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The Current - June 2012

- [Maryland clean energy industry adding jobs in 2012 despite slow economy](#)
- [Maryland Clean Energy Summit offers prime industry access and insights](#)
- [Nominate an industry leader for a Maryland Clean Energy Award](#)
- [Bethesda firm's game-changing technology could change appliance industry](#)
- [Cleantech Open selects five Maryland companies for Mid-Atlantic competition](#)
- [Energy program helps green the printing industry](#)
- [CETI plans energy efficiency industry meeting for July 10](#)
- [Remembering energy efficiency pioneer Doris Iklé](#)

Maryland clean energy industry adding jobs in 2012 despite slow economy

Maryland's clean energy industry is economically strong and is expected to create new green collar jobs in 2012, even though uncertainty about government policy represents a significant barrier to continued success. These findings are a result of the 2012 Maryland Clean Energy Industry Survey, conducted by the Maryland Clean Energy Center (MCEC).

Significant economic impact

The clean energy industry represents a significant economic interest for Maryland. Nearly 40 percent of surveyed businesses



reported more than \$1 million in revenue in 2011, while 27 percent made less than \$100,000 in revenue.

MCEC Executive Director Kathy Magruder

But beyond revenue, the clean energy industry is growing green collar jobs. Almost half of surveyed businesses expect to employ more workers in 2012 compared to 2011, and an additional third said they will employ the same number of workers in 2012 as in 2011. Nearly three-quarters of businesses employed 25 or fewer workers in 2011, but nearly 13 percent employed more than 100 workers.

"Maryland's clean energy industry is a significant bright spot in this state's economy," said Kathy Magruder, MCEC Executive Director. "Despite the overall national recession, our green economy is strong and growing fast."

State of the industry

Maryland represents an ideal environment for businesses in the clean energy industry. Two-thirds of surveyed businesses said the state's clean energy industry was either very strong or fairly strong, and 23 percent said the state's clean energy industry was better than other states.

Renewables, energy efficiency, and consumer-focused sales dominate the state's clean energy industry. Thirty-five percent of surveyed businesses are in renewable energy technology, and 27 percent are in energy efficiency technology.

Consumers are the largest audience for businesses in Maryland's clean energy industry. Nearly 80 percent of respondents said homeowner or business consumers are their primary customers. Roughly 15 percent said government or the military are their primary customers.

Clear policy imperatives

While Maryland's policies and incentives have helped the state's clean energy industry to grow, uncertainty about the future of those policies could limit further expansion. Nearly 55 percent of all respondents said Maryland's state and local policy and tax incentives have led to expansion of their business. But, around 80 percent of surveyed businesses cited uncertain policy at the federal, state, or local level as the biggest barrier to their success.

Continuing the theme of a strong green-collar workforce, only 13 percent of surveyed businesses said lack of a

skilled workforce was a barrier to their success.

Expansion of the renewable energy targets is the most important issue for Maryland's clean energy industry. Forty-eight percent of all surveyed businesses want to see the state's renewable energy portfolio standard increased.

Even though an uncertain policy environment threatens continued growth of the clean energy industry and expansion of the state's RPS was identified as a top priority of those surveyed, 58 percent of respondents said they have not met with their state delegates or senator on policy issues. Business owners may need to be even more engaged in direct government outreach to ensure growth continues in the future.

Opportunity for competitive electricity suppliers

The survey also indicates an opportunity for suppliers in Maryland's competitive electricity market. Almost all surveyed businesses were aware of their ability to shop for a competitive electricity supplier. However, 66 percent of surveyed businesses have either chosen to remain with their incumbent utility or have not yet shopped for a competitive electricity supplier.

About the survey

The online survey polled 179 businesses registered with the MCEC between May 1 and June 15, 2012 to benchmark the state of the clean energy industry, determine policy imperatives, and hone advocacy efforts for the MCEC moving forward.

More than three-quarters of surveyed businesses are headquartered or based in Maryland, and 17 percent either employed workers in the state or have state locations.

[**BACK TO THE TOP**](#)

Early bird rates expire soon

Maryland Clean Energy Summit offers prime industry access and insights



Register today for the [2012 Maryland Clean Energy Summit](#) and take advantage of our early bird discounts before they expire.

