

Industrial Technologies Program

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

Save
ENERGY
Now



Utility Partnership Webinar Series

Gas Utility Energy Efficiency Programs

November 2, 2010

Speakers and Topics:

- **Gas Technology Institute, Director of Business Development, Paul Armstrong** will discuss overall trends in energy efficiency, emerging gas technologies to enhance industrial energy efficiency, and the challenges of bringing those new technologies into the marketplace and incorporating them into utility energy efficiency programs.
- **DTE Energy, Principal Energy Analyst, Robert (Bob) Fegan** will give an overview of DTE Energy's energy efficiency programs for its natural gas customers, the results in cost and energy savings of these programs, as well as DTE Energy's vision for new and innovative programs for energy efficiency in the future.

Questions?

Email: jredick@bcs-hq.com

Presentations: <http://www1.eere.energy.gov/industry/utilities/>

the Energy to Lead

Natural Gas Energy Efficiency and Emerging Technology Programs

Paul Armstrong

DOE ITP Industrial Utility Webinar
November 2, 2010

Outline

- > GTI Overview
- > Trends in Natural Gas and Energy Efficiency
- > Emerging Technology Programs
- > Emerging Technology Highlights

Our Company at a Glance...

- > Not-for-profit research, with 65+ year history
- > Facilities
 - 18 acre campus near Chicago
 - 200,000 ft², 28 specialized labs
- > \$60 million in revenue
- > Staff of 250
- > A growing business
- > 1000 patents; 500 products
- > Commercial partners take our technologies to market



Offices
& Labs

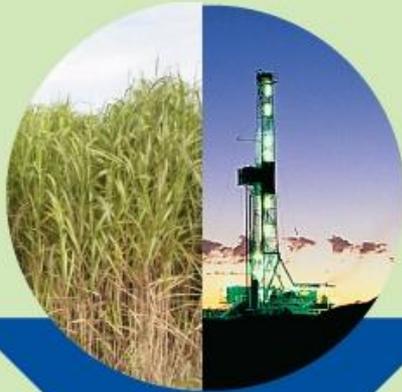


Flex-Fuel
Test
Facility



Energy & Environmental Technology Center

Addressing Key Energy Industry Issues Across the Value Chain



Supply

Expanding the supply of affordable energy



Delivery

Ensuring a safe and reliable energy delivery infrastructure



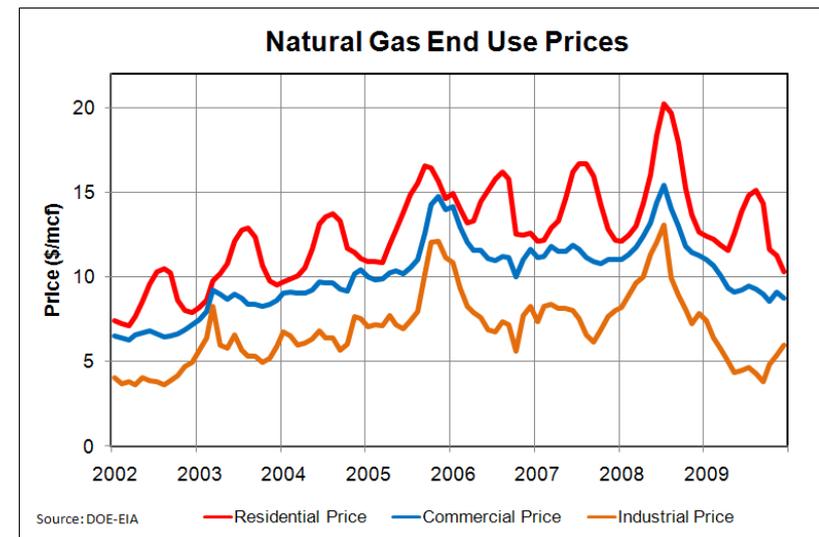
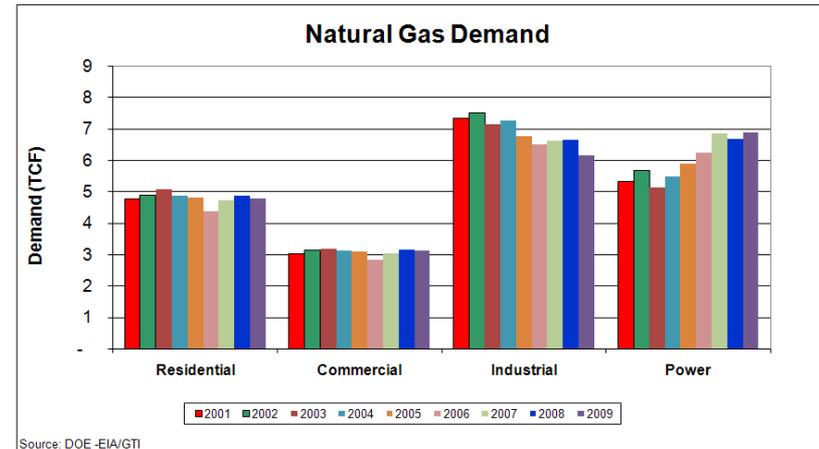
End Use

Promoting the efficient use of energy resources

Reducing carbon emissions to the environment

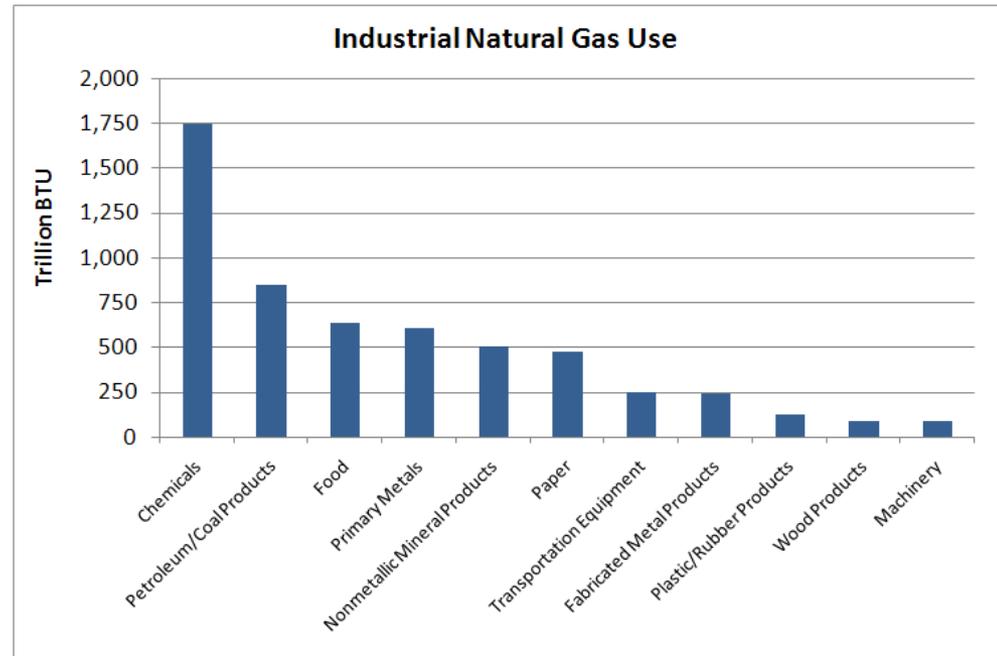
Natural Gas Snapshot

- > Flat composite demand in Res/Com
 - Declining use per customer
- > Declining use in Industrial
 - Heavy loss in chemicals
- > Power gen growth
- > Shale gas dramatically transforming supplies and **prices**
 - Good news for consumers....however, ***lower prices pose a challenge to customer energy efficiency investment decisions***



Industrial Sector

- > U.S. manufacturing remains a world leader
- > Natural gas is a vital energy option
 - And increasingly attractive with:
 - > Low natural gas prices
 - > Robust gas shale resources



