



ASSOCIATION OF  
ENERGY ENGINEERS

Bay Area Chapter

# NEWSLETTER

April 1999

**Dinner Meeting  
Information  
Tuesday, April 27<sup>th</sup>**

**Energy Efficient Motors:  
Truths and Myths**

AEE's own **Steve Greenberg**, from the Lawrence Berkeley National Laboratory (LBNL) will present lessons learned from energy efficient motors projects several years after installation. Mr. Greenberg is a mechanical engineer working for the In-House Energy Management Department (IHEM) of LBNL. He has extensive experience with HVAC systems, process systems, and has authored several articles and books in the electric motors field. He earned his Master of Science degree in Energy and Resource from UC-Berkeley. He also has a BSME degree from UC-Berkeley. He is the treasurer of the AEE Bay Area chapter and a Registered Professional Engineer in California.

See page 3 for more info...

## PRESIDENT'S MESSAGE

by this month's special guest past president

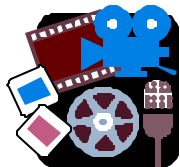
**Jim Waltz**

Well, boys and girls, it's time for another Guest President Host message for our newsletter. Actually, I'm a "poser" in this regard since I have never actually been the President of the Bay Area Chapter, but evidently my pain and suffering as chapter Treasurer and other "at large" chapter offices, and my tenure as a Regional V.P. for AEE (along with my having been separated at birth from past-president Dale Sartor) have qualified me for this lofty assignment.

The "energy world" from where I sit.

It's a crazy energy world out there. Deregulation has completely turned everything on its ear and performance contracting has glommed on to a lot of the energy-related work. It seems that "guaranteed free lunch" is still irresistible to many building owners. Another factor in the "mix" is that what facility owners really need most of the time is infrastructure renewal, not energy efficiency. Interestingly enough, the IPMVP (the measurement and verification protocols promulgated by DOE) have completely ignored the value of energy savings in favor of dealing with energy units (therms, kwh, etc.), while building owners only care about dollars. We're hoping to fix the IPMVP in this regard with the next edition.

Continued →



**Preview  
of the  
May 25<sup>th</sup>  
Meeting**

The speaker for the next meeting will be **Josh Margolis** of Cantor Fitzgerald. He will discuss emissions trading as a way to achieve greenhouse gas and ozone air quality goals. The dinner will be at Sinbads in San Francisco. Stay tuned, more details will follow in the next newsletter.

## 1999 Board

President - Ed Spivey  
(925) 944-8929

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(415) 434-0900

Co-Vice President - Jose Mascorro  
(415) 434-2600

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### Interested in involvement?

**Contact:** Ed Spivey  
(925) 944-8929

## President's Message (Cont.)

Commoditization of engineering. While some firms have for years worked the economic side of this issue to their advantage, selling professional services based on cost is a serious and deleterious problem in our profession. Since the difference in cost between equally qualified professionals must only be as a result of providing fewer services (read rigor and quality), selling services on a competitive bid or price basis is unavoidably compromising for the professional. While NSPE has taken it out of their code of ethics, they still very strongly support Qualifications Based Selection (QBS) and, for example, the California Energy Commission finally adopted in recent years a QBS procurement methodology (now if they just knew anything about engineering!). I say, resist the urge. When that private concern or government agency asks for an engineering bid, "just say no".

Chapter Opportunities we are missing out on. A couple of areas. First is awards. These are not as hard to get as you might think. First of all you actually have to be reasonably worthy (like you've actually done something significant or slightly notable in energy management), you need a good author (I know of one), you need to be willing to sit in the que for a year or two (almost no one wins on the first go 'round), and you need to understand the formula for receiving an award (like service to AEE is a critical component). Second is scholarships. These go hurting many years. Some of the same stuff on awards applies bashfuls need not apply hutzpa is the name of the game.

Well, that's all that's sitting on the top of my head at the moment. See you at the April meeting!!

