

## **Southeast Energy Efficiency Stakeholders Working Group Meeting Notes**

Oak Ridge National Laboratory  
Oak Ridge, Tennessee  
July 21, 2005, Noon to 4 pm

A group of approximately 50 people, via telephone and in-person, converged on the Oak Ridge National Laboratory facility in Oak Ridge, Tennessee on July 21, 2005 to attend the sixth Southeast Energy Efficiency Alliance (SEEA) Stakeholders Working Group meeting. This meeting was the first to be held outside of Atlanta, Georgia, and the first to be held in the state of Tennessee.

### Introductions and Opening Remarks

The meeting started around 12:30 pm and opening remarks and a welcome were provided by Dr. Marilyn Brown of ORNL. Dr. Brown remarked that SEEA is a new opportunity for energy efficiency in the Southeast and provided an overview of how she believes SEEA will benefit the region.

Harry Misuriello of the Alliance to Save Energy gave a briefing on the current status of SEEA activities. Topics included: how the Southeast is the only major region in the country that is not represented by a regional energy efficiency alliance; value add of SEEA; 501(c)(3) non-profit incorporation process and status; SEEA membership to support commercial ventures and marketing; and the upcoming SEEA 10-state outreach tour. Kate Offringa of the North America Insulation Manufacturers Association (NAIMA) provided additional comments regarding the evolution of SEEA and Ed Meyers followed-up by giving a brief supplement of SEEA activities. In response to a specific question about the link between energy efficiency and public health, Ms. Offringa mentioned that NAIMA is currently sponsoring research at Harvard on that very topic. Ms. Offringa will provide a copy of the report for posting on the SEEA website.

### SEEA Stakeholders Reports

Dennis Creech of Southface and Steve Smith of the Southern Alliance for Clean Energy provided an overview of the current status and outlook for energy efficiency and renewables in Southeast Region.

Danny Orlando of the U.S. EPA ENERGY STAR Partnerships gave a presentation on ENERGY STAR in the Southeast. Conclusion: The Southeast lags behind other major regions in the U.S. in ENERGY STAR awareness and penetration.

Next, Dr. Marilyn Brown and Barbara Ashdown of ORNL gave a presentation on ORNL energy efficiency programs and projects.

Clinton Berry of the Tennessee Energy Office, along with some additional supplemental information provided by other Tennessee Energy Office staff on hand, gave a brief overview of the current energy efficiency programs being implemented in the state of Tennessee.

Dr. Larry Golan of Clemson University discussed the South Carolina Environment and Business Roundtable report, "Environmental Strategies for Industrial Development." The report, produced with the Alliance to Save Energy, presents recommendations for boosting manufacturing competitiveness through waste minimization and cost-effective compliance with environmental regulations. A copy of the report is posted under "Publications" of the "Additional Southeast energy efficiency resources" section of the temporary SEEA website (<http://www.ase.org/content/article/detail/2099#Additional>).

After a short break, Sharon Stroud of the North Carolina Energy Office gave a briefing on North Carolina's Energy Office programs. For more information, please visit the North Carolina State Energy Office website at: [www.energync.net](http://www.energync.net).

Kevin Kelly of the Georgia Environmental Facilities Authority (GEFA) gave a presentation on the report, "Assessment of Energy Efficiency Potential in Georgia," also known as the TEPOT Study. (Report can be downloaded from the GEFA website at: <http://www.gefa.org/pub.html>.) A copy of Mr. Kelly's presentation can be found at the temporary SEEA website located at the Alliance to Save Energy's website: <http://www.ase.org/content/article/detail/2099>. Also mentioned was Georgia's ENERGY STAR Appliance Tax-Free Days: October 6-9, 2005, and the Change a Light Bulb Day (October 5, 2005). A press release will be issued explaining the exact details of the events. For more information regarding the ENERGY STAR Tax-Free Day legislation, please visit: [http://www.legis.state.ga.us/legis/2005\\_06/sum/hb559.htm](http://www.legis.state.ga.us/legis/2005_06/sum/hb559.htm)

Representatives of Southeast regional utilities attending the meeting via the telephone gave an update on energy efficiency/renewable energy programs currently being offered by their respective utilities.

#### SEEA's Relationship with the Southeast Region's States and Utilities

Ed Meyers introduced Jim Powell, U.S. DOE, and Ken Nemeth, Southern States Energy Board, both of whom were on the phone, to discuss the Southeast Energy Efficiency Utilities Forum that was held in April 2005. Lisa Hollingsworth, U.S. DOE, also provided additional information about the Utilities Forum meeting which was attended by numerous Southeastern utilities, including IOUs, municipals, and cooperatives. Harry Misuriello asked if the Southern States Energy Board would consider hosting an additional Utilities Forum in the Fall of 2005. Ken Nemeth responded that it could be arranged.