THE WALL STREET JOURNAL.
WSJ.com

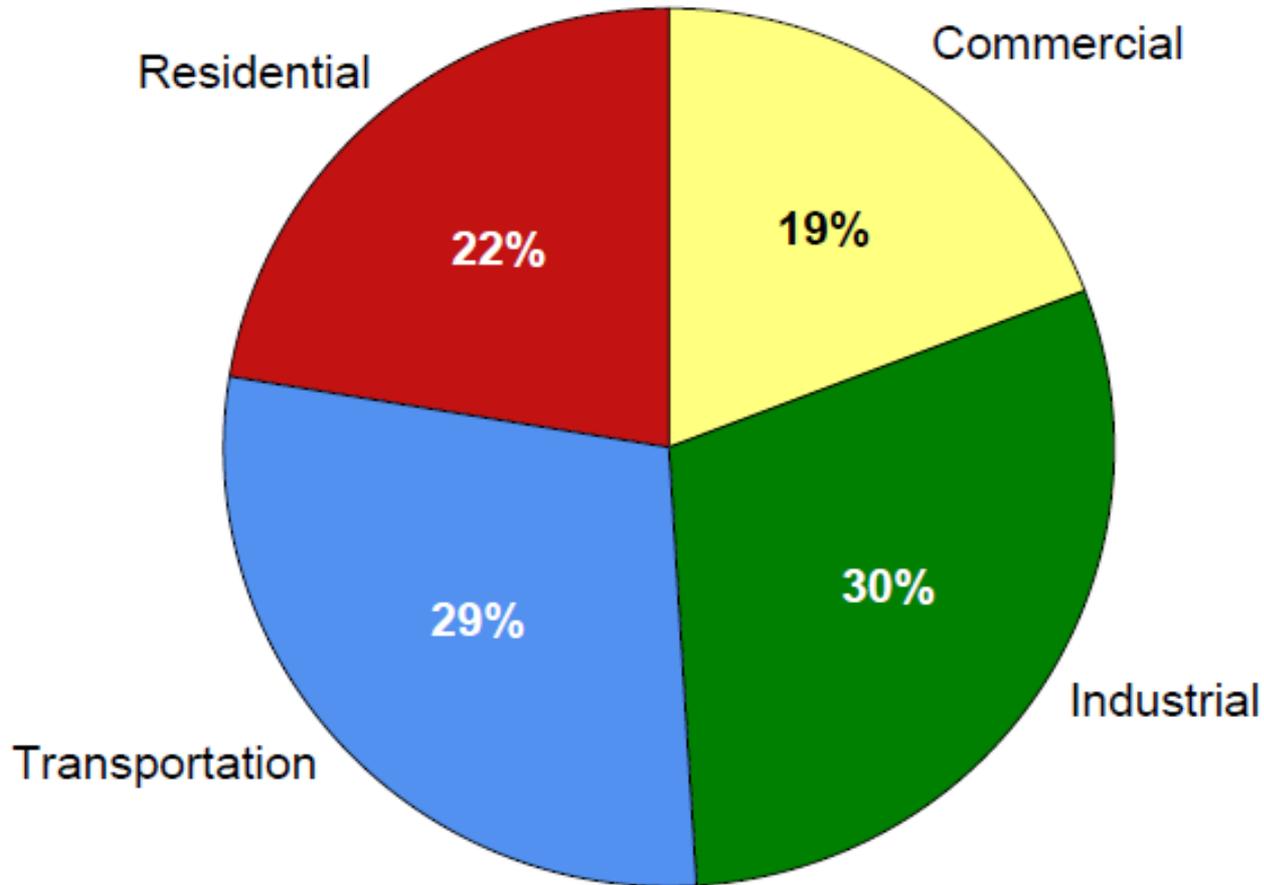
BUSINESS | MARCH 11, 2010, 8:04 P.M. ET

Caterpillar Joins 'Onshoring' Trend

By KRIS MAHER And BOB TITA

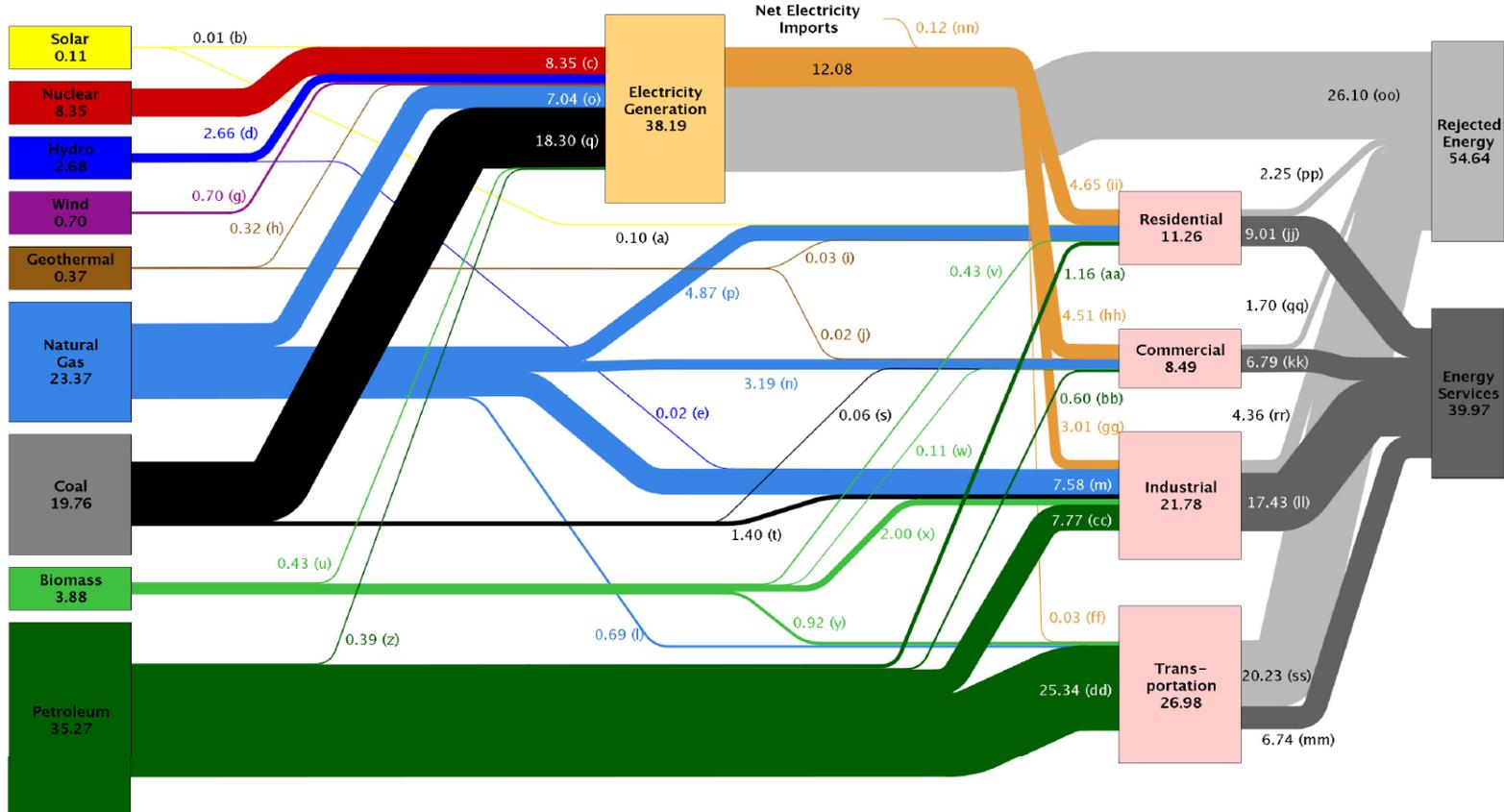
Caterpillar Inc. is considering relocating some heavy-equipment overseas production to a new U.S. plant, part of a growing movement among manufacturers to bring more operations back home—a shift that will likely spark fierce competition among states for new manufacturing jobs.

End Use Sector Source Energy Consumption 2009



U.S. Energy Use Profile 2009

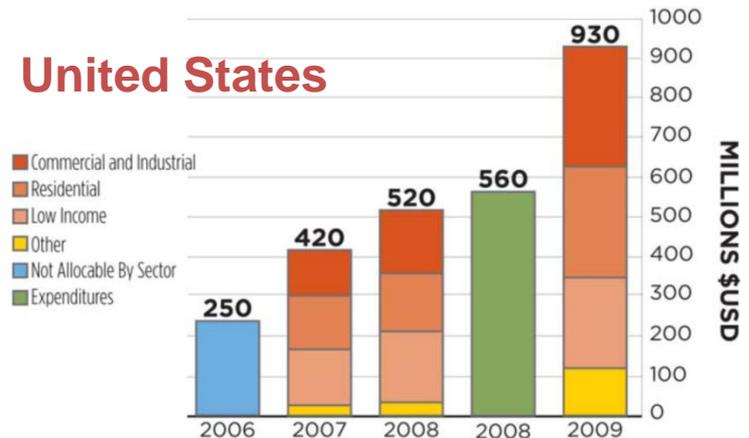
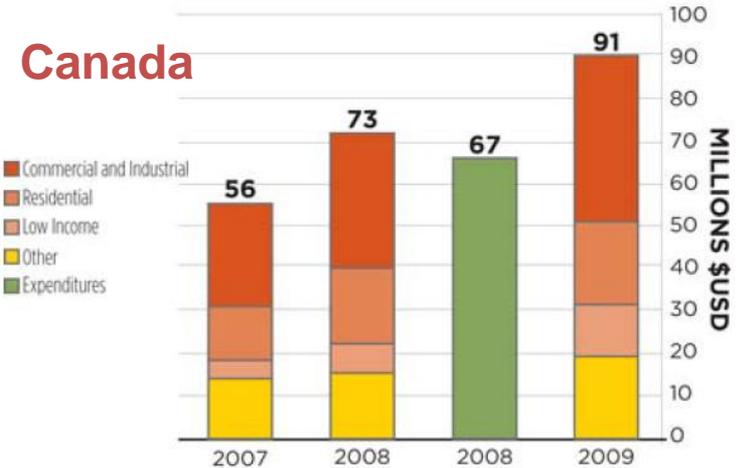
Estimated U.S. Energy Use in 2009: ~94.6 Quads



Source: LLNL 2010. Data is based on DOE/EIA-0384(2009), August 2010. If this information or a reproduction of it is used, credit must be given to the Lawrence Livermore National Laboratory and the Department of Energy, under whose auspices the work was performed. Distributed electricity represents only retail electricity sales and does not include self-generation. EIA reports flows for non-thermal resources (i.e., hydro, wind and solar) in BTU-equivalent values by assuming a typical fossil fuel plant "heat rate." The efficiency of electricity production is calculated as the total retail electricity delivered divided by the primary energy input into electricity generation. End use efficiency is estimated as 80% for the residential, commercial and industrial sectors, and as 25% for the transportation sector. Totals may not equal sum of components due to independent rounding. LLNL-MI-410527

Natural Gas Energy Efficiency Programs

- > Significant growth in past three years
 - > Over \$1 billion combined invested in US and Canada in 2009
 - > 367 bcf of natural gas savings in 2008
 - > 57% of savings derived from C&I customers



Alignment of Business Drivers with Energy Efficiency Programs

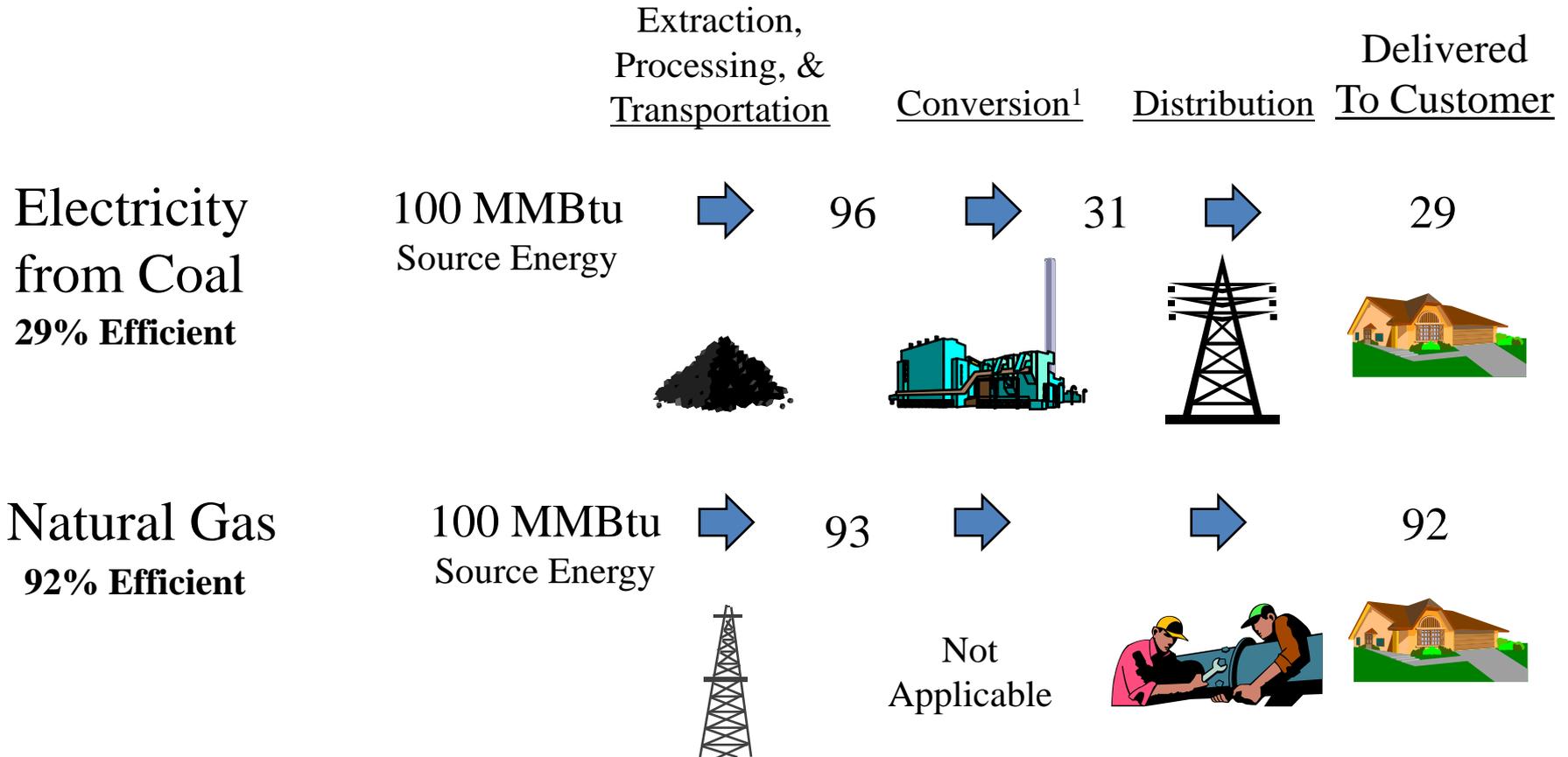
Rate Structure	EE Program Characteristics	Utility Response
Revenue Recovery	DSM Budget Weatherization Appliance Rebates	Neutral
Decoupled	Therm Savings Goal with Financial Penalty Weatherization, Rebates, & Small Commercial	Moderate
Decoupled	Therm Savings Goal with Financial Reward & Penalty Weatherization, Rebates, C&I, Custom Programs	Aggressive

Utility response to EE is predicated on underlying policy, rate structure and financial incentives.

Fuel Switching Incentives Appearing in EE Programs and Filings

- > Fuel switching incentives in several states:
 - Florida, Idaho, New Hampshire, New York, Pennsylvania, Rhode Island, Vermont, Washington, Massachusetts
- > “Gas-only” incentives, especially high efficiency water heaters
- > Several rate cases and filings underway
- > Primary driver is Source Energy Efficiency vs. Site Energy Efficiency analysis

Comparison of Source Efficiencies Delivered to Customers (%)



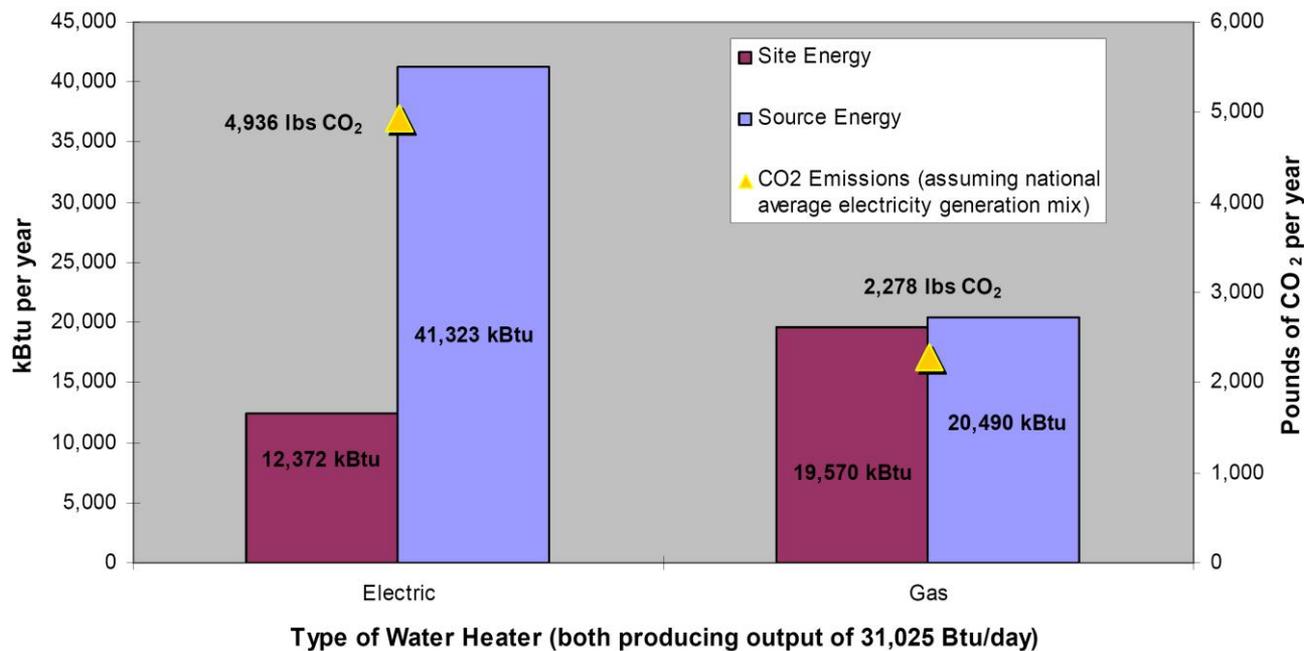
1. Based on 2005 average generation efficiency

