



ASSOCIATION OF  
ENERGY ENGINEERS

Bay Area Chapter

# NEWSLETTER

May 2004

## Meeting Information Tuesday, May 25, 2004

*AEE Bay Area Chapter Presents*

### Guided Tour of the Pacific Energy Center

6:15 – 8:00 p.m.

Tour, Discussion & Chapter Business

8:00 – 9:00 p.m.

Social Hour at nearby restaurant

#### Location:

PG&E Pacific Energy Center, 851 Howard Street  
(between 4th and 5th), SF.

#### Cost:

Tour: None

Social hour: On your own!

#### Reservations:

Reservations can be made on our chapter website at [www.aee-sf.org](http://www.aee-sf.org), by e-mail to [raj.daswani@arup.com](mailto:raj.daswani@arup.com), by fax at (415) 957-9096 using the handy FAX form, or by phone at (415) 957-9445 ext. 609.

**Be sure to make your RSVPs by noon Monday, May 24**

## President's Message Cont.

I believe, however, that our Bay Area community, for the most part, is not only conscious about the need for changing our lifestyle and business practices but are actively involved with policies, programs, product development, sales and services that help effect change. We, patriotically, walk the talk.

As most of you know, California continues the tradition of being one of the leading, bellwether states when it comes to innovation, especially in the energy sector. And last weekend, our organization was privileged to be represented at an event that inspires change, sustainability, and efficiency, while improving comfort and local economic conditions. The goal of the Green Home Expo and Energy Symposium is to "make sustainability the 'business as usual' method for designing, building, decorating and remodeling." Thanks to Alice LaPierre's (City of Berkeley Energy Office) organizing efforts, local citizens were treated to a full day of seminars and vendor organization tables loaded with info to help us reduce our impact on the planet. What better way to do our part in this war.

While I sat there at the AEE table chatting with residents, homeowners, inventors, and characters, I realized people can, are and will create change. I did find it interesting that the sole on-demand water heater display was representing a Japanese company. A practical example of yet another foreign company filling the new technology niche where American companies (and leaders) fail to lead.

Yet another way we can improve the health of our economy, environment and communities is to continue to support education. In relation to our particular organization, I would think we would all support the improvement of energy engineering programs in universities and colleges. Well, I'm sorry to say that an entire engineering department is on the bubble due to budget woes at SF State. The following are a few suggestions that you can take action on. The suggestions are presented in the order of difficulty and potential impact.

1. SHARE THE NEWS with other potential supporters of SFSU Engineering that can help us in this regard and ask them to support this cause by whatever means they see fit.
2. WRITE (individually or in groups) to the University President and Provost, urging them to reverse their decision. (Please send carbon copies to our College Dean and our School Director, so we can keep track of what is going on! (Their addresses are provided below.)
3. Get HIGH-LEVEL OFFICERS in your own Company or Agency (and any Professional Engineering Society you may belong to) to take an active role in furthering our cause by writing to our President and Provost. We believe that it will have an immense impact if we can enlist the support of the Presidents/CEOs of the companies, especially those who have a long history of employing our graduates.

## President's Message

It's hard to get through the day these days without getting "distracted" by the War on Terror or more specifically the quagmire in Iraq. I don't use the word "distraction" lightly. The message I get from the US Administration is that we should not be bothered with changing our lifestyle and consumptive habits AND we should strive to protect and preserve them as the very essence of American values. While we should be vigilant and suspicious of security concerns, we should just continue the course while entrusting them to take care of this scourge of terrorism. (As Dr. Phil says, "And how's that working for ya?")

While the costs in money and life and limb of American soldiers, contractors/ mercenaries, and Iraqis increase, the idea of sacrifice and/or active steps American businesses and citizens can take is neither popular nor promoted by this Administration.

## 2004 Board

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510-834-6420 ext 17

Community Involvement – Open

Scholarships and Awards – Rory Moran  
(925) 437-2718

Member At Large – Ed Spivey  
(925) 299-8983

**Interested in involvement?**  
**Contact:** Bruce Chamberlain  
(510) 482-4420 ext 227

## Corporate Sponsors

*A special thanks to our Corporate Members. If you were a corporate member, you could have your card advertised (and on the web site too).*



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## President's Message Cont.

4. Get the Presidents/CEOs of your Companies or Agencies to PLEDGE CORPORATE DONATIONS to SFSU's School of Engineering - contingent, of course, upon the reversal of the decision. In a world where immediate monetary needs too often prevail over reason and long-term vision, a few hefty contributions could make a dramatic difference. Running our School costs the University less than \$1.5 million per year in general funds! If several Companies could pledge corporate donations of, say, \$100k each, just imagine what an impact that would have! However, in view of the urgency of our cause, we don't want the pledge-making process to unnecessarily delay the letter-writing process. We need to pressure our administrators now!