Until July 1, companies and organizations can book exhibit space at the summit for just \$795 – a fee that also includes two full conference registrations. Exhibitor rates increase to regular levels after July 1. If your company has a product or service that is of interest to clean energy stakeholders, the Maryland Clean Energy Summit is your best opportunity to gain direct access to industry leaders, key decision makers, and potential clients and business partners.

Until July 1, individuals can also take advantage of early bird registration fees of \$325 – \$70 less than regular registration fees.

Sponsorship opportunities are also available, which include multiple benefits!

Scheduled for September 17-19 at the BWI Airport Marriott, this year's summit will focus on the theme "Making Energy Technology Connections."

Innovators are creating novel technologies, financing models and money-saving services to fuel the growth of Maryland's clean energy sector. The 2012 Maryland Clean Energy Summit will bring together those industry leaders for cutting-edge discussions of clean energy issues and the best networking opportunity in the Maryland clean energy sector.

This year's conference will explore the powerful energy-technology connections that are helping America switch to clean and efficient energy consumption.

Session topics will include:

- The Magic of the Microgrid,
- Using Energy Data and Analytics to Drive Energy Savings in Commercial Facilities,
- Advancing Biomass Energy Solutions,
- The Impact of Technology on the Energy Paradigm,
- District Energy Systems and Community Energy Project Development, and
- The Natural Gas Factor.

The summit's packed roster of speakers includes:

- Dr. Arjun Makhijani of the Institute for Energy and Environmental Resources,
- Michael Valocchi of the Global Energy and Utilities practice of IBM,
- Kevin Grayson of Phillips Day Brite Group,
- Brad Dockser of Green Generation Solutions,
- John Jabara of Savenia Labs, and
- Robert Wallace of Bith Group Technologies.

For full details about the summit and to take advantage of great deals on early registration for both attendees and exhibitors, go to the 2012 Maryland Clean Energy Summit website. Register today!

[BACK TO THE TOP](#)

Nominate an industry leader for a Maryland Clean Energy Award

Help us celebrate clean energy champions who do outstanding work to advance clean energy and energy efficiency in Maryland.

Each year, the Maryland Clean Energy Center recognizes a few individuals for their leadership, partnership, advocacy, and overall championship of the sector. During the Maryland Clean Energy Summit, we present the Maryland Clean Energy Awards in the categories:

- Clean Energy Champion of the Year,
- Legislative Leadership,
- Industry Leadership,
- Advocacy Award,
- Bright Light Award,
- Entrepreneur of the Year,
- Partnership Award, and
- Special Appreciation Award.

Nominations are open now, but must be received by August 1.

Please go to the Maryland Clean Energy Awards website to get full details and nominate your clean energy champion for some well deserved recognition. For additional information, please call the Maryland Clean Energy Center at 301-738-6280.

[BACK TO THE TOP](#)

Bethesda firm's game-changing technology could change appliance industry

A frustrating outing to purchase kitchen appliances prompted John Jabara to start a new company that could change the way consumers decide which coffee maker, clothes dryer or lawn mower to buy.

Standing in an appliance store staring at two equally priced microwave ovens, Jabara realized that he had no way of learning the typical energy consumption of most consumer appliances. The Energy Star program rates some large appliances, such as refrigerators and air conditioners, but does not address many other appliances, such as stoves and clothes dryers.

"I went onto Amazon and I found that of the top 100 electricity-using categories of products that Amazon sells, only about 20 had any kind of government energy rating. I felt there was a real consumer need here," Jabara said.

Jabara founded [Savenia Labs](#) in 2009 and teamed up with engineers from the University of Maryland Center for Advanced Life Cycle Engineering and environmental scientists from multiple universities.



Together, they developed a system of analyzing the lifetime energy use of popular consumer appliances. Staff of the independent testing laboratory survey thousands of consumers to determine typical use patterns for appliances, then study the energy use of multiple, popular brands based on those patterns.

Savenia then generates labels that display the total, lifetime energy costs of running each appliance.

The research has already generated striking results.

"One example is coffee makers. We found two popular models, each costing \$99. One of them uses \$30 of electricity over its five-year lifetime and the other one uses \$500 of electricity in the same time," Jabara said.