EPA Water Heater Source Energy and CO₂ Emissions Analysis

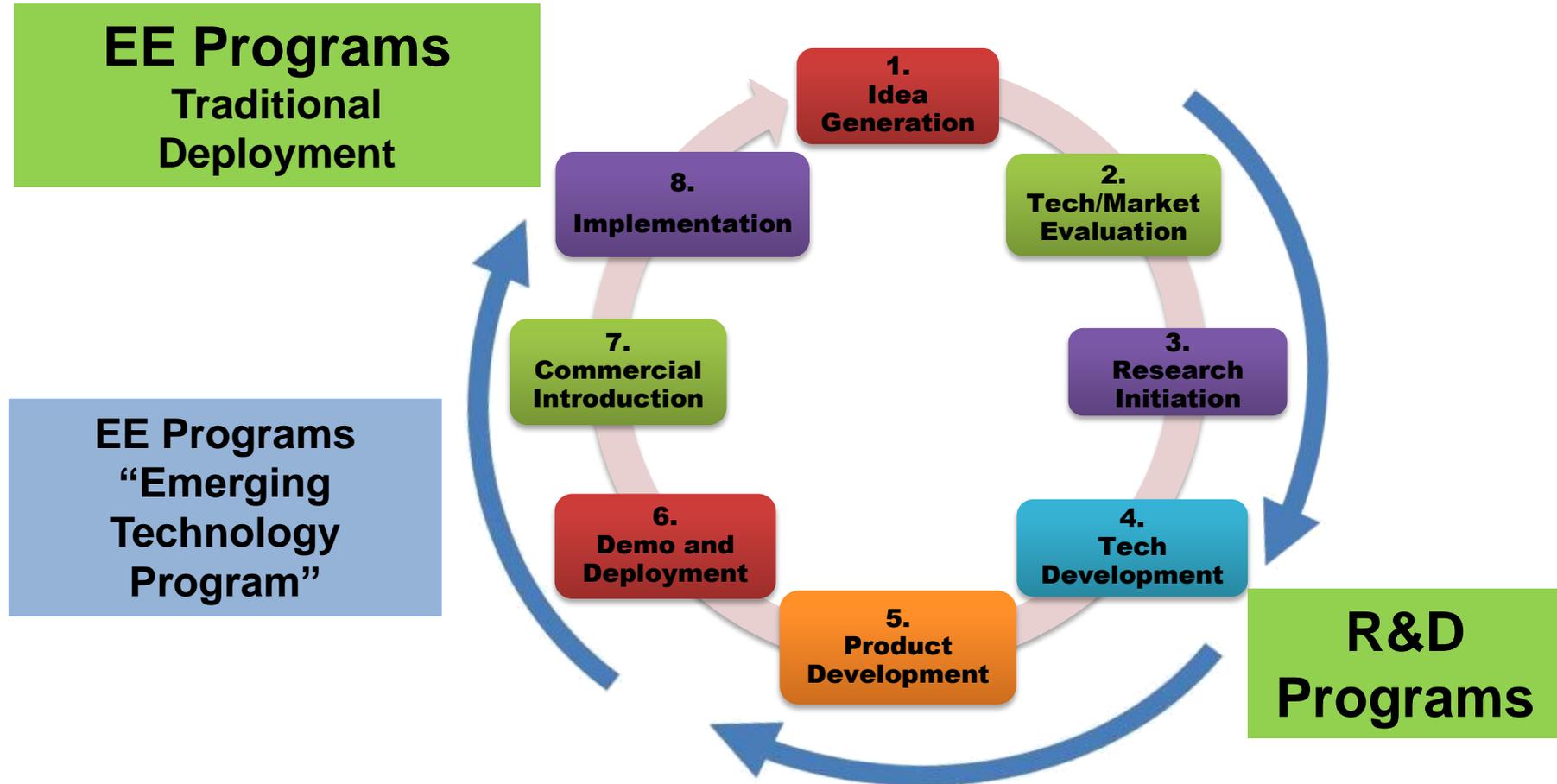
Example: Electric and Gas Water Heaters
Site vs. Source Energy Comparison



Comparison of Site Energy, Source Energy, and CO₂ Emissions for Comparable Electric and Gas Water Heaters Operating at Minimum Federal Efficiency Levels



R&D vs. EE Program Positioning



Emerging Technology Program Value Proposition

- > Mature Energy Efficiency programs include an “emerging technology” component (e.g., California)
- > Helps position utilities to drive new efficient technologies into their market and meet mid & long-term goals
- > Minimize risk and incentivize commercial partners to introduce new, higher efficiency equipment and building envelope practices
- > Share in the knowledge and information gained from demonstrations to craft future plans and incentive programs
- > Fill the new product funnel so you can continue to meet future annual EE goals

Emerging Technology Program

- > Deploy and advance the **next generation** of end-use technologies, creating a pipeline of new products focused on increasing energy efficiency and reducing greenhouse gas emissions.
- > Ensuring **value for stakeholders** by addressing implementation barriers and associated risks related to market acceptance and adoption of **emerging technologies**.

Bridging The Valley of Death...



Components of a Successful Emerging Technology Program

- > Market Analysis
- > Technology scanning and due diligence
- > Codes and Standards
 - Reducing implementation barriers
- > Field demonstrations
 - Validate performance and costs
- > Education and outreach
 - Seminars and workshops
 - Case studies
 - Website
 - White papers

Emerging Technology Highlights

- > Advanced Heat Recovery System
- > CHP Systems
- > Solar Thermal Hybrid Systems
- > Glass Melting
- > Process Drying

Transport Membrane Condenser (TMC)

- > Tubes with nanoporous membrane that selectively **removes water from the flue gas** through low-pressure-drop capillary condensation
- > Simultaneously captures waste heat and pure water (from combustion products)
 - Saves energy and offsets need for fresh water
- > Applicable to wide range of applications
 - Industrial and commercial boilers
 - Steam power plants, engines and turbines
 - Industrial drying and dewatering processes



Ultra-High Efficiency Boiler

TMC/AHRS for Baxter Healthcare

- > Captures 40% of exhaust water
- > Boosts industrial boiler efficiency by 12-15%

Baxter

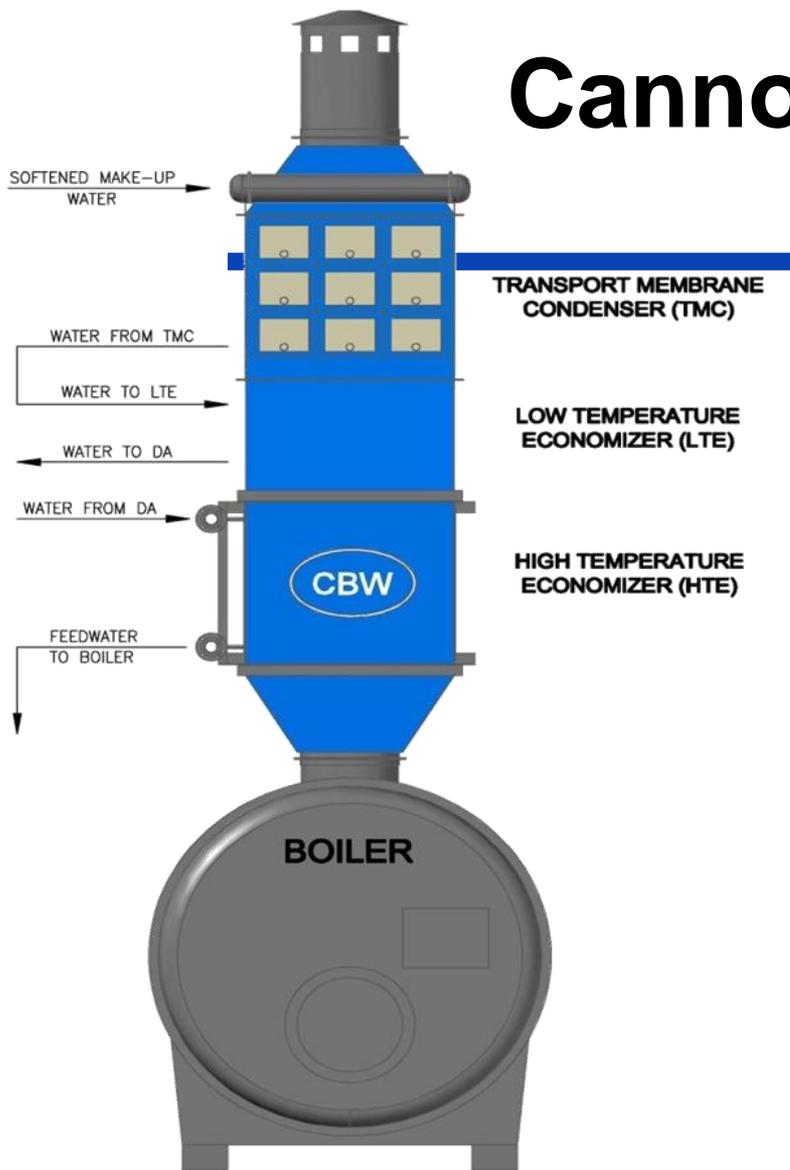
cbw

Cannon Boiler Works, Inc.



A Sempra Energy company

Cannon Ultramizer System



CANNON ULTRAMIZER SYSTEM

- Combines Cannon's HTE and LTE Feedwater Heaters with TMC Technology to provide the ultimate in heat and water recovery
- TMC Technology recovers Sensible and Latent Heat from flue gas stream
- Recovers clean water from natural gas burning combustion systems
- Boiler efficiencies of 95% are possible
- Reduction in emissions is equal to the reduction in fuel consumption
- Three year simple paybacks possible



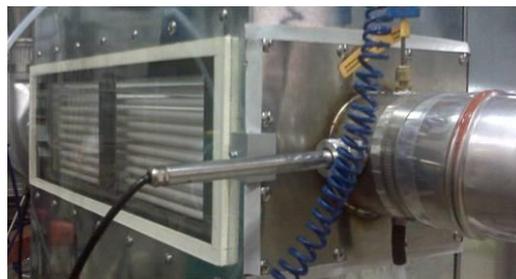
Advanced Heat Recovery System

The Evolution from Commercial Boilers thru Residential Humidification

Super Boiler



AHRS



Residential Transport
Membrane Humidifier

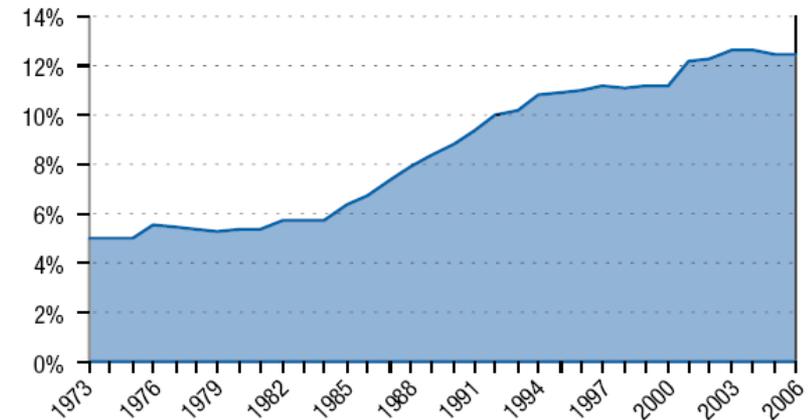
Platform Technology focused on Energy Efficiency

- Initiated with Fed funding, leveraged industry & State
- AHRS through entire stage-gate to commercial release
- Migration of technology to new applications and contracts
 - Residential TMH
 - Industrial Process

Combined Heat and Power (CHP) Systems

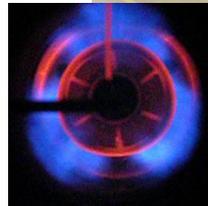
- > Engine, microturbine, turbine, and fuel cell systems
 - Micro to large commercial and industrial (<5 MW)
 - > Current projects with micro CHP (1-30 kW)
 - Raise power efficiency
 - Enhance fuel flexibility to use biomethane and waste fuels
 - Effective heat recovery (hot water, steam, thermal-driven cooling)

