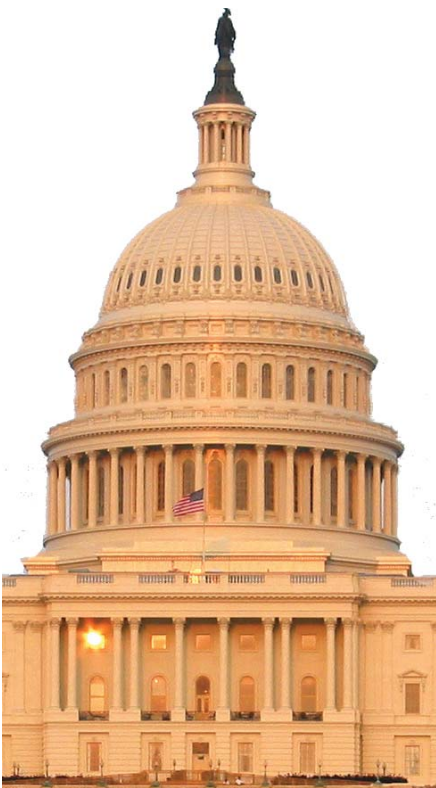


DIGITAL  
EDITION

# The **WEEC** Report

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*The Age of Energy Transformation*



# The World Energy Engineering Congress

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**\*Announcing the new downloadable the New AEE App from iTunes, see page 7 for details.**

# Editor's Letter...

The age of energy transformation continues to expand as session topics such as *Smart Grid Valuation*, *ENERGY STAR Benchmarking* and *Net Zero Energy Construction* were examined at the recent World Energy Engineering Congress (WEEC) held December 8-10, 2010 at the Washington Convention Center in Washington, DC. The 33<sup>rd</sup> WEEC featured sixteen certification and training seminars for energy professionals, including several Federal Energy Management workshops, as well as the Energy Advocacy Training program led by SAIC, drawing over 3,600 industry professionals from 48 states and 46 countries.

Pulitzer Prize-winning author Thomas Friedman headlined the WEEC's opening session with his lecture "Hot, Flat, and Crowded" based on his book of the same title. Friedman focused on his solutions to climate change through support of the clean energy and green technology industries. Also speaking at the opening session were JT Grumski, Senior Vice President & Business Unit General Manager for SAIC; Rear Admiral Philip H. Cullom, Director of Task Force Energy for the U.S. Navy; and Henry Kelly, Principal Deputy Assistant Secretary for Energy Efficiency and Renewable Energy at the U.S. Department of Energy.

WEEC also featured a sold out 125,000 ft<sup>2</sup> exposition hall which showcased over 300 booth displays from high profile companies in the energy industry, including WEEC's exclusive host, SAIC, along with Trane, Smardt, Leviton, and Sensor Switch. Additionally, many exciting events and new items were on the agenda for WEEC, one of them being the 100% electric, no gas, 2011 Nissan Leaf electric vehicle that was available for test drives! Other innovative additions to the event included AEE's first Conference Planning App, hosted by Grupio and available on iPhone, Android, and BlackBerry smartphones for WEEC. The app provided conference attendees with the ability to preview the speakers and topics of each conference session ahead of time and to build their own personalized conference program schedule – this was a great resource onsite and a clear indication of the future of show planning.

The AEE Industry Awards featured winning projects and individuals including Glen Kilcup, Senior Mechanical Engineer, Intel, Jeffrey A. Nunn, Corporate Energy Manager, Boeing, and Donald Scarsella, OCV Energy Leader, Owens Corning

We here at AEE are already gearing up for the 34<sup>th</sup> WEEC, which will be held October 12-14<sup>th</sup>, 2011 at Navy Pier in Chicago, IL! T. Boone Pickens, a world-renowned energy entrepreneur and author of the Pickens Plan, has already committed to speak at the closing session along with Alexandra Cousteau, globally recognized environmental and water quality advocate and granddaughter of world famous French explorer and filmmaker Jacques-Yves Cousteau. We look forward to seeing you there!

