

PRESIDENT'S QUOTE:

The "Greening of America" is definitely accelerating across the country. Focus, incentives and enforcement of codes is really causing everyone in our industry to be cognizant of the changes that are being implemented and enforced!

Amerlux Lighting Solutions is leading the way with sustainable, energy efficient, performance driven products that are helping lighting consultants, architects, engineers and end users not merely meet the new energy codes but beat the energy codes. As you review this month's ENERGY OBSERVER you will see that our new products and focus on new technology goes hand in hand with the "Greening of America". I hope this edition will bring you up to speed on the new energy initiatives across the country and throughout our industry. Please visit our website at www.amerlux.com for information on our new EcoTextural products. If you have any questions or suggestions please contact us anytime.

Chuck Campagna, President & CEO

NATIONAL ENERGY ISSUES TO WATCH:



- Australia to Ban Incandescent Bulbs by 2009** - Australia will be the world's first country to ban incandescent light bulbs in a bid to curb greenhouse gas emissions, with the government saying on Tuesday they would be phased out within three years and replaced by compact fluorescent lighting. Under the Australian plan, bulbs that do not comply with energy efficiency targets would be gradually banned from sale. Exemptions may apply for special needs such as medical lighting and oven lights. 02/20 MSNBC
- Fighting Global Warming with Light Bulbs** - A coalition of private companies and government agencies is launching a grass-roots marketing campaign to persuade more Americans to help combat global warming by using energy-efficient light bulbs. The 18Seconds movement www.18seconds.org or <http://green.yahoo.com/> is aimed at getting Americans to replace electricity-wasting incandescent bulbs with compact fluorescent bulbs. Major retailers (excluding DIY retailers) are volunteering their CFL sales data from January 1, 2007 on, on a frequent basis, via The Nielsen Company for use on this site. This combined sales data provides enough information to provide real time feedback to communities and groups to see their progress. More retailers are anticipated to participate in the future, to better represent nearly every CFL sold in America. States are ranked by the amount of bulbs sold per capita. You can participate by adding a badge that tracks the number of energy-efficient bulbs sold in your area every day to your Web site or blog. 02/22 AP
- GE Working on High Efficiency Incandescents** - Of course, now that people are learning that CFLs use far less energy than incandescent light bulbs, the General Electric Company (GE) is preparing to throw a wrench in the works. According to GE, advances in materials will soon allow the company to produce an incandescent bulb that uses half as much energy as today's incandescent bulbs, and future advances should yield a bulb that rivals CFLs in terms of energy efficiency. The company expects to start selling its "High Efficiency Incandescent" lamp in 2010. See the GE press release
- Energy-Saving Bulbs Near "Tipping Point"** - The statement by the European Lamp Companies Federation, whose members include General Electric Co., Siemens AG and Royal Philips Electronics NV are close to an agreement in principle to work together on phasing out energy-wasting incandescent bulbs for the consumer market, the chief executive of Philips lighting division, Theo van Deursen. In a telephone interview with The Associated Press, he said "the tipping point is very close, to be frank, for the (European) lighting industry" to agree on a phase-out of incandescent bulbs in the home. Van Deursen criticized GE for a statement it published last week saying it planned to introduce a new generation of energy-efficient incandescent bulbs by 2010. "I don't think we should wait until 2010, because there are alternatives available now. We believe there are better technologies going forward," he said. He predicted that halogen lights and CFLs will continue to gain market share in the medium term, but in the long term, LEDs will dominate the market. 2/26 AP
- Jim Lucy's 2007 Rebate Resource** - Rebate programs are alive and well in 2007, and are helping to fuel a surge of new interest in energy conservation. Federal energy legislation, concerns over fuel prices and energy-efficient building standards and rebates seem to be bolstering a new energy consciousness in the United States. Electrical Wholesaling's (Feb. '07) editors found more than 50 rebate programs available through electric utilities, government agencies and public utility commissions. Rebate programs are constantly changing, so check frequently with local utilities on the status of rebates in your market area. These programs are generally funded and budgeted on an annual basis and once funds run dry, no rebates are usually offered until the following year.

Also see www.dsireusa.org

NATIONAL ENERGY ISSUES TO WATCH (continued):



6. **Building a Green Market** - Could the market for energy-efficient electrical products be any more alive? There's so much going on in the energy-conservation market right now that it may seem a bit overwhelming. Don't panic. The February 2007 issue of Electrical Wholesaling magazine will give you a feel for what's happening with LEDs; utility rebates; daylighting systems; EPAAct 2005 deductions; the LEED (Leadership in Energy and Environmental Design) Certification standards; and some of the green buildings now on the drawing board. Thanks again Jim Lucy...