CHP as a Percentage of U.S. Annual Electricity Generation



FlexCHP Power & Steam Package

- > Fully integrated high-efficiency ultra-clean power and steam package
 - NO_x emissions less than 0.07 lb/MWh to comply with strict CA standards
 - Power generator (turbine)
 - Waste heat boiler fed with turbine exhaust gas plus a low emission supplemental burner
 - 85% system efficiency



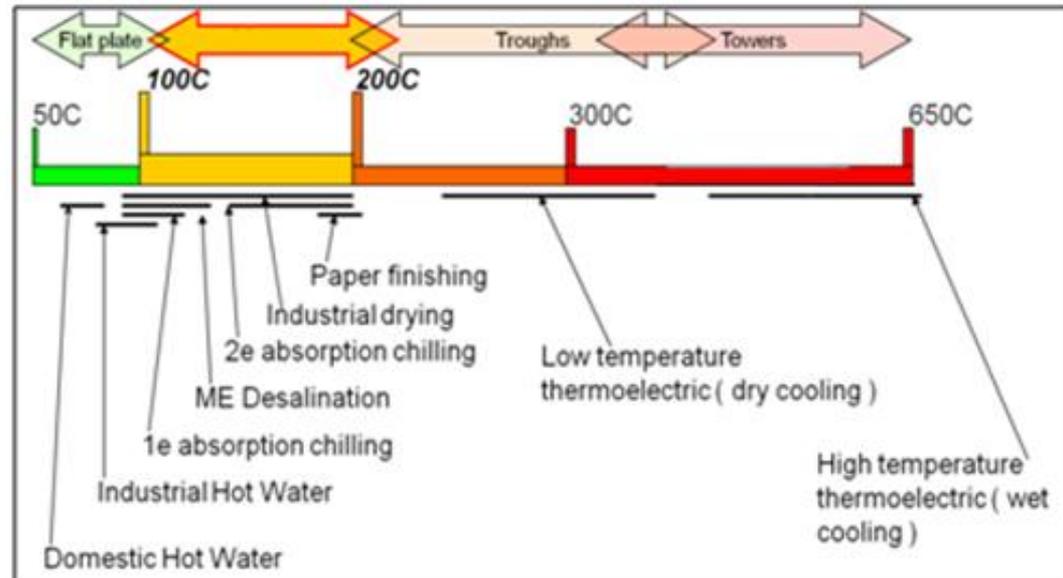
Solar Thermal

- > Solar Thermal can push efficiency levels beyond 100%
 - Low temp → hot water
 - Higher temp → steam, absorption cooling, process heat
- > Solar Thermal captures higher levels of the sun's energy
 - Solar thermal: 40 to 60%
 - Photovoltaics: 7 to 25%
- > PV is around 5 times more expensive & 5X larger footprint



Solar Thermal - Many Uses Across The Temperature Spectrum

- > Numerous commercial and industrial uses in the 100-200°C (200-400 °F) range
 - Double-effect absorption cooling
 - Steam generation
 - Hot water for sterilization/cleaning
 - Industrial drying
 - Water treatment and desalination



Solar Thermal & Absorption Chilling

- > Non-tracking collector can drive a double effect chiller
 - 302F minimum input temp
 - 1.3 COP vs. 0.7 for 1E
 - 1000m² drives 120 tons (420kW)
 - Natural gas steam or waste heat supplement or back-up energy
- > Factors driving solar thermal chilling in US
 - High electric energy prices
 - High peak demand charges
 - Renewable energy incentives or mandates
 - Carbon emission reduction



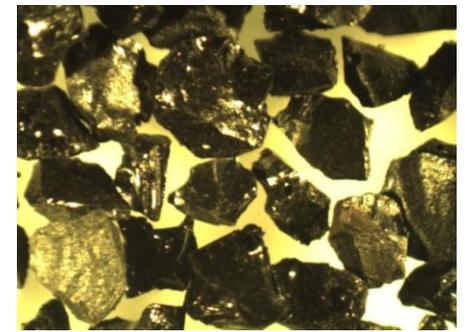
Submerged Combustion Melter

- > Developing revolutionary melter for producing industrial materials
 - Various glass products, sodium silicate, waste material recycling (waste fiberglass, electric arc furnace dust vitrification), etc.
- > Unique submerged combustion process yields major improvement in capital cost, productivity, flexibility, footprint, efficiency
- > Working with variety of industrial partners
- > Multiple licensees



IMM Plant – North America’s First SCM Production Facility

- > International Melting & Manufacturing
 - First commercial use of Submerged Combustion Melter (SCM) technology
 - Joint venture of Steel Dynamics and private investors (LaPorte, IN)
 - Produce a specialty vitrified abrasive from electric arc furnace (EAF) waste dust



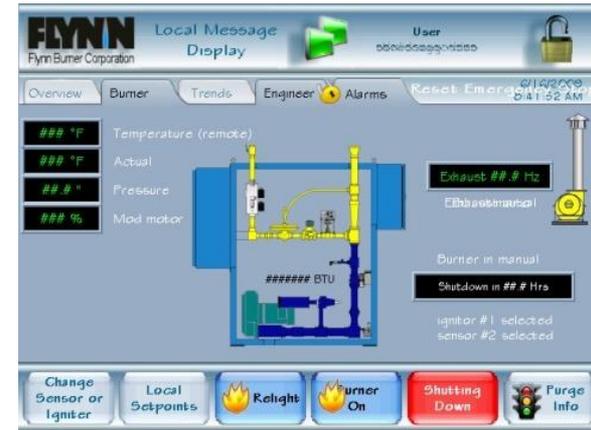
Gas-Fired Drum Dryer



ConAgra
Foods®

FLYNN

- > Direct-fired industrial drum dryer for food, paper, chemicals
 - > Successful field test with ConAgra for food processing
- > Demonstrated increased productivity & efficiency benefits
- > Applicable to food, paper drying
- > Commercial partners:
 - > GL&V
 - > Flynn Burner



Summary

- > Gas efficiency programs growing at double digit rates
- > Important to align policy, rate structures and incentives
- > Programmatic gap exists in the Emerging Technology arena
- > Emerging technologies will become more important in achieving energy savings goals as energy efficiency programs mature

Contact Info

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YourEnergySavings.com



DTE Energy Your Energy Savings™ Energy Optimization Program

for

DOE Industrial Utility Webinar

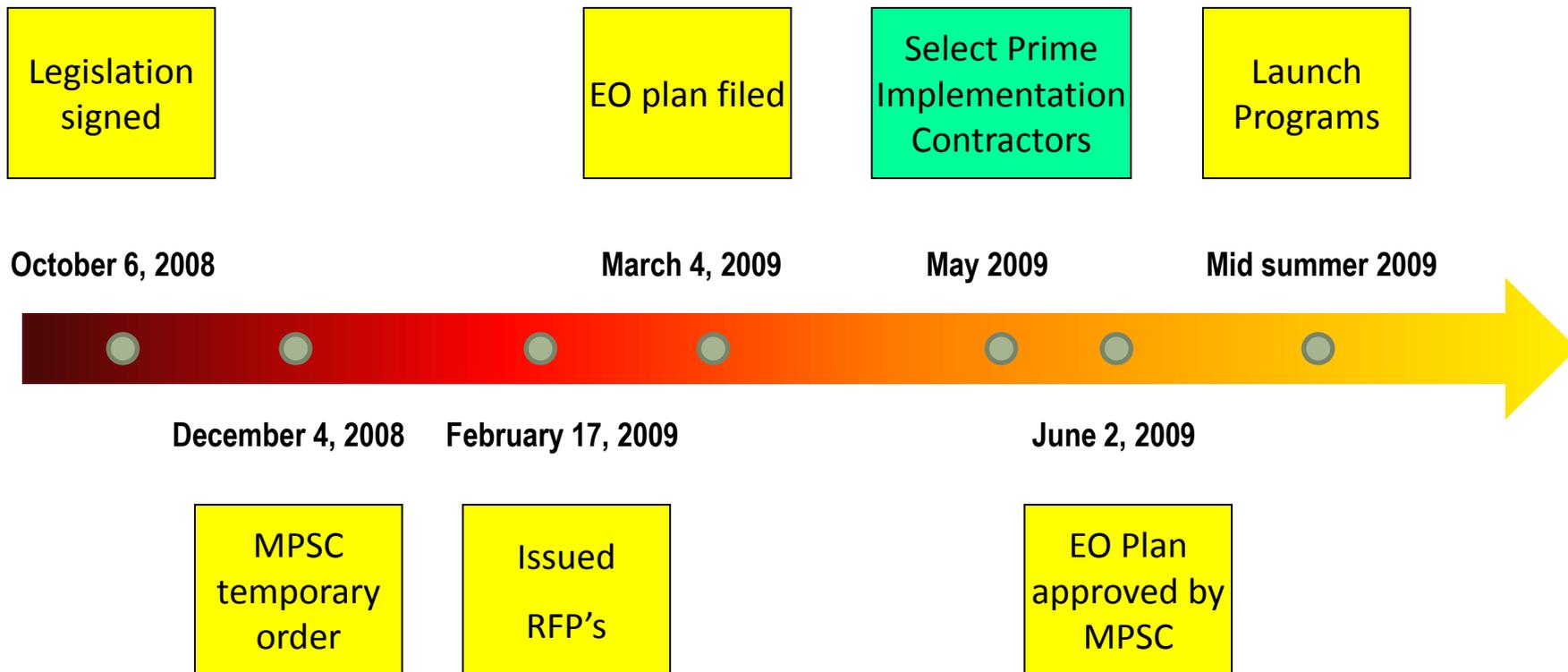
Bob Fegan

November 2, 2010



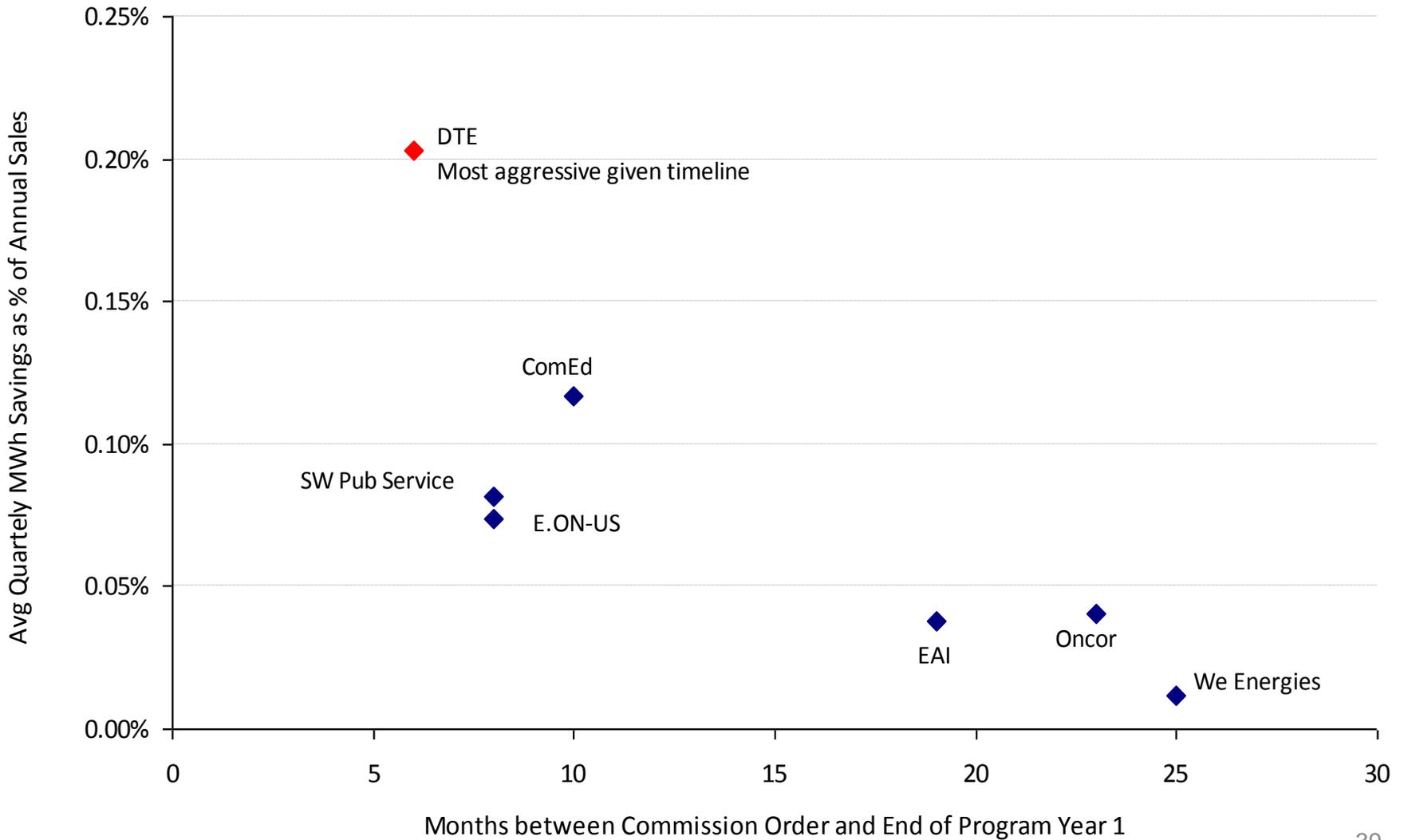
- HQ Detroit
- Operates business units in 29 States
- Largest operating subsidiaries are regulated utilities Detroit Edison and MichCon

