to reach lofty goals related to costs, comfort, and stewardship. Energy efficiency can help with goals as diverse as helping individual families cope with the high costs of energy, to contributing



Michael Baechler

to national security, to protecting the Earth's atmosphere. But the days of considering energy efficiency a "virtue" are probably over. Using hockey as an analogy, one could think of this as the era of the hockey stick. The hockey stick is turning out to be a very persuasive influence on thinking regarding energy efficiency, not because this game-day device would make a good persuader in a back alley, but because its shape represents the exponential curve that seems to define many of our most pressing issues.

From the price of oil, natural gas, and coal, to rising temperatures and melting ice sheets, change is happening exponentially. The result is unstable weather patterns, higher operating prices, growing demand for new energy sources, and growing calls for government action to solve these problems.

The search for solutions has led to a renewed interest in energy efficiency. Energy efficiency may represent our best hope to avoid the worst consequences of global warming and



Rich Brown

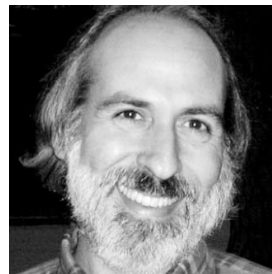
energy resource depletion. But to achieve this potential, the energy efficiency engine has to be greatly expanded. New programs, technologies, and financing sources must be developed. A new generation of energy efficiency practitioners, researchers, and policymakers need to be trained and deployed to solve the problems we face. In short, our energy efficiency "industry" must scale up through the same hockey-stick transition that describes the energy problems we face.

Finding new approaches and improving old ones is what the Summer Study is all about—301 papers, among the highest number ever, will be presented at the 2008 Summer Study. The authors, along with the participants who question and bring their own perspectives, are what make the Summer Study a valuable source of information and networking: providing in-depth

Continued on back page

Director's Welcome

Welcome to the 2008 ACEEE Summer Study on Energy Efficiency in Buildings. This is our 14th Summer Study conference and our largest ever, with over 900 people registered. Interest in energy efficiency is booming, driven by high energy



Steve Nadel
Executive Director, ACEEE

prices and a recognition that energy efficiency measures are a critical component in efforts to address global warming. Much has been accomplished since we last met in 2006. In December 2007, Congress passed energy legislation emphasizing energy efficiency, including the first increase in automotive Corporate Average Fuel Economy (CAFE) standards in 20 years and a provision to phase out use of the most common incandescent lamps by 2014. Quite a few states have enacted significant energy efficiency legislation, including setting binding energy savings targets for electric (and sometimes gas utilities) and/or enacting requirements for utilities to acquire all cost-effective efficiency resources. As a result, many utilities are starting or expanding energy efficiency programs, and a variety of other state initiatives are being established, such as major energy efficiency spending initiatives recently approved in Alaska and Pennsylvania. Private-sector investments in efficiency also appear to be rising as evidenced by increased sales of fuel-efficient cars, growing market shares for Energy Star equipment, and increasing numbers of LEED-certified buildings.

While much has been done, in order to address climate change, we must redouble our efforts. Also, rising energy prices are largely a consequence of international demand rising more rapidly than supply. Energy efficiency can slow demand growth (or even eliminate demand growth entirely in slow-growth regions) by changing the demand-supply balance, thereby reducing energy prices, or at least moderating energy price increases.

Much of the energy efficiency activity in the United States is taking place in a handful of states with only modest efforts in the majority of states. Leading states need to roughly double their

Continued on page 2

Hal Harvey's Design to Win— Scaling Up To Meet the Climate Challenge



After welcoming remarks by 2008 Summer Study Co-Chairs Michael Baechler and Richard Brown, Steve Nadel, ACEEE Executive Director, will introduce the plenary speaker, Hal Harvey. Mr. Harvey is the President and CEO of ClimateWorks Foundation. From 2001-2008, he served as Environment

Program Director at the William and Flora Hewlett Foundation. From 1990 through 2001, he served as founder and President of the Energy Foundation, a joint initiative of six large U.S. Foundations. Mr. Harvey has served on energy panels appointed by Presidents Bush (41) and Clinton, has published two books and dozens of articles on energy and national security issues, and speaks widely on energy topics. He is President of the

Board of Directors of the New-Land Foundation, and Chairman of the Board of MB Financial Corporation, an \$8 billion Chicago bank holding company. Earlier in his career, he designed and built solar homes. In 2005, Mr. Harvey served as Rhodes Chair and Lecturer in Public Policy at Arizona State University. Mr. Harvey has B.S. and M.S. degrees from Stanford University in Engineering, specializing in Energy Planning.