## What others are saying...

### Overheard @ [www.energy.about.com](http://www.energy.about.com)

*"If, you have never been to one of these shows you should try to go. Very impressive show. They also have job postings, last time I was there, I saw over 100 job postings in the energy field. Great place to network!"*

*"This conference looks so promising that I've arranged to attend! Can't wait to soak up the latest info and share it on this site. Maybe I'll see some of you there."*

### Overheard @ [www.profitablegreensolutions.com](http://www.profitablegreensolutions.com)

*At the awards banquet on Wednesday night, there were some great success stories where engineers had saved a company (or government) millions of dollars via innovative approaches. One award that really excited me was given to a researcher who had developed a thermocatalytic process that can convert 1 ton of plastic waste into 300 gallons of hydrocarbon fuel (at \$0.75/gallon). This has numerous applications to convert the excess waste plastic that is now existent in our ecosystem. The next World Energy Engineering Congress will be in Chicago in October 2011. It looks to be an incredible event with much to share and learn for everyone. I hope you attend and I hope that you also share your success stories... you may inspire others to greatness*

## Conference Highlights



### Hot, Flat & Crowded

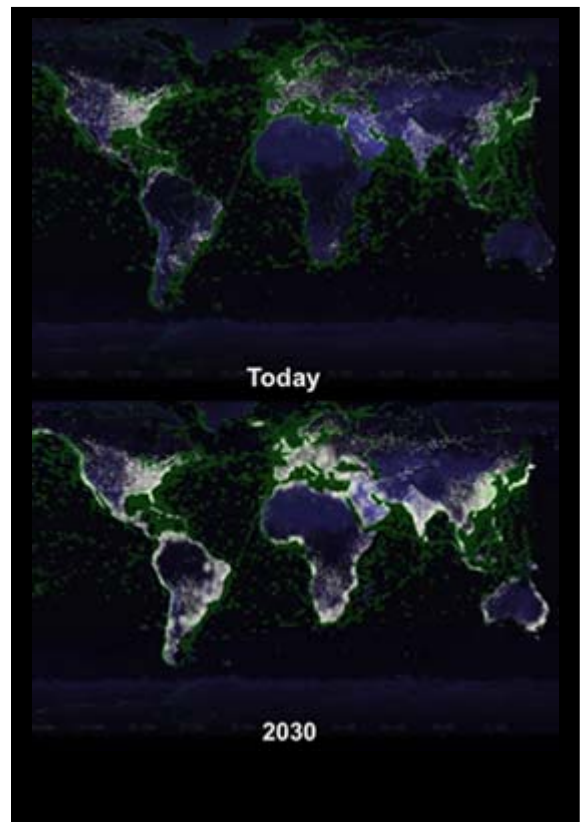
Thomas Friedman, Author and Foreign Affairs Columnist, The New York Times

- Friedman proposes that the solutions to global warming and best methods to regain the United States' economic and political stature in the world is to embrace the clean energy and green technology industries. [Click here to buy the book.](#) Click image to view video highlight.

### Bridging the Energy Gap

Rear Admiral Philip H. Cullom,  
Director Task Force Energy, U.S. Navy

- Bridging the Energy Gap focuses on the energy challenge presented as energy efficiency has improved, energy consumption has grown. [View the full WEEC presentation here.](#)



### Walmart's Sustainability Journey

Michael Gardner, Vice President of Architecture and Construction Standards, Walmart

- Gardner examines Walmart's sustainability 360 from suppliers, operations, associates to customers. [Read the full WEEC presentation here.](#)

## Insider Look at New Technologies & Products Featured at WEEC

Click images below to view exhibitor interviews and products showcased at WEEC.



*Click Image to Play, will open in new screen*



SAIC is a FORTUNE 500® scientific, engineering, and technology applications company that uses its deep domain knowledge to solve problems of vital importance to the nation and the world, in national security, energy and the environment, critical infrastructure, and health. The company's approximately 45,000 employees serve customers in the U.S. Department of Defense, the intelligence community, the U.S. Department of Homeland Security, other U.S. Government civil agencies and selected commercial markets. Headquartered in McLean, Va., SAIC had annual revenues of \$10.8 billion for its fiscal year ended January 31, 2010.