Energy Optimization Program Timeline



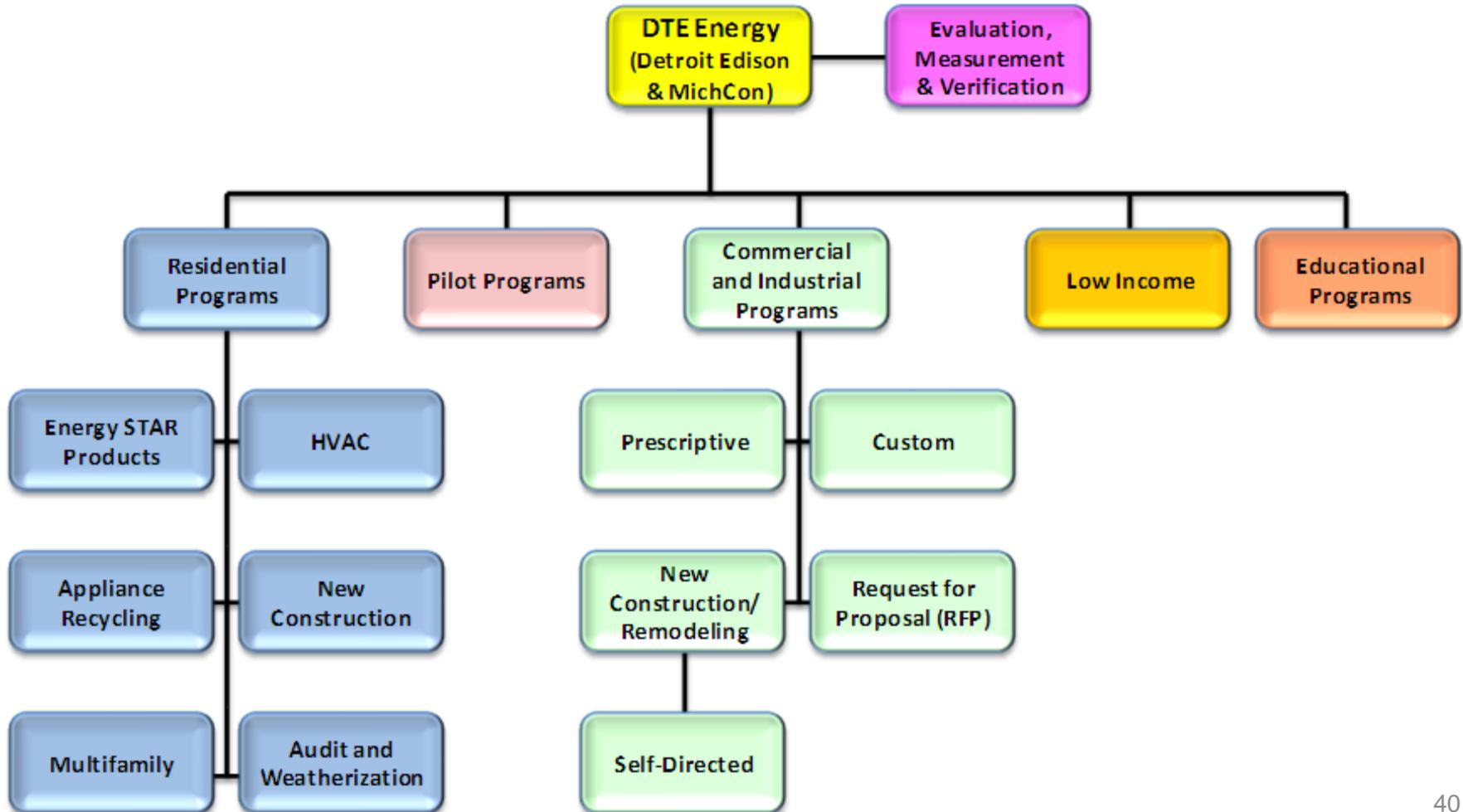


Comparison of Start-Up Lead Time and Savings Goals – Year 1 of Programs





We offer a variety of Energy Efficiency programs to our customers



External Resources

3rd Party Implementation Contractors

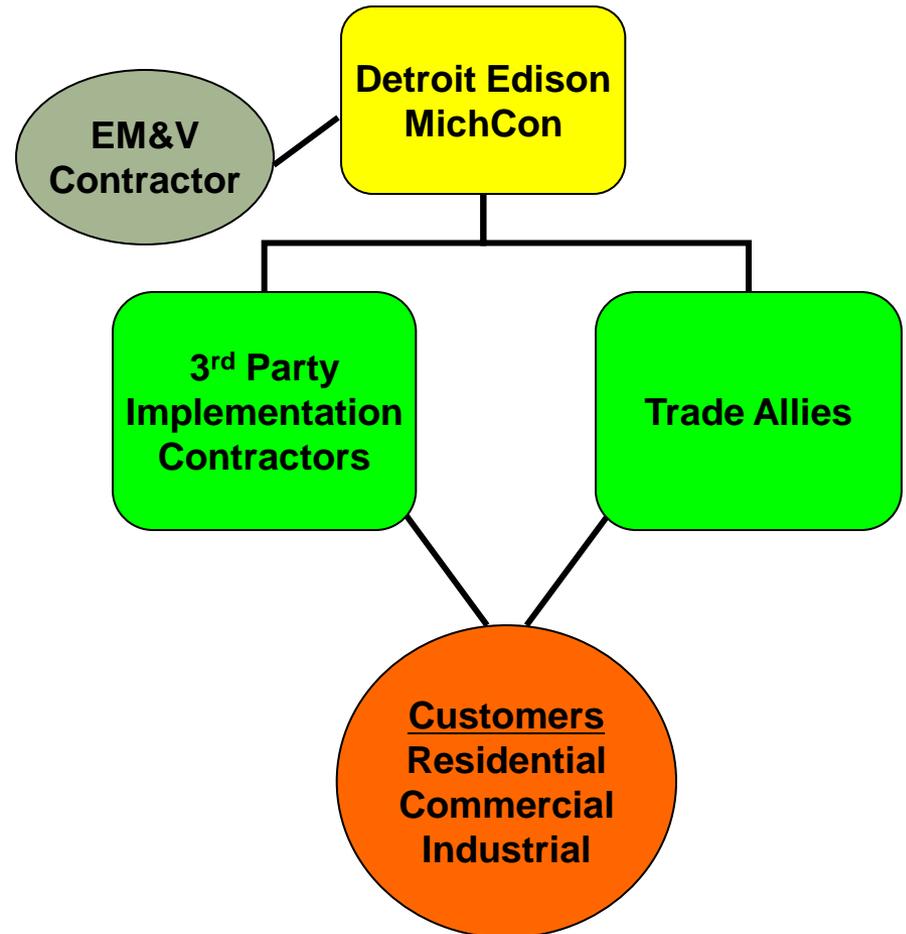
- day-to-day implementation responsibility
- application and incentive processing
- incentive payments
- Tracking
- verification, technical support, customer support, and marketing jointly with Detroit Edison

Trade Allies

- Builders, remodelers, dealers, distributors, manufacturers and participating retailers
- Coordination, training and relationship building will be crucial for the success of the programs

Evaluation, Measurement & Verification (EM&V)

- Develops a comprehensive evaluation plan to assess the program's benefits, validate results and identify improvement opportunities



Residential and Small Business ENERGY STAR Products

- Provide **customer incentives*** and retailer support to increase usage of ENERGY STAR products.

- ❖ CFL Bulbs - Discounted Compact Fluorescent Light bulbs are available starting at 99¢ at participating retailers.



- ❖ Clothes Washers - \$25 to \$50 incentive



- ❖ Dehumidifiers - \$25 incentive



- ❖ Room Air Conditioners (AC) - \$25 incentive



- ❖ LED Holiday Lighting - \$3.50 per string incentive

Residential HVAC

- Provide customers incentives* and trade ally support to install energy-efficient heating and cooling equipment .
- Central AC units:
 - 14 SEER rating - \$100 incentive per unit
 - 15 SEER rating - \$250 incentive per unit
 - 16+ SEER rating - \$350 incentive per unit
- Gas Furnaces, Boilers and Electric Heat Pumps – \$100 to \$350 incentive per unit
 - Gas furnaces 92% AFUE - Federal = 95%
 - Air Source Heat Pumps
- Tankless or tank gas water heaters
 - Tank gas water heater - \$35 (> 62% eff.)
 - Tankless water heater - \$150



May be combined with Federal Incentives

Residential Appliance Recycling

- Provides customer incentives* by removing operable, inefficient refrigerators, freezers, room air conditioners and dehumidifiers from the utility grid in an environmentally safe manner.
 - ❖ Non–Energy Star Refrigerator \$40 incentive
 - ❖ Non-Energy Star Freezer \$40 incentive
 - ❖ Dehumidifiers \$20 incentive
 - ❖ Room Air Conditioners \$20 incentive



* Incentive amounts are subject to change.

Multifamily

- Direct install of EE measures for in-unit and common areas
- Target residential customers living in multifamily buildings with 5 or more units
 - In-unit - no cost for installations
 - Common areas – landlord co-pay from Building Owners
- In-unit direct installations include:
 - ❖ ENERGY STAR CFLs
 - ❖ Energy-efficient showerheads and faucet aerators
 - ❖ Pipe insulation
 - ❖ Programmable thermostat
- Common area measures include:
 - ❖ T8 or T5 lamps with high performance electronic ballasts
 - ❖ Hard wired CFL fixtures
 - ❖ LED exit signs
 - ❖ Efficiency focused system controls – sensors, timers, dimmers
 - ❖ Parking lot and safety lighting



Residential New Construction

- The program provides incentives* to homeowners and builders/developers to build ENERGY STAR certified homes that out-perform the current Residential Energy Code
- Incentives are paid to cover most of the cost of getting the house ENERGY STAR rated
- Michigan Residential Energy Code changed during program development, which eliminated most of the energy savings advantage of ENERGY STAR over Code minimums
- Launched in 2010



Residential Low Income Program

- To reduce the energy use of Detroit Edison and MichCon's low-income homeowners through improvements to their existing home at no cost to them
- The target market is customers with household incomes at or below 200% of the federal poverty guidelines
- The program is designed to provide additional funding to the local [Community Action Agency](#) Weatherization Providers
- Federal Stimulus programs created substantial competition for our Program during 2009



- 3 Levels of Energy Audits

- ❖ Level 1, Option 1 - On-Line My Energy Analyzer with \$25 kit mailed
 - ❖ Level 1, Option 2 - In-House Survey with a \$25 CHARGE and kit delivered
 - ❖ Level 2 - Market-based energy audit with some diagnostic testing \$200 - \$250 incentive*
 - ❖ Level 3 - Market-based energy audit with extensive diagnostic testing \$300 - \$350 incentive*
- Customers who first have an Energy Audit qualify for higher weatherization incentives (insulation and air sealing) and rebates on the Energy Audit cost

Adam Winter



C&I Program Overview – Prescriptive Incentives

- **Program Description :** Incentives for energy efficiency equipment upgrades and improvements including: lighting, heating, cooling, refrigeration, and motors, variable speed drives, and other miscellaneous equipment. Building envelope improvements / weatherization.
- **Example incentives:**
 - T8 2 foot 4 lamp fixture - \$8/per fixture
 - Central lighting control - \$600 per 10,000 sqft of area
 - Motors 125 – 250 HP - \$1.50 per HP
 - Roof insulation - \$100 per 1,000 sqft installation
- **How to participate:** Applications available on-line with instructions on how to submit with proper evidence of purchase and installation



C&I Program Overview – Custom Energy Efficiency Projects

- **Program Description** : A program that allows implementation of energy efficiency measures specific to unique operations or industrial processes.