Mr. Harvey will speak about Design to Win, a global analysis of strategies for fighting climate change and preventing the “lock-in” of new sources of emissions. Design to Win sought the input of more than 150 experts from around the world to prioritize philanthropic investments in the power, industry, buildings, transportation, and forestry sectors. The talk will include a discussion of “cost curves” for the buildings sector that identify the financial and emissions impact of a variety of interventions.

Director's Welcome, continued

efforts, and lagging states need to steadily ramp-up their efforts to join the leaders. We also need much more from the next Administration and Congress in Washington, including a cap and trade program to regulate greenhouse gas emissions and complementary policies to promote energy efficiency, such as binding energy-efficiency targets for electric and gas utilities. Research by ACEEE and others has found that cap and trade alone will result in only modest efficiency investments and substantial costs for emissions allowances. If complementary policies to promote energy efficiency are adopted, much greater efficiency investments will take place and carbon allowance prices will be much lower, limiting the costs of addressing climate change and saving

consumers and businesses billions of dollars nationwide.

There is no magic “silver bullet” that will address our energy and climate change problems. But increased energy efficiency efforts are the biggest single step we can take. In order for these efficiency investments, programs, and policies to happen, attendees at this conference must lead the charge. There is also a need for new ideas that will increase both the energy efficiency potential, and ways to realize this potential. Over the next week we should share ideas and develop our strategies, so that much more can be accomplished in the next two years, substantially topping the significant accomplishments of the past two years.

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**.

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 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 17th, 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 U.S., and \$5 per page to send international faxes. The cost to receive faxes is \$1 per page (\$5.0 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.

Sunday, August 17

3:00 pm – 8:00 pm **CONFERENCE REGISTRATION**
Hearst Social Hall (Administration)

4:00 pm – 6:00 pm **OPENING RECEPTION**
Hearst Social Hall, West Deck

All participants, families, and guests are invited to enjoy an informal reception on the west deck of the Hearst Social Hall facing the Pacific Ocean. Greet your friends in the energy efficiency community after you register for the 2008 Summer Study.

6:00 pm – 7:00 pm **DINNER FOR REGISTRANTS**
Crocker Dining Hall

All Summer Study registrants staying at Asilomar are welcome to enjoy a special dinner at the Crocker Dining Hall. Off-site registrants are also welcome, but must purchase dinner tickets from ACEEE Staff at the Asilomar Front Desk in the Hearst Social Hall (Administration).

7:30 pm – 9:00 pm **WELCOME AND OPENING PLENARY**
Merrill Hall

WELCOMING REMARKS

Co-Chairs—2008 Summer Study
Michael Baechler, *Pacific Northwest National Laboratory*
Richard Brown, *Lawrence Berkeley National Laboratory*

INTRODUCTION

Steve Nadel, *Executive Director American Council for an Energy-Efficient Economy*

PLENARY

Hal Harvey
Design to Win

“Design to Win: Scaling up to Meet the Climate Challenge”

9:00 pm – 11:00 pm **SOCIALIZE**
Fred Farr Forum

The Hospitality Suite will be open in Fred Farr Forum following the plenary.



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Co-Chair's Welcome continued

analyses, introducing new technologies and ideas, evaluating how well technologies and programs accomplish goals, and examining policy options for the future.

As a community of researchers, engineers, designers, implementers, planners, and evaluators, we cannot afford to simply accept that energy efficiency will accomplish important goals. We must question our assumptions, set out our alternatives, and choose the best paths forward in each of our decision making capacities. The papers presented at the Summer Study provide the ideas and data that can support these decisions.

Our thanks go to the 25 panel leaders who evaluated abstracts, selected papers, and guided them through a rigorous peer review process. We also thank the authors who produced a great number of interesting and informative papers, and the peer reviewers who help ensure the highest quality proceedings possible. We'd like to thank the ACEEE staff, particularly Rebecca Lunetta and Glee Murray, who handle all aspects of the summer study, from the big picture to the smallest detail, with the greatest of ease. Finally, thank you to the participants who came to question the presenters, puzzle over the responses, converse with their peers, and help solve the problems confronting us all.

Have a great time at Asilomar!

- Michael Baechler, *Conference Co-Chair, Pacific Northwest National Laboratory*
- Richard Brown, *Conference Co-Chair, Lawrence Berkeley National Laboratory*

PIE-RATS AND PIRATES

From 1917 to 1935, young college men and local high school boys were hired by the YWCA® to help out with grounds maintenance and kitchen help. They were originally dubbed the “pie rats” because they were often caught raiding desserts—particularly pies—from the kitchen between meals. “Pie rats” soon became “Pirates,” and these young men organized themselves into “the membership of Pirates.”

– from visitAsilomar.com

Got Something to Report?

If you have any announcements, updates, or important information related to events here at ACEEE, drop them off at the Grapevine Office (Room 509 in the Pirates' Den) or email them by 3:30 pm to jpgunshinan@homeenergy.org.