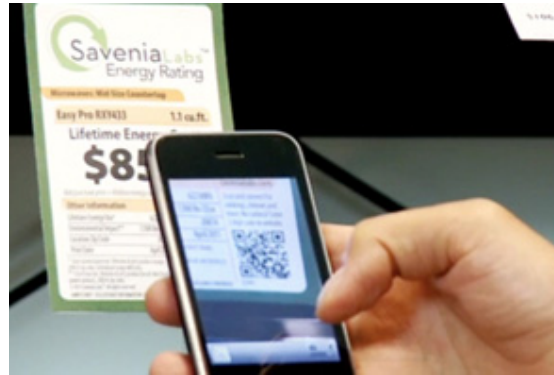
The difference was that the first kept coffee hot in a thermal carafe while the second kept a reservoir of water hot 24/7.

By analyzing popular models of coffee makers, microwaves and toaster ovens, Savenia quantified the energy-use impact of various features, such as elaborate digital displays or 'standby' service. The U.S. Department of Energy estimates that the average American household spends \$100 per year to power "energy vampires" – devices that go into standby mode when they are turned "off." That totals more than 100 billion kilowatt hours and \$10 billion in energy use annually.

Savenia Labs discovered robust consumer interest in its service when it debuted its energy labeling in several True Value Hardware stores in Montgomery County late last year. Before the launch, surveyors for Savenia asked

shoppers leaving those stores how likely they would be to return to the store if they needed to buy a kitchen appliance. They repeated the survey after Savenia and True Value installed the energy-use labels. The number of shoppers who said they would return to the hardware stores for an appliance purchase, tripled, Jabara said. Furthermore, actual appliance sales in the stores jumped noticeably.

"Retailers that embrace a system like this give their shoppers more information and that can have really dramatic results in terms of driving consumer traffic and increasing sales because consumers reward a great shopping experience," Jabara said.



In addition to expanding to other retail sites, Bethesda-based Savenia Labs has also rolled out a program that enables manufacturers of high-efficiency appliances to gain certification and add Savenia's energy-use labels to their packaging. The company also developed a web site specifically for smart phone users that enables consumers to pull up energy use

information on appliances while they are out shopping.

Jabara who is slated to participate in panel discussion on "Embracing Game Changers" at the 2012 Maryland Clean Energy Summit, said Savenia's system could have big impact on consumer behavior, retail practices, appliance manufacturing and overall energy consumption.

"Once manufacturers know there is a way to get recognized for producing energy efficient products in categories that have been under the radar screen for so many years, that will generate movement in product development. Companies will start emphasizing in their R&D operations more energy efficient technologies," he said.

Jabara added, "We are talking about product categories that are in virtually every household in the United States and in the developed world."

Consequently, greater use of energy efficient appliances and elimination of energy hog features, such as unnecessary digital displays, "could have massive impacts on the grid," Jabara said. "When these changes go

through the system, you can think seriously about delaying the building of new power plants. With millions and millions of these appliances sold every year, the impact on the grid could be huge from even small changes. This really could be a game changer."

[BACK TO THE TOP](#)

Cleantech Open selects five Maryland companies for Mid-Atlantic competition



Organizers of the Cleantech Open Mid-Atlantic Region have selected 17 companies – including five Maryland companies – as "semi-finalists" to compete at the regional level in the 2012 Cleantech Open national business competition and accelerator program.

The semi-finalists were selected from an elite group of cleantech entrepreneurs from Delaware, the District of Columbia, Maryland, North Carolina, Pennsylvania, South Carolina, Virginia, and West Virginia.

The five Maryland companies chosen for the regional competition are:

- Altenera of North Bethesda for turbine-less, wind energy harvesting;
- Sustainable Systems International of Gaithersburg for solar-powered infrastructure;
- Agira Inc. of Baltimore for solar modules with smart optics;
- Tria Systems of Bethesda for low-cost, renewable heat and cold; and
- V2 Energy of Frederick for making real the promise of green energy.

"We are thrilled to recognize the outstanding achievements made by the Mid-Atlantic semi-finalists who were selected from an increasingly competitive and innovative group of entrants,"



Cleantech Open regional director Joshua Greene

said Joshua Greene, regional director of Cleantech Open, and partner and deputy chair of the Energy and Environment Practice at Washington-based Patton Boggs LLP. "These 17 innovators are working to address our most critical environmental and energy issues. We look forward to their participation in the program and competition, through which they will become investment-ready and use the Cleantech Open

platform to showcase their business solutions to thousands of potential supporters, funders and partners."