- **Incentive Structure:**
 - Three tiers of per kWh ranging from \$0.08 - \$0.12 per kWh of first year annual savings
 - Three tiers of per CCF incentive from \$0.40 - \$0.80 per CCF of first year annual savings
 - Detroit Edison limit - \$150,000 per facility* and \$500,000 for all facilities in any one year
 - MichCon limit - \$25,000 per facility and \$100,000 for all facilities in any one year

- **How to participate:** Application to reserve funding, pre/post implementation engineering studies, proof of installation for receipt of incentive

C&I Program Overview – New Construction Program

- **Program Description** : A program that provides incentives to upgrade the whole building as a system, above current commercial building codes.
- **Incentive Structure:**
 - Incentives and limits similar in structure to Custom Energy Efficiency Program
 - Tier 1: 10-20% above baseline building energy codes,
 - Tier 2: >20% above baseline building energy codes, and
 - Tier 3: >30% above baseline building energy codes.
(performance above local building code or ASHRAE 90.1-2004 standards)
- **Program launch:** Launched in 2010
- **How to participate:** Application to reserve funding, pre/post implementation engineering studies, proof of installation for receipt of incentive

- Energy Audits
 - envelope and some mechanical measures
- Engineering Studies
 - process equipment and more complex HVAC measures
- Energy Audit Rebates - NEW in 2010
 - 25% of the first cost up to \$750 Rebate
 - 25% optional additional rebate on project completion

DTE Web-based EE Directory

Objectives:

- Connect customers looking for services with those offering the services
- Support local Trade Allies of energy efficient products and services
- Stay ‘in the loop’ of who is offering what products and services in our service territory
- No cost to Trade Allies

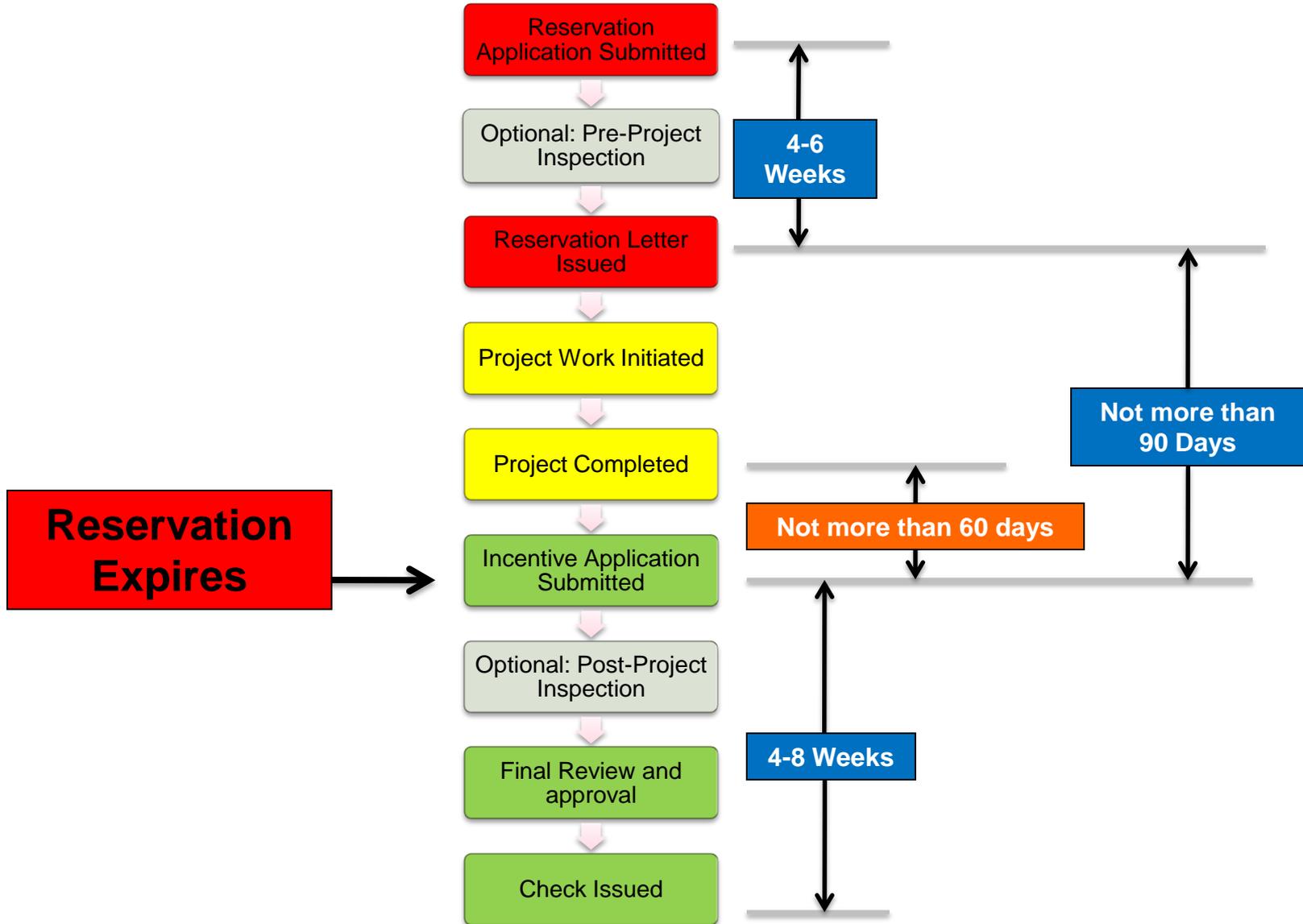
The screenshot shows the DTE Energy Energy Efficiency Directory search page. At the top left is the DTE Energy logo, and at the top right is the 'YOUR ENERGY SAVINGS' logo. Below the logos is a search bar with a telephone icon and the text 'Energy Efficiency Directory'. There are two tabs: 'Find a Business' (selected) and 'Register a Business'. The search criteria are as follows:

- Select Service Type:** Radio buttons for Residential, Commercial, and Industrial.
- Products and Services:** A dropdown menu labeled 'Select a Product or Service'.
- County Served:** A dropdown menu labeled 'Select a County for your Search'.
- Results Displayed on Page :** A dropdown menu set to '25'.
- Sort By :** A dropdown menu set to 'Company Name'.
- Sort Order :** A dropdown menu set to 'Ascending'.

A 'Find' button is located below the sort order dropdown. At the bottom of the page, there is a disclaimer: 'DTE Energy has no relationship with, or control over, installers and/or manufacturers listed in this directory. This directory is provided solely for the convenience of our customers. No endorsement is stated or implied.'

<https://www.dteenergy.com/eed/directorySearch.faces>

Project Timeline

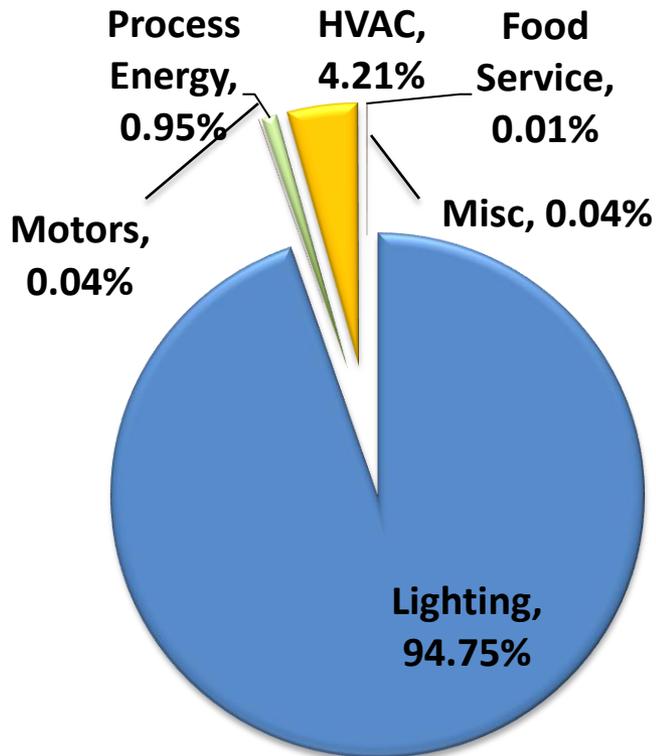


Commercial & Industrial 2009 – How did we do?

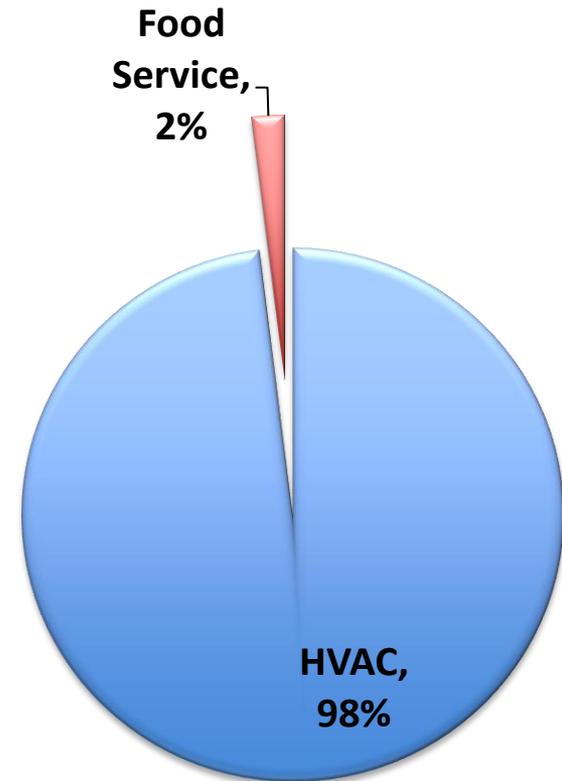
- Electric goals
 - 64,000 MWh's actual
- Gas goals
 - 110,000 MCF actual
- Total incentives paid out \$4.1 million
(C&I ONLY)

2009 C&I Prescriptive Measures Submitted

Electric



Gas

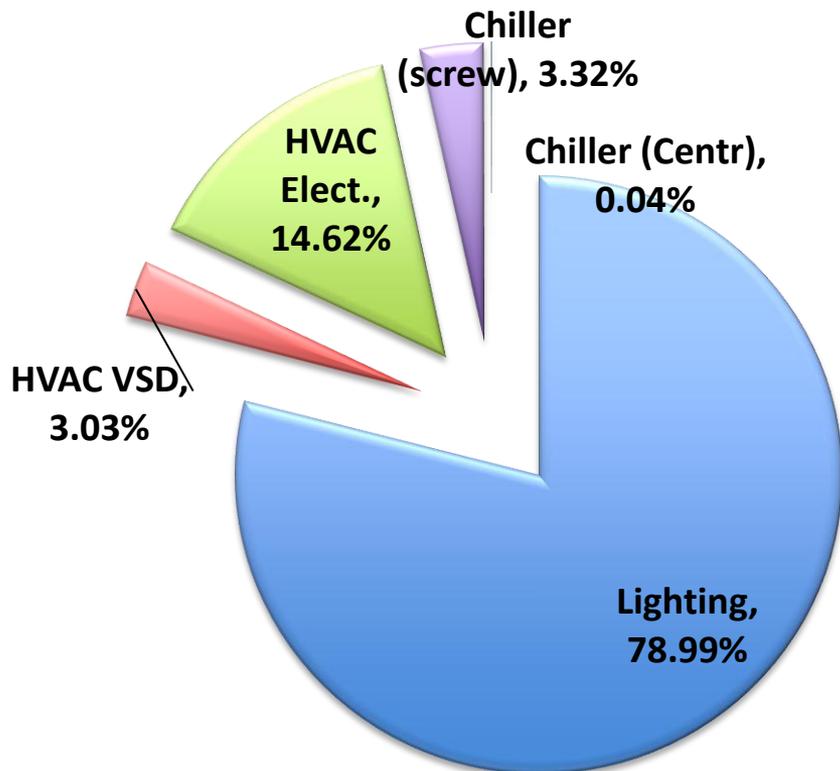


- Lighting
- Motors
- Process Energy
- HVAC
- Food Service
- Misc

- HVAC
- Food Service

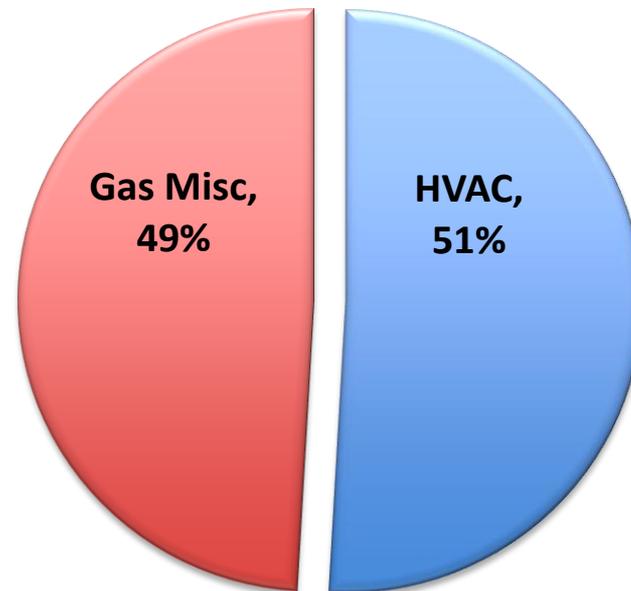
2009 C&I Custom Measures Submitted

Electric



- Lighting
- HVAC VSD
- HVAC Elect.
- Chiller (screw)
- Chiller (Centr)