**PLATINUM SPONSOR / OPENING SESSION COFFEE SPONSOR**

Trane is a leading global provider of commercial HVAC solutions that reliably improve indoor environmental quality. Trane provides energy efficient commercial air conditioners, chiller systems, HVAC controls, HVAC parts & supplies, and building automation systems that contribute to sustainable building design. Trane partners with building owners, engineers and contractors with services for HVAC system design, HVAC service, temporary cooling, chiller upgrades, performance contracting, advanced building controls and financing solutions.



*Click Image to Play, will open in new screen*



**DENT INSTRUMENTS, INC.**

Established in 1988, DENT Instruments manufactures portable energy & power measurement instruments and data loggers. DENT products provide meaningful energy data that is used to accurately allocate energy costs, identify energy cost-savings opportunities and lower utility bills. These cost-effective instruments are used by energy professionals worldwide for measurement and verification studies; electrical load profiling; and energy audits.



*Click Image to Play, will open in new screen*

## Insider Look at New Technologies & Products Featured at WEEC

Click images below to view exhibitor interviews and products showcased at WEEC.



*Click Image to Play, will open in new screen*



PFISTER ENERGY, a renewable energy company, is a national provider and turnkey installer of building integrated alternative energy and energy efficiency solutions. Pfister's range of complementary "green solutions" includes Solar Photovoltaics, BIPV, Solar Thermal, Natural Daylighting, Fuel Cells, Wind Turbines, Solar Lighting, Rainwater Harvesting, Green Roofing, Geothermal, and Building Envelope Improvements. Pfister Energy specializes in Solar-Integrated Roofing.



*Click Image to Play, will open in new screen*



The Nissan LEAF™, the world's first affordable, zero-emission, all-electric vehicle for the mass market, will be available in the U.S. beginning in December 2010. The Nissan LEAF is a five-passenger compact electric car that uses no gas, creates no emissions and has no tailpipe. It has a top speed of 90 mph and is powered by advanced lithium-ion batteries, which provide the car with a range of 100 miles on a single charge, enough to satisfy the daily driving needs of more than 90 percent of Americans. In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2010 and has been recognized as a 2010 ENERGY STAR® Partner of the Year by the U.S Environmental Protection Agency.

## Join the Conversation

View the [AEE YouTube Channel](#) for additional videos and learn about how you can be featured.

## Extras – New & Notable at WEEC

### AEE Goes Digital!

From Books to Apps AEE raises the bar for its content and audience

#### Mobile Technologies That Are Changing The Industry

This was the year of the mobile app and as it has exploded within the smartphone arena, AEE also found that we could benefit by providing our content in real time, en masse to our users.



#### NEW WEEC Phone App for Show Planning

AEE launches a mobile app for the first time at our annual conference, the World Energy Engineering Congress (WEEC). Conference Attendees, Exhibitors, Speakers & Expo Visitors can now utilize an innovative new show phone app for WEEC! The Grupio App is a smart phone application that works with the iPhone, Android & Blackberry Touch phones. Users can access the Conference Schedule, Exhibitor List, Floor Plan, Special Events and much more. Download is still available, for all devices, go to appropriate App Store (iTunes, Android Marketplace, or Blackberry App World), search for app "Grupio", download to your phone and view Featured Event WEEC.

#### NEW AEE Announces FREE Downloadable AEE App for iPhone

Now members and industry professionals can keep up to date with AEE and Energy News by downloading the FREE AEE App! AEE has just launched an AEE app for iPhone that alerts you to AEE News, New Certifications, Seminar Courses, AEE Podcasts and tap into the AEE Career Center for current job listings.

Sign Up is easy – simply go to the iTunes App Store, search AEE and download our new application! [Click Here or on Image to view App.](#)



## Extras – New & Notable at WEEC

### AEE Goes Digital!

From Books to Apps AEE raises the bar for its content and audience.

#### The Future of Publishing: Rise of e-Readers

Instant delivery, no shipping fees, and multi-device support – AEE launches and promotes its latest venture, e-Book editions of its newest and best-selling titles.



#### AEE Promotes New e-Book Editions

WEEC attendees and visitors came by the AEE Books booth (pictured at left) and witnessed the announcement of e-Book Editions now available of many of our titles. To celebrate the launch, AEE raffled off a new Nook Color e-Reader complete with a new professional e-book (pictured below). To learn more about our digital library, use the links below to visit the AEE Bookstore, the Barnes & Noble NookBook Store or download the Nook Reader App for iTunes.