- Jim Waltz



*Bay Area Chapter*

AEE Bay Area Chapter serves as a unique forum for the discussion of energy issues and concerns. AEE Bay Area Chapter provides common professional meeting ground for facility managers, design and specifying engineers, utility and vendor representatives and energy researchers to participate in vigorous peer-to-peer dialogue, learning and group discussion.

AEE Bay Area Chapter strives to provide quality professional development opportunities which build knowledge and skills through meetings, seminars and publications. Emphasis is placed on:

- Assessing the applicability of emerging technologies, and
- Improving the performance and reliability of current technologies.

Meetings are held on the fourth Tuesday of the month. All interested persons are welcome to attend, participate and join the Chapter. If you are interested in joining the AEE Bay Area Chapter, contact Ken Moore at (415) 460-0460.

## Meeting Announcement

### Energy Efficient Motors: Truths and Myths

Tuesday, April 27<sup>th</sup>

- 6:00-6:30      **Social**
- 6:30-7:30      **Dinner:** Linguini Parma with herbs, spices, gorgonzola cheese and parma ham and pine nuts or Poached Salmon with tomato-fennel sauce. A vegetarian option is also available. Ice cream is included.
- 7:30-9:00      **Chapter Business and Program.** The topic for program will be Energy Efficiency Motors: Truths and Myths. Steve Greenberg, from the Lawrence Berkeley National Laboratory (LBNL) will present the lessons learned from energy efficient motors projects several years after installation. Based on his experience, Mr. Greenberg will discuss the validity of the myths and truths surrounding this energy conservation measure. Mr. Greenberg is a mechanical engineer working for the In-House Energy Management Department (IHEM) of LBNL. He has extensive experience with HVAC systems, process systems, and has authored several articles and books in the electric motors field. He earned his Master of Science degree in Energy and Resource from UC-Berkeley. He also has a BSME degree from UC-Berkeley. He is the treasurer of the AEE Bay Area chapter and a Registered Professional Engineer in California.

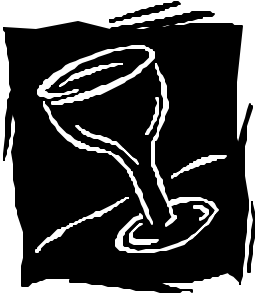
**Location:**      The Faculty Club, University of California, Berkeley

**Cost:**            \$25 Members  
                      \$30 Non-Members  
                      \$15 Students

**Reservations:** Call Jose Mascorro at (415) 434-2600 or fax (415) 434-2321 using the handy fax form to make reservations by noon Friday, April 23. Please tell us your meal choice as well. Reservations can also be made through our web site [www.aee-sf.org](http://www.aee-sf.org)



## Announcements



### **Now you can make your dinner reservations online**

Make your reservation and dinner selection for the next meeting at the chapter website:

[www.aee-sf.org](http://www.aee-sf.org)

## West Coast Energy Management Congress June 17- 18, 1999 Disneyland Hotel, Anaheim, CA

This comprehensive conference and exhibition program is targeted at professionals who must apply the latest technologies and strategies to reduce electric and gas costs. Delegates will learn how California deregulation is unfolding and the numerous new opportunities that are evolving in the energy marketplace.

*for more info contact* Ed Spivey at **(925) 944-8929**

or see [www.aeecenter.org](http://www.aeecenter.org)

Save \$455 (off the regular fee of \$785) by registering before April 23rd

Do you know someone who might be interested in joining AEE Bay Area Chapter?

The benefits of joining include:

- Participating in exciting and informative programs
- Receiving a monthly newsletter containing information on meetings, events, and job openings
- Communicating with other energy professionals

For membership application:

**Contact Ken Moore**  
**(415) 460-0460**

Meetings are held on the fourth Tuesday of each month. All interested persons are welcome to attend, participate and join.



*Bay Area Chapter*

175 Filbert Street, Suite 205  
Oakland, CA 94607-2541