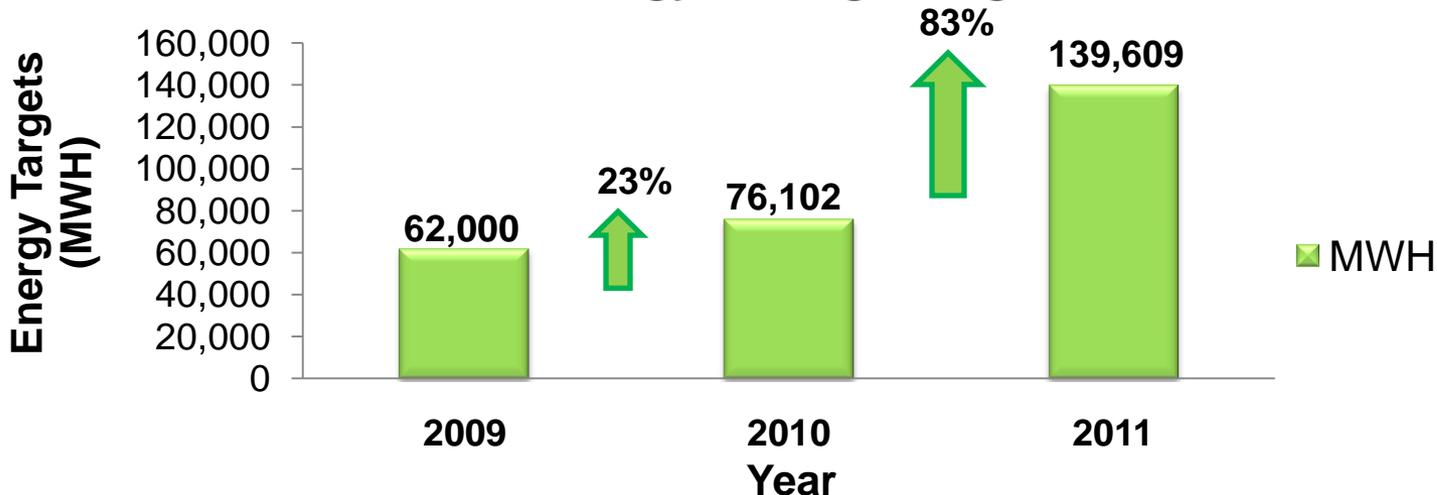
Gas



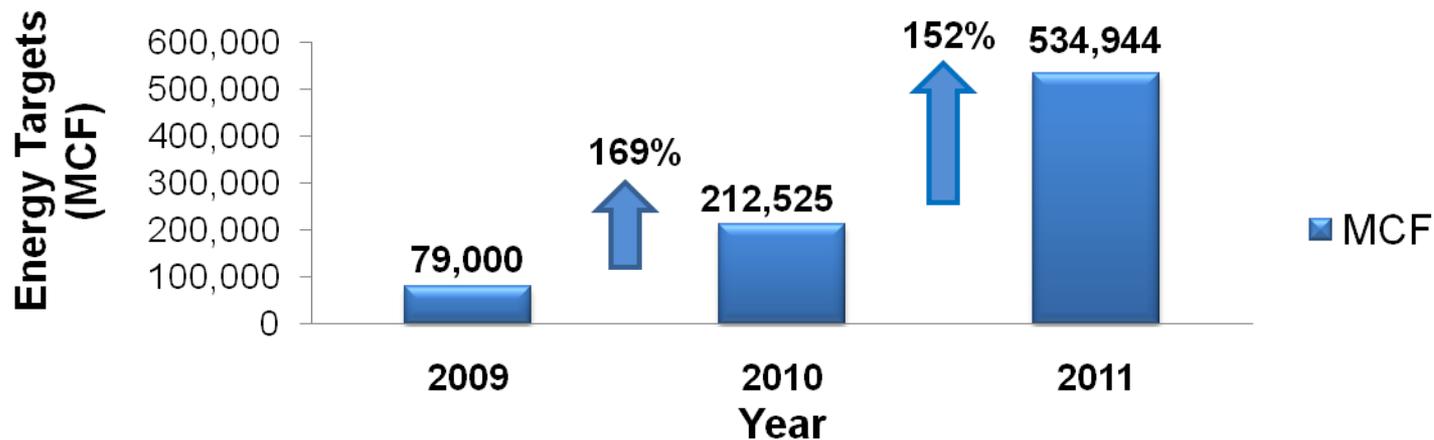
- HVAC
- Gas Misc

Energy Optimization Targets

Electric Energy Savings Targets



Gas Energy Savings Targets



New Programs and/or Policies for 2010

C&I – New Construction/Remodeling Program/Measures



New January 1, 2010

Incentive caps of 50% of the incremental cost or \$150,000 per facility

Program	Description	Products	Channel
<p>C&I New Construction and remodeling</p>	<p>The C&I New Construction Program provides design assistance and custom incentives to customers for building more efficient new buildings and installing energy-efficiency equipment and controls that are not required by building energy codes and are above standard construction practices</p>	<p><u>Electric products:</u> Lighting HVAC Building envelope Controls <u>Gas products:</u> New or remodeled facilities Projects within designated development zones</p>	<p>Architects and Engineers, Building Owners</p>

C&I – New Construction/Remodeling Technical Assistance Incentives

Technical Assistance Incentives

- Financial assistance to help in creating building models/analysis
- Covers 50% of the cost of the analysis up to \$3,000
- Half of the incentive is paid upon completion of the technical assessment
- Final payment is given after the installation of the measures recommended in the analysis.
- **Application Process overview**



C&I – RFP Program

New January 1, 2010

Program	Description	Products	Channel
C&I RFP	The C&I RFP Program provides custom incentives to select C&I customers/markets on a very targeted and limited time basis for the installation of innovative and non-standard energy-efficiency equipment and controls.	Unique processes and technologies	Account Mgrs/ Energy Partnership Equipment Dealers & Dist.

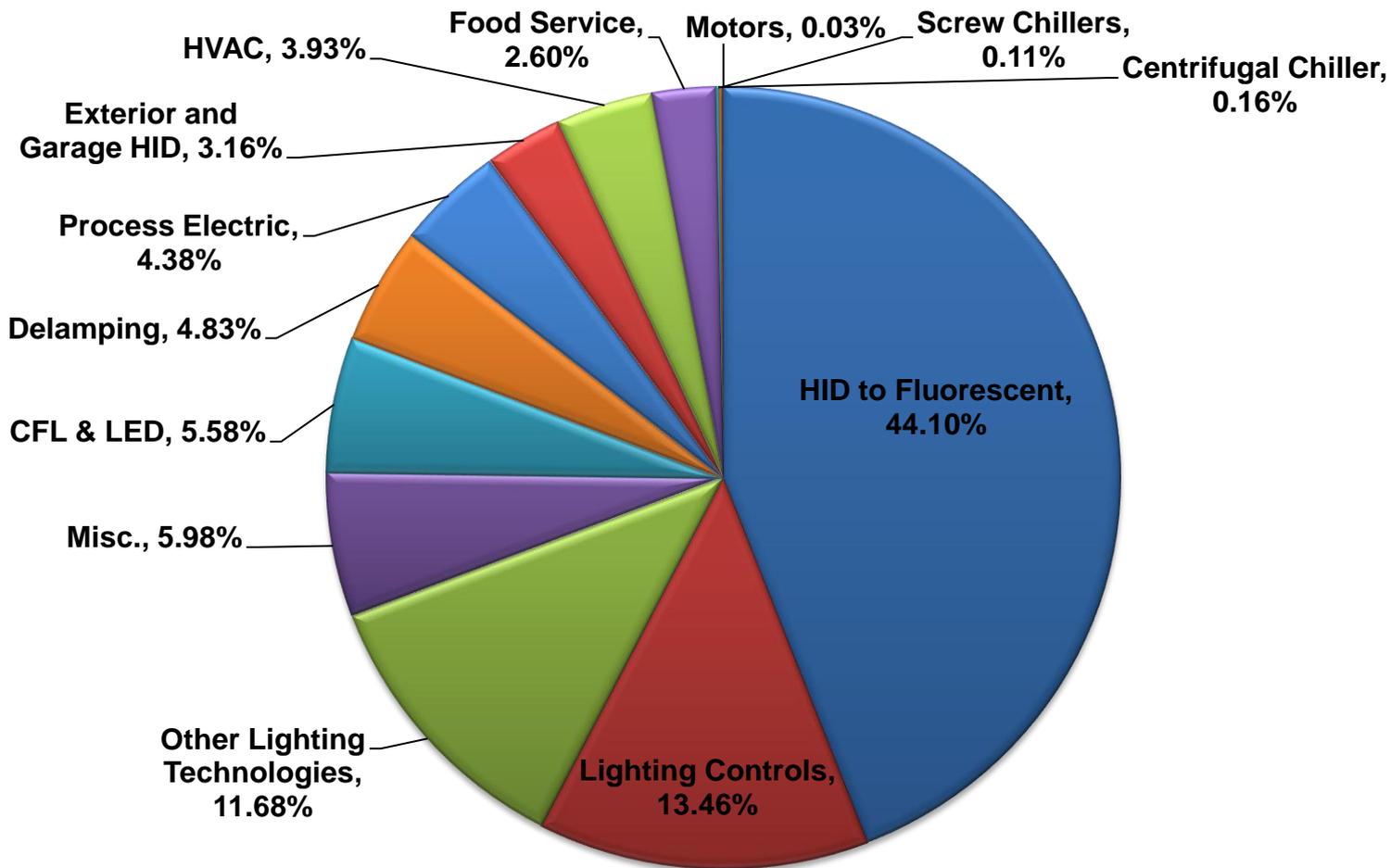
- New program in January of 2010
- The RFP targets specific technologies and/or markets
- Both prescriptive and non-prescriptive measure can be included in the RFP
- Incentives levels are established/offered based on cost-effectiveness
- The RFP requirements may include years of payback, total incentive dollars per customer per year and percentage of total project cost

2010 Program Results

- Active applications received: over 1900
- Total number of measures: over 4400
- Customers involved with program: over 1100
- Total incentives reserved for gas and electric projects: over \$10M
- Savings of over 120,000 MWH expected
- Savings of 300,000 MCF expected