AEE Bookstore:

<http://www.aeeprograms.com/books>



Click Here to view our Digital Books @ the [Nookbook Store Link](#)



Click Here to Download the Nook Reader App [Nook Reader App from iTunes](#)



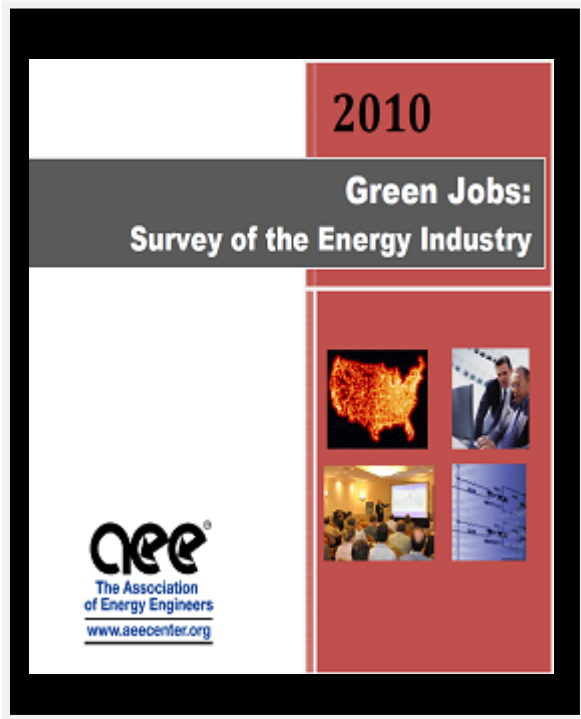
*Mac Collins, from NORESKO, winner of the Nookcolor e-Reader*

## Extras – New & Notable at WEEC

### AEE Goes Digital!

From Books to Apps AEE raises the bar for its content and audience.

Green Jobs: Relevant Trends, Opportunities, Projections & Resources



#### **Green Jobs: Survey of the Energy Industry**

The Association of Energy Engineers (AEE), a nonprofit professional society of over 12,500 members, issued a survey to its members to determine the need for Green Jobs, Energy Industry Potential, Stimulus Results and Salary Data. The results represented are based on 1,534 responses and are outlined in the report.

[Click here to view the full findings.](#)



#### **WEEC Post Event Report**

##### *WORLD ENERGY ENGINEERING CONGRESS OVERVIEW*

The 33rd Anniversary World Energy Engineering Congress, attended by more than 3,600 industry professionals, brought together decision makers from both the public and private sectors. The WEEC was an unparalleled event featuring 15 concurrent conference tracks presented by more than 300 of the nation's foremost authorities in the energy disciplines. The show was hosted by Science Applications International Corporation (SAIC), presented by the Association of Energy Engineers (AEE) and supported by a "who's who" line-up of corporate and government energy leaders and cosponsors.

[Click here to view the full findings.](#)

## Extras – New & Notable at WEEC



### WEEC Onsite Career Center

WEEC featured an onsite Career Center showcasing employer-sponsored positions listed on the AEE online site (view photo to left). This year we've added an RSS feed of the career center, providing instant updates to new green jobs postings.

Click the link below and hit "Subscribe to this feed" to have job postings delivered daily.

<http://www.energyvortex.com/careercenterjobs/>

### Send your Message to Employers & Job-Seekers through the AEE & EnergyVortex Career Center.

The Career Center is a unique website that reaches energy management employers and professionals who utilize the site to advance their career and find the best candidate for positions. The Career Center is promoted on the AEE homepage, on the AEE News Site, EnergyVortex, and within the AEE Member Newsletters.

**New to the Career Center** – now when posting a job online, you may also utilize the following Expanded Features:

- **Featured Employer Listing** in the AEE e-Newsletter offers access to AEE Members, Conference & Seminar Attendees and Opt-In Subscribers. Featured Employer Sponsorship includes your Company Logo, Prominent Placement of your Jobs and link to your posting within the Career Center.
- AEE has opened an **AEE Jobs LinkedIn subgroup** within the AEE LinkedIn Group Community. (see image to left). Through the AEE LinkedIn community, extend your recruiting reach as professionals review and forward your listing, helping connect the right talent with the right opportunity. On average, LinkedIn Jobs are forwarded 11 times\*.

