

## Pacific Gas and Electric Company Hosts Statewide HVAC Energy Efficiency Roundtable

We are excited to report on a critical milestone we've reached in our new statewide partnership with national Heating, Ventilation and Air Conditioning (HVAC) leaders and other leading utilities.

On May 12-13, PG&E, Southern California Edison (SCE) and the California Public Utilities Commission (CPUC) hosted an energy efficiency roundtable in San Francisco, CA. The purpose of this open forum was to encourage leaders in HVAC to discuss potential changes and new programs that would fulfill the goals of the California Long Term Energy Efficiency Strategic Plan (CLTEESP), transforming the HVAC industry and deliver sustainable energy savings to our shared customers.



Duane Larson

This session was the first of many that follows the initiation of an unprecedented statewide partnership with national HVAC leaders during February's meeting at the Air Conditioning Contractors of America's National Convention in Ft. Worth, Texas.

The guidance and insight gleaned from roundtable participants will strengthen the HVAC program portfolio's six-pronged approach: 1) technologies and diagnostic advocacy; 2) workforce education and training; 3) ENERGY STAR® residential quality installation; 4) commercial quality installation; 5) HVAC equipment; and 6) residential and commercial quality maintenance development.

Industry expertise is central to the success of CLTEESP and significantly enhances the implementation of HVAC programs, sustainable energy savings and customer benefit.

We are happy about the potential for a very successful market transformation thanks to the partnerships we have developed within the state and around the nation.

**Duane Larson**  
Director, Portfolio Implementation,  
Customer Energy Efficiency

### ENERGY STAR Tools for Small Business

Whether you own your building or are a tenant, you need lighting, heating, air conditioning, power for office equipment, and other services to stay in business. With free, unbiased information and technical support from ENERGY STAR, you can improve your company's financial performance by reducing energy waste and costs while protecting the environment.

Here is just a sampling of the resources available for small businesses at the ENERGY STAR Web site: [www.energystar.gov](http://www.energystar.gov)

- Free, accurate, unbiased information
- "How-to" guide for analyzing and upgrading your facility
- Finance resources and success stories in your state
- Technical question services and resources offered through email
- Energy equipment and service contractors and utilities
- Information about ENERGY STAR labeled products
- Public relations materials to promote your efforts

San Francisco, CA 94120-7265  
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Integrated Processing Center



## Educational Updates and Calendar

Learning Center Calendar — Schedule available at [www.pge.com/mybusiness/edusafety/training/](http://www.pge.com/mybusiness/edusafety/training/)

DATE	TIME	CLASS	LOCATION
Thurs. September 24	9:00 to 4:30	Greening the Plumbing in Your Home and Business	Stockton — ETC
Mon. October 5	9:00 to 4:30	LEDs: Technology + Applications	Stockton — ETC
Thurs. October 15	9:00 to 4:30	New Title 24 2008 Nonresidential HVAC Requirements and Acceptance Tests	Fresno — Johnstone
Wed. October 28	9:00 to 4:30	Title 24: New for Refrigerated Warehouses in 2009	Fresno — Clubhouse#1
Mon.-Wed. November 2-4 (3 Days)	8:00 to 4:30	Energy Auditing Techniques for Small and Medium Commercial Facilities	Stockton — ETC
Wed.-Thurs. November 4-5 (2 Days)	8:30 to 4:30	Advanced Management of Compressed Air Systems	San Francisco — PEC

Cooperatively working with trade professionals and customers to advance energy efficiency, promote innovative technologies, and lead California to a greener future.

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## PG&E's New Blog: NEXT100.com

As traditional media struggle with high costs, shrinking advertising and changing public tastes, more and more of our customers are getting their news and commentary each day from web-based sources such as blogs. To reach this growing online community, PG&E's Corporate Relations has created a PG&E-sponsored blog called NEXT100.



Launched in May, the pilot version of the site aimed to engage bloggers, opinion leaders and members of the public in discussions about clean energy and the environment.

By providing an in-depth look at the intersection of the clean energy business and the environment, NEXT100 will help to foster an open dialogue on the trends that most affect the energy industry and our customers over the next 100 years — PG&E's second century in operation.

Currently, the blog has four contributors who post items several days a week. As with any blog, their opinions do not necessarily reflect the official position of PG&E. In addition to writing about what PG&E is doing, the authors cover emerging trends in the business of clean energy, including new technologies, the environment, climate change, policy and the opportunities and challenges of building a clean energy future.

NEXT100 has featured some notable stories. This past April, NEXT100 broke news of PG&E's first-of-a-kind deal to purchase space solar power, an announcement that earned worldwide coverage. It also reported our plans for a 2 megawatt solar photovoltaic pilot project, generating numerous stories in the mainstream media and blogosphere. And NEXT100 profiled energy-saving research and development at the PG&E-managed Food Service Technology Center, a subject later picked up by the Wall Street Journal.

PG&E is one of only a handful of energy utilities that have launched blogs. A study by the J. D. Power and Associates Web Intelligence Division released last September cited NEXT100 as a promising new entrant generating higher-than-average reader sentiment, putting it in the "contender" category of new blogs. NEXT100 also received a friendly profile in the American Gas Association's newsletter.