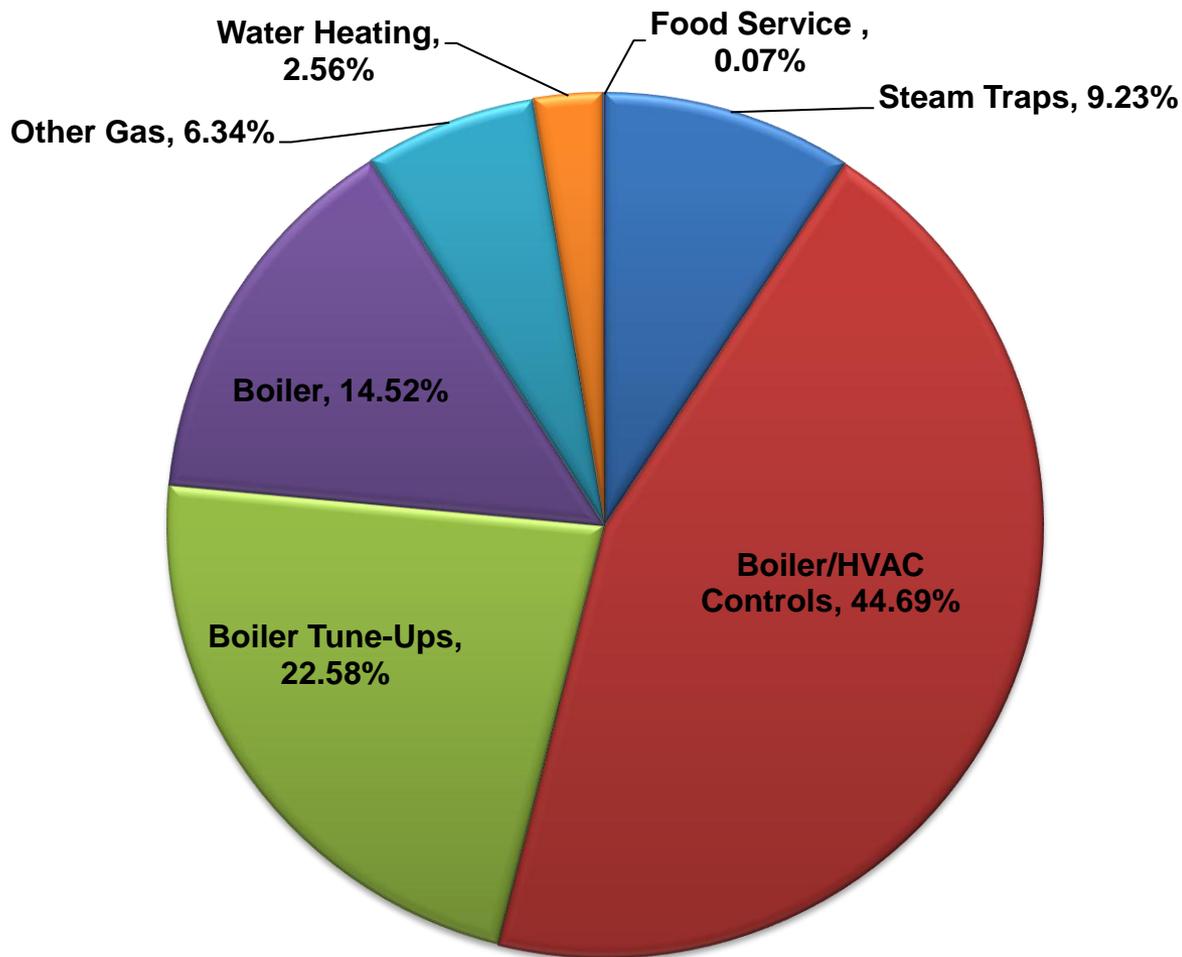
*Based on data as of October 2010

2010 Prescriptive Electric Breakdown



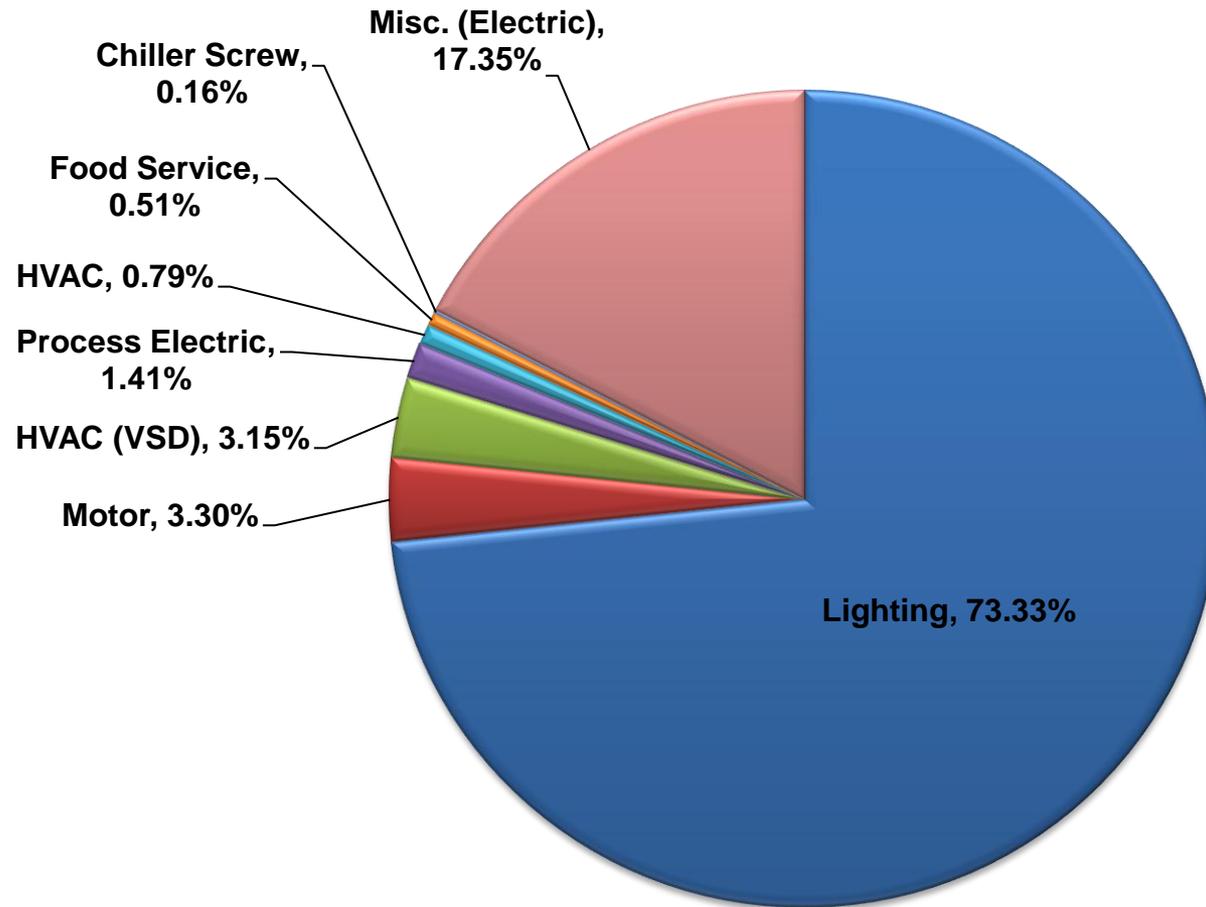
*Figures based on data as of October 2010

2010 Prescriptive Gas Breakdown



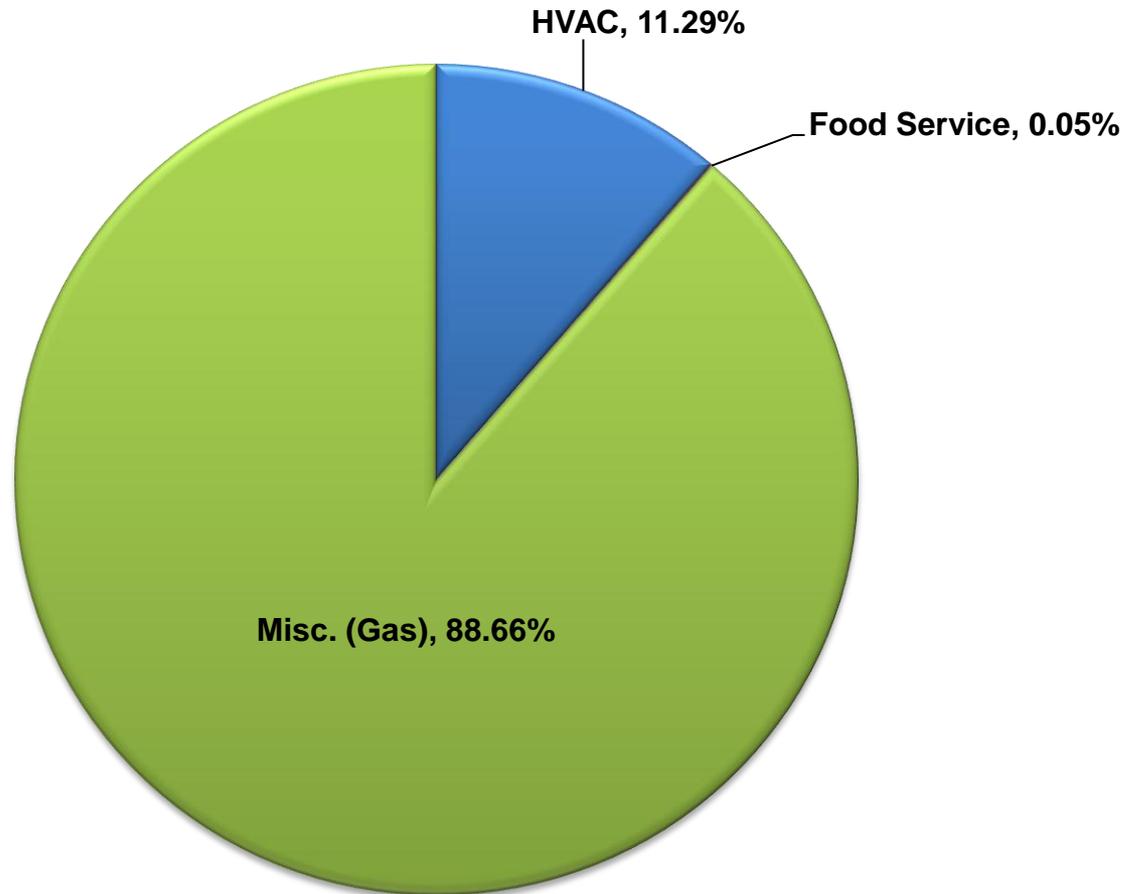
*Figures based on data as of October 2010

2010 Custom Electric Breakdown

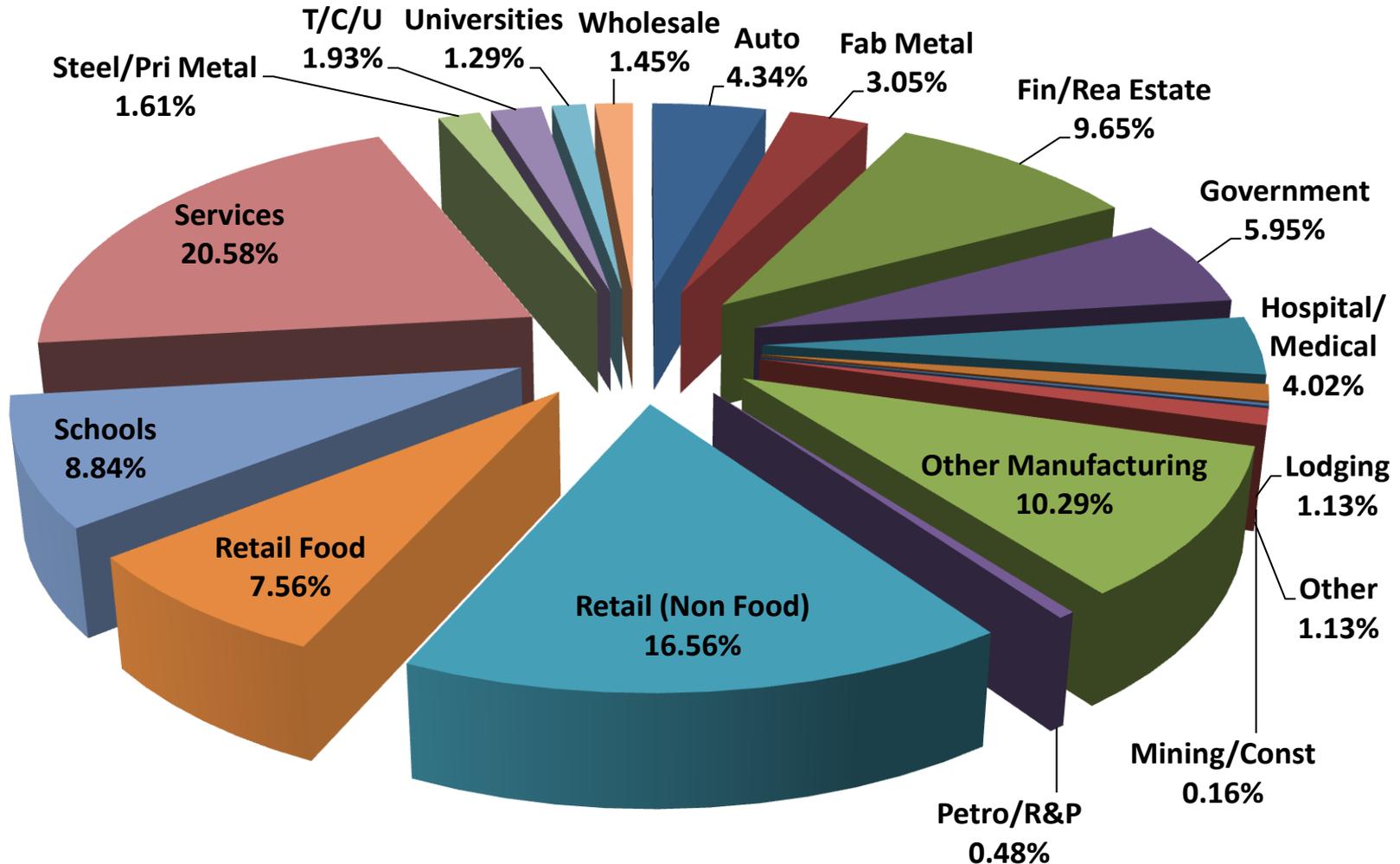


*Figures based on data as of October 2010

2010 Custom Gas Breakdown



Summary of Customer Count Distribution per Commercial and Industrial Markets



Case Studies/Outreach Program Offerings

Case Studies (2010)

- Gwinn High School
- Milliken Ford (dealership)
- Parish Printing Services
- Grocery stores (Jan 2011)



Proposed Niche Market Outreach program

for 2011:

- Restaurants
- Lodging
- Health and medical

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For More Information:

DOE Industrial Technologies Program (ITP) Utility Partnerships

www.eere.energy.gov/industry/utilities

DOE ITP Utility Partnerships and Resources, including past webinar presentations:

http://www1.eere.energy.gov/industry/utilities/tools_and_resources.html

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**Utility Partnerships Webinar Presentations
are posted on the
ITP Utility Partnerships Resources and Tools webpage:**
[http://http://www1.eere.energy.gov/industry/utilities/](http://www1.eere.energy.gov/industry/utilities/)

Follow the above link to register for upcoming webinars.

The next webinar is on
State Policies to Promote Utility Energy Efficiency Programs,
December 7, 2010 from 12-2pm EDT.