7. **High-Efficiency Lighting Sparks New Market for Electrical Contractors** - High-efficiency lights are beginning to replace conventional incandescent, fluorescent and halide lamps in a variety of applications; as a result, many lighting manufacturers are focusing on expanding this presence within the lighting market. Whether working on a new construction project or a renovation, energy-efficient design is one of the best opportunities available for cutting cost. In a typical commercial property, electrical contractors should take a look at the existing lighting design to ascertain if the long-term utility savings could offset the up-front investment required for a redesign or retrofit with energy-efficient lighting. 02/07 Electrical Contractor

8. **Networking Opportunity** - If you follow any of the developments in legal requirements for lighting, you may be looking for ways to keep up with the many proposals that are debated at the state, national, or regional level. Even if you are a casual observer of the legislative process that generates these legal requirements, you are probably interested in finding effective ways to keep up with activities in this dynamic field. Consider joining the Regulatory Legislative and Regulatory Affairs Committee of the IESNA. This committee focuses on networking within the lighting committee to maintain an exposure to both the developing regulatory arena as well as the final outcome. Contact John Chilcott at 623-934-4409 or recpro@earthpro.com or apply for committee membership online at www.iesna.org

9. **DOE Seeks a Fast Track to New Energy Efficiency Standards** - DOE has requested congressional authorization to greatly speed up its process for setting energy efficiency standards, with the goal of bringing more efficient products to market sooner. On Monday, the agency sent proposed legislation to Congress that would streamline the process for implementing energy efficiency standards for certain products when a clear consensus for a standard exists. The legislation could apply to more than 30 products, including home appliances, electrical equipment for the home, home plumbing equipment, commercial electrical equipment, and heating and cooling equipment for both homes and commercial buildings. http://www.eere.energy.gov/buildings/appliance_standards/

10. **NEMA Launches Premium Ballast Program** - The ballast section of Rosslyn, Va.-based National Electrical Manufacturers Association (NEMA) is planning a March 2007 launch of its promotion of the NEMA-branded high-efficiency electronic ballast program. Under the program, influenced by the Consortium for Energy Efficiency's specification for high-efficiency ballasts, members and non-members may become a contracted licensee of NEMA Premium Ballast products. The organization hopes the campaign will allow the ballast industry, NEMA members, and industry partners to work together more closely to promote high-efficiency ballasts. 02/28 ElectricZone

11. **Energy Efficient Streetlights Unveiled in Toronto at Exhibition** - The pilot project at Toronto's Exhibition Place shows how LED can dramatically reduce city lighting costs and cut greenhouse gas emissions. The LED fixtures are installed along the south side of Princes' Boulevard, while the older, conventional streetlights are along the north side. The light qualities are similar, yet the LEDs consume half the electricity. The pilot will continue through 2007 to test public acceptance, durability, light performance and weather resistance. www.huffstrategy.com

12. **The Technology is Making Progress** - Fuel cells are electrochemical devices that combine hydrogen and oxygen to produce electricity, with by products of water and heat. The fuel cell generates electricity (and the by products) as long as fuel is supplied. The process is cleaner, quieter, and more efficient than fuel-burning methods of generating power. In addition, fuel cells are highly reliable and durable, with nearly zero emissions and low maintenance cost. www.fuelcells.org

13. **Why Does Industry Resist Energy Efficiency?** - Keep in mind that of all energy delivered to U.S. industrial facilities, about 40 percent is not applied as intended to works in progress. In other words, a lot of energy is wasted. Misperceptions surround not only the concept of energy efficiency, but also its anticipated impact on daily job functions. Many corporate leaders genuinely believe that energy use is an uncontrollable cost of doing business, so they focus solely on energy prices. Then there are business leaders who truly believe that their facilities have already eliminated energy waste. This conclusion is often based on bad information, including different understandings of what constitutes "energy efficiency." 02/08 EnergyPulse



NATIONAL ENERGY ISSUES TO WATCH (continued):

14. **Department of Energy Achieves Goal of 200 Energy Savings Assessments** - The U.S. Department of Energy (DOE) Assistant Secretary for Energy Efficiency and Renewable Energy Andy Karsner today announced the completion of Energy Savings Assessments (ESAs) at 200 of the largest industrial facilities in the nation, identifying opportunities to save over 50 trillion Btus of natural gas - roughly equivalent to the natural gas used in 700,000 American homes. In 2007, DOE will conduct 250 additional Energy Savings Assessments and offer cost-sharing options with industry, utilities and other partners. <http://www1.eere.energy.gov/industry/saveenergynow/>
15. **TXU Going Private in \$32B Deal That Ranks as Biggest Private Buyout** - TXU Corp., Texas' largest electricity producer, said Monday it has agreed to be sold to a group of private-equity firms for about \$32 billion in what would be the largest private buyout in U.S. corporate history if shareholders go along. Kohlberg Kravis Roberts & Co. and Texas Pacific Group led a group that included Goldman Sachs & Co. and three other Wall Street firms that will pay \$69.25 per share for TXU. They will also assume about \$13 billion in debt. 02/26 Associated Press
16. **Home Depot May Sell HD Supply Business** - Home Depot revealed that its board of directors is evaluating what to do with its HD Supply business with possible options including the sale, spin or initial public offering of the wholesale distribution business. HD Supply has annual revenues of about \$12 billion and has nearly 1,000 locations nationwide and in Canada. Shareholders have been questioning whether the business fits in with Home Depot's overall retail plan, and whether Home Depot has lost sight of its retail business and is being overtaken by Lowe's. 02/12 HCN