\*Stats provided by [www.talent.linkedin.com](http://www.talent.linkedin.com)

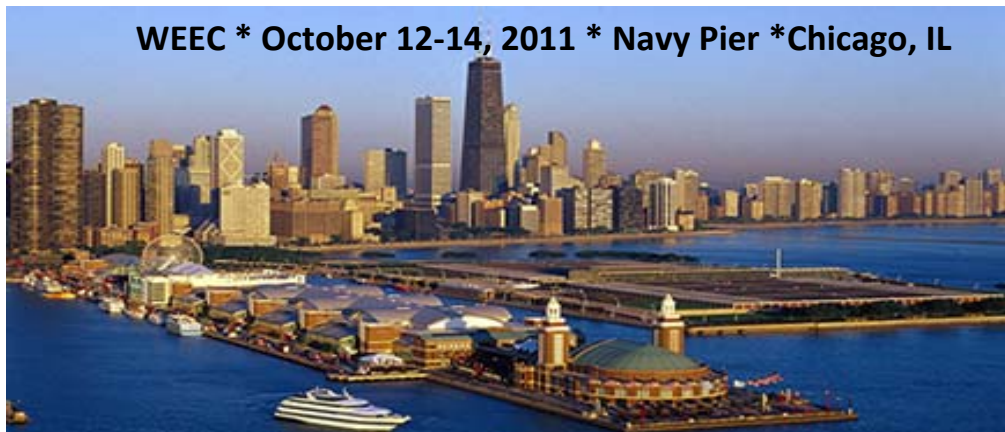
### Interested in joining our Green Jobs Employer Community?

Visit the link below to learn more about the AEE Career Center and posting opportunities.

<http://www.energyvortex.com/careercenter/>

## Upcoming Key Dates & Events

### World Energy Engineering Congress / **WEEC 2011**



Full details can be found at [www.energycongress.com](http://www.energycongress.com)

#### Looking Ahead: **Blue will be the New Green**



##### **2011 Opening Session Keynote Speaker**

Alexandra Cousteau, globally recognized environmental and water quality advocate, to speak at the WEEC opening session, Wed., Oct. 12, 2011

As awareness grows surrounding critical water issues of supply and quality, building designers and managers will continue to take steps to reduce water consumption and increase sustainability. Blue Legacy, an initiative started in 2008 by Alexandra Cousteau, is a catalyst for action and change—promoting ideas for innovative solutions that individuals and communities around the globe can implement to address the issues facing our water planet. AEE is pleased to announce that Alexandra Cousteau will be the WEEC 2011 Opening Session Keynote Speaker.

#### Looking Ahead: **Reducing Foreign Oil Consumption**



##### **2011 Keynote Luncheon Featured Speaker**

T. Boone Pickens, renowned businessman and founder of the Pickens Plan, a grassroots effort to reduce U.S. dependence on imported oil, to speak at keynote luncheon, Fri., Oct. 14, 2011

Oil prices have come down from the staggering highs of last summer, but lower prices have not reduced our dependence on foreign oil or lessened the risks to either our economy or our security. The Pickens Plan, founded by T. Boone Pickens, is a bridge to the future - a blueprint to reduce foreign oil dependence by harnessing domestic energy alternatives, and to buy us time to develop even greater new technologies. AEE is pleased to announce that T. Boone Pickens will be the WEEC 2011 Keynote Luncheon Speaker.

# Upcoming Key Dates & Events

Full details can be found at [www.aeepprograms.com/seminars](http://www.aeepprograms.com/seminars)