#### SEEA Implementation Update

Harry Misuriello discussed SEEA's funding situation and future prospects. A funding prospects team was assembled to research funding opportunities, including State Energy Program funds. Team volunteers include: Danny Orlando, U.S. EPA; Marilyn Brown, ORNL; Harry Misuriello, Alliance to Save Energy; and, Larry Mansueti, U.S. DOE. Herb Stonebrook of the Tennessee Department of Finance and Administration discussed the importance of identifying various states' funding cycles. Mr. Stonebrook discussed the

funding cycle of his agency, saying plans for funding for the new fiscal year are shaping up soon, and if we miss this window of opportunity we will have to wait a full fiscal year.

Kelly Ross of the Alliance to Save Energy gave an update on the development of a SEEA website. Ms. Ross displayed a temporary SEEA website located at the Alliance to Save Energy's website: <http://www.ase.org/content/article/detail/2099>. The development of an independent website has begun and Ms. Ross handed out a sample of the future SEEA website to recruit assistance with the further development of the site. Three domain names have been acquired for the new SEEA website: seea.us; seealliance.com; and seealliance.org. It was mentioned that the domain names seea.org and seea.com are currently not available for purchase and are not being used. Negotiations to acquire those domains names have been attempted. The current owners of the domain names are not interested in selling. An attempt will be made in the future. Ms. Ross requested people to contact her if they were interested in the development of the SEEA website.

The topic of SEEA by-laws was led by Ed Meyers. Ed briefly noted that the by-laws of other regional energy efficiency organizations were obtained and will be reviewed during the process of incorporation of SEEA.

Harry Misuriello updated the group on the current status of the 501(c)(3) non-profit incorporation process. The Alliance to Save Energy is receiving counsel regarding the incorporation of SEEA and plans to incorporate SEEA as a separate entity under the Alliance. Harry noted that the Alliance will provide a variety of services to SEEA during its formative stages. Members of the group indicated that the incorporation process, which includes filing paperwork with the U.S. Internal Revenue Service, could take up to eight months or possibly longer. Consequently, attendees urged the Alliance to expeditiously move ahead with the process. Harry also discussed the formation of a SEEA Board of Directors. It was noted that the initial board would be small and expand to a larger board as SEEA evolves.

Finally, Harry Misuriello and Ed Meyers discussed the upcoming SEEA 10-state outreach tour. The tour's concept is to visit each state of the SEEA region, most likely the capital region or an agreed location of each state. The tour would involve the scheduling of four separate meetings in each state with key stakeholders, such as regulators, utilities, businesses, and energy/environmental organizations. It is believed that this type of setup would ensure open, honest discussions about SEEA and its implementation, and the identification of unique state regulatory issues. Mr. Misuriello also mentioned that this tour would be an excellent opportunity to recruit potential SEEA Board of Directors candidates.

#### Action Items for Group

- ❖ Identify conventions and other events to attend to spread the word of SEEA.
- ❖ Complete an inventory of energy efficiency programs currently being offered by Southeastern utilities.
- ❖ Next SEEA Stakeholder's Working Group Meeting: November 2005

#### Actual Attendees

Barbara Ashdown, Oak Ridge National Laboratory  
Jack Barkenbus, University of Tennessee – Energy, Environment, and Resource Center,  
Clinton Berry, Tennessee Energy Office  
Cyrus Bhedwar, Georgia Environmental Facilities Authority  
Marilyn Brown, Oak Ridge National Laboratory  
Brian T. Castelli, Alliance to Save Energy  
Betsy Child, Geothermal Utilities, LLC  
Ed Colston, Tennessee Valley Authority  
Rhonda Courtney, Tennessee Energy Services Coalition  
Dennis Creech, Southface  
Jeff Curry, Lakeland Electric (Florida)  
Sammy Duke, Tennessee Energy Office  
Doug Falcone, Exide Technologies  
Larry Golan, Clemson University  
Richard Heinisch, Technical Services, Lithonia Lighting  
Lisa Hollingsworth, U.S. Department of Energy  
Kevin Kelly, Georgia Environmental Facilities Authority  
Guy Lacombe, Florida Power and Light – Miami  
Alan Lafon, Cope Associates Architecture  
Randall Lamp, Tennessee Energy Office  
Larry Mansueti, U.S. Department of Energy  
John Masiello, Advanced Energy  
Pamela McCown, Education and Research Consortium of the Western Carolinas  
Ed Meyers, Alliance to Save Energy  
Harry Misuriello, Alliance to Save Energy  
John Morrison, Vice President Operations, Advanced Energy Corporation  
Ken Nemeth, Southern State Energy Board  
Kate Offringa, North American Insulation Manufacturers Association  
Ann Olsen, Self (Doctorate candidate at Vanderbilt University)  
Danny Orlando, U.S. Environmental Protection Agency  
Kim Owens, JEA  
Jim Powell, U.S. Department of Energy  
Pace Robinson, Modern Supply  
Kelly Ross, Alliance to Save Energy  
Steve Smith, Southern Alliance for Clean Energy,  
Herb Stonebrook, State Building Energy Management Program, Tennessee Department of  
Finance and Administration  
Fred Stratton, Tennessee Energy Office  
Sharon Stroud, North Carolina Energy Office  
Micah Walker Parkin, Alliance for Affordable Energy  
Chris White, The Gramatan Group  
Greg Wilson, Baron Advanced Meteorological Systems