STATE ENERGY ISSUES TO WATCH:

17. **Utilities Begin Campaign to Promote Energy Efficiency** - The state's major electric utilities want you to use less of their product. Connecticut Light & Power Co. and United Illuminating, with help from the Connecticut Energy Efficiency Fund and the state Department of Public Utility Control, launched a marketing campaign last month to promote energy-saving programs to business and residential electric customers. At the energy expos, the utilities will offer information on residential and commercial energy-efficiency programs, and sell energy-efficient lighting products. Free energy-efficient light bulbs will be distributed while supplies last. 03/02 Waterbury Republican-American



18. **Raleigh, North Carolina, Commits to LED Lighting** - Raleigh, North Carolina, aims to become an "LED City" through a wide deployment over the next 18 months of lights that use light-emitting diodes (LEDs). Raleigh first installed LED lighting in one floor of its municipal building's parking garage in December 2006, and has already quantified a 40 percent energy savings and a great improvement in lighting on that floor. The project used LEDs from Cree, Inc. that were incorporated into fixtures by the Lighting Science Group Corporation (LSGC) and installed by Amtech Lighting Services. 02/20 EERE

19. **Florida and Sustainable Energy: When, Not If** - A new report by the ACEEE described for legislators how implementing energy efficiency alone can almost offset the future growth in electric demand. A total reduction is achievable of 45 percent over the next 15 years. Getting there means changing the way Florida's electric utilities make money. Florida's utility-rate structure, dating back decades, is built on a classic model, tying utility profits to each unit of electricity: Sell more electricity, make more money. A number of states have already moved forward toward reducing emissions and a safer carbon-neutral future by decoupling profits from volume of electricity produced, allowing return on investment that utilities make in renewable technologies, power generation at customer locations, and other measures to conserve and innovate. 02/21 Orlando Sentinel
20. **Minnesota Bill Would Require Energy Efficient Bulbs in Streetlights** - Some Minnesota lawmakers want to see the stars shine in the city. A bill sponsored by Minneapolis DFL Rep. Phyllis Kahn would mandate that all new streetlights in the state be equipped with a hood to cast light downward and prevent it from shining into the night sky, which sometimes prevents the visibility of stars and can waste energy. 03/02 Minnesota Daily

STATE ENERGY ISSUES TO WATCH (continued):

22. **Five Western States Agree to Cut Greenhouse Gas Emissions** - The governors of five western states—Arizona, California, New Mexico, Oregon, and Washington—joined forces on Monday to start a new regional effort to reduce greenhouse gas emissions. The Western Regional Climate Action Initiative directs the five states to develop a regional target for reducing greenhouse gases within the next six months. Over the next 18 months, the states plan to devise a market-based program to achieve the target, such as a cap and trade program. The five states also have agreed to participate in a multi-state registry to track and manage greenhouse gas emissions in their region, and to continue their efforts to promote the development and use of renewable energy and energy efficiency within the region.

02/28 EERE

MONTHLY FEATURE... the beautiful 23rd State, The Pine Tree State:



The Efficiency Maine Business Program has established cash incentives on qualified lighting, HVAC equipment, NEMA Premium™ energy-efficient motors, and system controls. Certain pre-established incentives - such as energy-efficient exit lights, controls for vending machines, and selected lighting measures - are only available to all existing (K-12) public and private schools and to small businesses. For a complete list of available cash incentives: <http://www.energymaine.com/pdfs/PreEstablished-Cash-Incentives.pdf>

Lighting

1-2 Lamp 4 Ft. T8 Existing Fixture w/Electronic Ballast (Existing construction only)	\$ 5.00
3-4 Lamp 4 Ft. T8 Existing Fixture w/Electronic Ballast (Existing construction only)	\$ 10.00
1-4 Lamp 8 Ft. T8 Existing Fixture w/Electronic Ballast (Existing construction only)	\$ 10.00
LED Exit Signs	\$ 15.00
LED Signage	\$ 20.00
Solid State Exit Signs	\$ 20.00
C/I Occupancy Controls (Existing construction only)	\$ 15.00
Occupancy Sensors (Remote mounted only)	\$ 50.00
ENERGY STAR® Hardwired CFL Circline Fixture	\$ 12.00
ENERGY STAR CFL Bulb	\$ 2.00
ENERGY STAR Hardwired Ceiling Fan w/Light Kit	\$ 12.00
ENERGY STAR Compact Fluorescent Torchiere	\$ 12.00

Lighting incentive application:

<http://www.energymaine.com/pdfs/QE-Unique-PreEstablished-Lighting-App.pdf>

Appliances

VendingMiser®	\$ 50.00
CoolerMiser™	\$ 50.00
SnackMiser™	\$ 20.00
Commercial Ice Maker	\$100.00
Tankless Electric Water Heater	\$100.00



* Small businesses and existing (K-12) public and private schools are exempt from pre-approval if the incentive does not exceed \$5,000 and the "Quick and Easy Form" is used. Efficiency Maine defines small businesses as firms with an average of not more than 50 full-time equivalent employees corporate-wide – whether in or outside the state of Maine.