## PeakChoice™ — Demand Response at a Whole New Level for Your Company

"Making demand response work for our business customers is an environmentally and economically preferred way of meeting peak demand," said Steve McCarty, Director of Demand Response for PG&E. "With PeakChoice, participating business customers can lower consumption during times of peak demand on their terms, without sacrificing the productivity of their businesses."

**When companies agree to temporarily reduce electricity consumption during peak demand events, the contributions add up.**

### Two Options

The PeakChoice program offers business customers two options 1) Committed or 2) Best Effort — with different financial incentives for each. The more a company is willing to commit (kilowatts of load reduction, advance notification before an event and the length of participation during an event) the larger the incentives.

Under the Committed option companies earn a guaranteed monthly incentive, whether or not an event occurs. Penalties may apply if the business is unable to reduce demand to the levels they agreed to. This option is best for companies who have participated in PG&E demand response programs in the past and those with predictable load reductions.

The Best Effort option is for companies that have not participated in demand response programs before, or may not have predictable energy demands. With the Best Effort option a company earns incentives only after eligible event participation; there are no penalties.

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### New to the Trade Professional Management Team

Please welcome Quess Ellis, Ray Gish's replacement, serving PG&E's Southern Region. He can be reached at QXE1@pge.com, or call 1-559-263-5560. Quess, along with Kristine Gallegos-Haehl and Dan Ngo, is dedicated to supporting your efforts to promote PG&E's energy efficiency programs. PG&E's trade professional management team is here to help you train your sales team, get answers to program questions, and establish relationships with the local service and sales representatives that interact with your business customers.

#### TRADE PROFESSIONAL TEAM

Kristine Gallegos-Haehl, Bay Area	1-408-282-7114	ktg2@pge.com
Dan Ngo, Northern Region	1-916-386-5173	dtn5@pge.com
Quess Ellis, Southern Region	1-559-263-5560	qxel1@pge.com

### Benefits for Your Business

When companies agree to temporarily reduce electricity consumption during peak demand events, the contributions add up. To recognize these customers, PG&E will produce an ad campaign featuring PeakChoice Committed customers and Best Effort businesses that deliver reductions during an event. Businesses will also receive promotional materials that they can display to inform customers about their participation in the program.

### Sign up Today

Companies can sign up today and join other business customers who are doing their part to help stabilize California's energy systems.

For additional information, visit [www.pge.com/peakchoice](http://www.pge.com/peakchoice), contact your account representative, or call the **Business Customer Service Center** at **1-800-468-4743**.

## Keeping Revenues in the Bag — Energy Management for Nut Processing



Power is a substantial budget item for agribusiness, including growers and processors in California's massive nut industry. The Central California Almond Growers Association cites energy as its second largest expense after labor. PG&E offers energy management solutions that target a key point in the nut processing system — the baghouse — to help processors control their energy costs.

When a huller/sheller system extracts the nutmeats from the shells, particulate emissions are produced. The baghouse is a facility or device that removes this dust from the exhaust with filter bags. Baghouse fan motors constitute a significant percentage of the processor's overall power requirements.

"When a nut processor wants to reduce energy costs, increasing the efficiency of the baghouse is the first priority," said Patsy Dugger, PG&E's Manager for Agricultural and Food Processing. "PG&E can provide extensive expertise and financial support — in the form of rebates and incentives — to help a business achieve its energy management objectives by streamlining the process at this crucial point." In any given facility, there may be opportunities for efficiency improvements in baghouse motors, fans, blowers, duct systems and controls. One simple and inexpensive energy-saving measure is to align the fan speed precisely with the load. An adjustable speed drive control can be installed temporarily to determine the optimum speed of the system, and the fan can then be set to that speed. In systems where the fan speed frequently must be turned

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up to meet increased suction needs, the Industrial Efficiency Alliance recommends rebalancing the system and installing automated controls to keep power distribution and usage more consistent.

Another recommended measure is to redesign ducts to reduce airflow resistance. When air flows more smoothly, the fan motor doesn't have to work as hard to maintain the minimum pressure the system requires. Yet another proven energy-saver is replacing a less efficient type of fan with a more efficient one, such as an airfoil fan.

To request a free facility energy audit or learn more about available rebates and incentives, visit [www.pge.com/mybusiness](http://www.pge.com/mybusiness) or call your customer service representative or the PG&E **Business Customer Service Center** at **1-800-468-4743**.

## GREEN CORNER

### Earning the Government's ENERGY STAR

Desktop and notebook (laptop) computers, game consoles, integrated computer systems, desktop-derived servers and workstations are all eligible to earn the ENERGY STAR.

Those that come with the label are more efficient than ever. When purchasing a new computer, be sure to look for the ENERGY STAR before making your final decision. You should be able to find the label on the products and packaging as well as in product literature and on websites to make it easy for you to choose.

Federal IT managers and procurement staff should visit **Product Purchasing and Computer Power Management for Federal Agencies** to learn about saving energy by purchasing ENERGY STAR and EPEAT-registered office equipment. See [www.energystar.org](http://www.energystar.org) for details.