## MARCH 2011

1-4	Little Rock, AK	<a href="#">Fundamentals of Carbon Reduction &amp; GHG Management</a>
2-3	Dallas, TX	<a href="#">Fast Track CEM Preparatory Course for Energy Managers</a>
2-4	Denver, CO	<a href="#">Fundamentals of Existing Building Commissioning</a>
14-18	Washington, DC	<a href="#">Comprehensive 5-Day Training Program for Energy Managers</a>
21-24	San Diego, CA	<a href="#">CEM Training Course for Government Involved Energy Professionals</a>
28-29	Philadelphia, PA	<a href="#">Fundamentals of Sustainable Development &amp; Carbon Reduction</a>
28-30	Philadelphia, PA	<a href="#">Fundamentals of Building Energy Simulation</a> <b>NEW</b>
28-30	Philadelphia, PA	<a href="#">Fundamentals of Buying &amp; Selling Energy</a>
28-30	Philadelphia, PA	<a href="#">Fundamentals of Energy Auditing</a>
28-30	Philadelphia, PA	<a href="#">Fundamentals of Residential Energy Auditing</a>
28-30	Philadelphia, PA	<a href="#">Fundamentals of Using RETScreen® Tools for Energy Project Analysis</a> <b>NEW</b>
29-31	Philadelphia, PA	<a href="#">Fundamentals of High Performance Building Design &amp; Engineering</a> <b>NEW</b>
29-31	Philadelphia, PA	<a href="#">Fundamentals of Measurement &amp; Verification for Energy Managers &amp; Emission Traders: Applying the IPMVP</a>
29-31	Philadelphia, PA	<a href="#">Fundamentals of Renewable Energy: Technologies, Applications, Strategies</a>
30-31	Philadelphia, PA	<a href="#">Globalcon 2011 Conference &amp; Expo</a>

## JUNE 2011

6-10	Long Beach, CA	<a href="#">Comprehensive 5-Day Training Program for Energy Managers</a>
13-15	Long Beach, CA	<a href="#">Fundamentals of Building Energy Simulation</a>
13-15	Long Beach, CA	<a href="#">Fundamentals of Energy Auditing</a>
13-15	Long Beach, CA	<a href="#">Fundamentals of Renewable Energy: Technologies, Applications, Strategies</a>
13-15	Long Beach, CA	<a href="#">Fundamentals of Using RETScreen® Tools for Energy Project Analysis</a>
13-15	Long Beach, CA	<a href="#">Fundamentals of Buying &amp; Selling Energy</a>
14-16	Long Beach, CA	<a href="#">Fundamentals of Building Commissioning</a>
14-16	Long Beach, CA	<a href="#">Fundamentals of High Performance Building Design &amp; Engineering</a>
14-16	Long Beach, CA	<a href="#">Fundamentals of Lighting Efficiency</a>
14-16	Long Beach, CA	<a href="#">Fundamentals of Measurement &amp; Verification for Energy Managers &amp; Emission Traders: Applying the IPMVP</a>
15-16	Long Beach, CA	<a href="#">West Coast Energy Management Congress 2011 Conference &amp; Expo</a>
20-24	Long Beach, CA	<a href="#">Comprehensive 5-Day Training Program for Business Energy Professionals</a>

## Upcoming Key Dates & Events

Full details can be found at [www.aeeprograms.com/seminars](http://www.aeeprograms.com/seminars)

### OCTOBER 2011

3-5	Washington, DC	<a href="#">Fundamentals of Building Commissioning</a>	
10-11	Chicago, IL	<a href="#">Skills Update 2011 for Certified Energy Managers</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Building Energy Simulation</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Buying &amp; Selling Energy</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Carbon Reduction &amp; GHG Management</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Energy Auditing</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of High Performance Building Design &amp; Engineering</a>	NEW
11-13	Chicago, IL	<a href="#">Fundamentals of Lighting Efficiency</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Measurement &amp; Verification for Energy Managers &amp; Emission Traders: Applying the IPMVP</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Power Quality</a>	
11-13	Chicago, IL	<a href="#">Fundamentals of Using RETScreen® Tools for Energy Project Analysis</a>	NEW
12-14	Chicago, IL	<b><a href="#">World Energy Engineering Congress 2011 Conference &amp; Expo</a></b>	
17-21	Chicago, IL	<a href="#">Comprehensive 5-Day Training Program for Energy Managers</a>	
24-27	Washington, DC	<a href="#">CEM Training Course for Government Involved Energy Professionals</a>	
24-28	Washington, DC	<a href="#">Comprehensive 5-Day Training Program for Business Energy Professionals</a>	



For Comments, Questions or Advertising opportunities, contact Jacqueline Fraga at [Jacqueline@aeecenter.org](mailto:Jacqueline@aeecenter.org)