5. Contact the politicians (mayor, assembly and senate members) in your area and urge them to put pressure on SFSU president. The address for John Burton, Senate Protem as a person with significant influence in such cases is included below.

Here are the addresses of the individuals most directly involved:

President Robert Corrigan  
President's Office  
San Francisco State University  
600 Holloway Avenue  
San Francisco, CA 94132  
(415) 338-1381  
FAX: (415) 338-6210  
e-mail: [corrigan@sfsu.edu](mailto:corrigan@sfsu.edu)

Provost and Vice President John Gemello  
Academic Affairs  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132  
(415) 338-1141  
FAX: (415) 338-2514  
email: [jgemello@sfsu.edu](mailto:jgemello@sfsu.edu)

## President's Message Cont.

Dean Sheldon Axler  
College of Science of Engineering  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132  
(415) 338-1571  
FAX: (415) 338-6136  
email: [axler@sfsu.edu](mailto:axler@sfsu.edu)

And finally, I would like to acknowledge the fine efforts by our Chapter's award-winning newsletter editor. Amie Van Gompel will be leaving BVA this week and I would like to thank her, on behalf of the organization, for her professionalism, timeliness, and consistently great attitude (even when some board members pushed the deadline). Good luck with your new venture.

See you on the 25th at the crucible of new technology and change - PG&E's Pacific Energy Center!

Director ShyShenq Liou  
School of Engineering  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132  
(415) 338-7733  
FAX: (415) 338-0525  
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Bruce  
Bruce Chamberlain  
President, Bay Area Chapter  
[bruce@energy-solution.com](mailto:bruce@energy-solution.com)

## Secretary's Report

### **AEE Dinner Meeting, April 27th, 2004 Café Rustica, Oakland**

Don Aumann, R&D Energy Specialist for the California Energy Commission, gave an overview of the Public Interest Energy Research (PIER) project. PIER, funded by the California Energy Commission, supports research and development that will help improve the quality of life in California by bringing safe, affordable and reliable energy services and products to the marketplace.

PIER was implemented in 1998 as a part of the electric industry restructuring. Don discussed how PIER annually awards up to \$62M for electricity related research. The goal is to provide benefits back to California electricity ratepayers.

Some of the PIER program areas include:

- Renewable energy technologies
- Environmentally preferred advanced generation
- Energy systems integration
- Energy related environmental research
- Industrial, agricultural, water end use efficiency

PIER has established links with many of the public energy efficiency programs.

- TITLE-24
- California commissioning Collaborative
- Collaborative for High Performance Schools (CHIPS)
- Emerging Technologies Coordinating Council
- Numerous projects have already been funded

PIER has partnered with several industry associations.

- ASERTTI
- Iowa Energy Center
- Lighting Research Center
- ASHRAE
- DOE

With a total portfolio of approximately \$54M, 34 contracts have been awarded so far. To date, there are 115 active projects, with more to come.

For more information on PIER, check the website [www.energy.ca.gov/pier/buildings](http://www.energy.ca.gov/pier/buildings). Don Aumann can be reached at (916) 654-4588 or [daumann@energy.state.ca.us](mailto:daumann@energy.state.ca.us).

John Clark  
Co-Secretary, AEE Bay Area Chapter

## Focus Group Opportunity

On behalf of a major building automation systems supplier, Strategic Marketing Services, a market research organization located at The University of Northern Iowa, will conduct evening focus groups in San Francisco during the week of May 24, 2004. (SMS is currently recruiting San Francisco area participants by telephone, and it is possible they may already have contacted you using generic business-list resources.)

Qualified focus group participants would be professionals who: A) are responsible for energy management practices at their respective organizations; B) have intermediate or final buying authority (or major influence on the buying authority) for products and services that support energy management functions.

If you qualify, you would be grouped with professionals from organizations with roughly similar energy management approaches, and you would be asked to attend one 2-hour focus group on a specific evening. Participants will receive supper and a substantial cash stipend. The focus group facility is conveniently located directly above a BART station downtown.

Participating in a focus group would give you some advanced insight into the kinds of energy management solutions that may be marketed in the future. Note that this is strictly a research project, not a sales presentation, and no subsequent sales calls will be made as a result of your participating.

If you are interested in speaking with an SMS staff member to learn more about this opportunity, please send an email to Sara Wulf at [sara.wulf@uni.edu](mailto:sara.wulf@uni.edu) (or simply call Sara at 319-273-7315). In the email, be sure to include your name, title, organization, and telephone number, as well as any day or time preferences for receiving a call.

SMS thanks you for your consideration, and hopes to hear from you soon.

### 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 Stan Boghosian  
(510) 845-7468.**

Membership applications may be downloaded from the AEE website at:

<http://www.aee-sf.org/form.rtf>

or

<http://www.aee-sf.org/form.doc>

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



*Bay Area Chapter*

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