The winner of the regional final will receive a "Startup in a Box" prize package that consists of combined cash and in-kind services worth up to \$20,000. The winning Mid-Atlantic regional company will join other regional winners from across the United States to contend for the prestigious national title at the Cleantech Open's Global Forum on November 8-9, 2012 in California and a chance to secure the grand prize of up to \$250,000 in investment and services.

The Cleantech Open is the world's largest cleantech accelerator and is dedicated to providing entrepreneurs and technologists the resources needed to launch a successful cleantech company. Its mission is to find, fund and foster entrepreneurs with big ideas that address today's most urgent energy, environmental, and economic challenges. Over the past seven years, Cleantech Open has awarded over \$5 million in cash and services. Its 581 alumni companies have raised more than \$660 million in external funding.

[BACK TO THE TOP](#)

Energy program helps green the printing industry

A drive to convert the printing industry to clean energy is beginning to attract local support.

[The Center for Resource Solutions](#) (CRS), a national nonprofit that creates policy and market solutions to advance sustainable energy, launched [re:print](#) to help businesses identify environmentally friendly suppliers for their printing jobs. Specifically, re:print certifies that both printers and paper manufacturers use 100 percent renewable energy from natural sources, such as solar, wind and low-impact hydropower facilities.



[Washington Gas Energy Services, Inc.](#) (WGES) recently partnered with CRS. CRS will pay 10 percent discounts to printing companies who switch to WGES's 100 percent wind power program. WGES will pay 10 percent of the printing companies' sign-up fees for re:print, which can range from \$360 to \$2,500 depending on the size of the printing business.



*Herron Printing and Graphics
founder Randy Herron*

"WGES is always looking for new ways to promote and encourage green power product purchases," said Harry Warren, president of WGES. "Printing and paper manufacturing are two energy-intensive industries. Businesses can reduce their carbon footprint by printing materials (mailers, reports, and marketing materials) with a printer that uses 100 percent green power and on paper that is manufactured using 100 percent green power."

Two Montgomery County printers – [EU Services](#) and [Herron Printing and Graphics](#) – this spring became the first printers in the Mid-Atlantic to join re:print.

"Printing has a pretty bad reputation for being bad for the environment, so we have become a very green company," said Randy Herron, founder of Herron Printing and Graphics.

The Gaithersberg firm uses only vegetable-based inks and only chemicals and solvents that are water-soluble and biodegradable. It uses recycled paper for all its house sheets and sources almost all of its paper from manufacturers that use tree farms that are specifically planted, harvested and reforested to provide an ongoing source of paper pulp.

Herron said he converted the company to 100 percent wind power nearly eight years ago when that energy cost him 38 percent more than conventional energy. "I felt strongly about it because it was one of the biggest things we could do to lower our carbon footprint and be green."

The price spread between wind and conventional energy has shrunk to about 6 percent, Herron said. The clean energy purchases, he added, have also helped Herron Printing and Graphics grow in a particular market niche.

Hotels which must meet environmental requirements in order to host federal meetings, and companies which are seeking certification as an environmentally friendly or Green-e companies under CRS, have told Herron that his clean energy supply has greatly helped them meet environmental requirements.

According to Warren, "Printers understand that purchasing 100 percent wind power and participating in a third-party certification program like Green-e Marketplace's re:print allows them to connect with the growing number of customers who are demanding green products and services."

[BACK TO THE TOP](#)

CETI plans energy efficiency industry meeting for July 10



If you are an entrepreneur involved in the building energy efficiency market, plan to attend a Clean Energy Technology Incubator (CETI) gathering July 10 of your peers and potential partners.

This free, afternoon event will bring together some of Maryland's leaders in energy efficiency for panel discussions and

one-on-one conversations about:

- Energy management for commercial buildings,
- Energy savings for residential buildings,
- Use of efficient lighting, such as LEDs,
- HVAC improvements,
- Smart home networks and smart meters,
- New insulation, and
- Energy audits.

The objective is to compare notes with colleagues, find new partners, and network with people in the same market. We will also have a few tables available where companies can display their literature or products.

This will be a must-attend event for entrepreneurs in small companies who work with energy efficiency in buildings.

For further details or to RSVP, please contact Bjorn Frogner, CETI's Entrepreneur-in-Residence, at bjorn.frogner@umbc.edu or 443-534-7671.

[**BACK TO THE TOP**](#)

Remembering energy efficiency pioneer Doris Iklé



Doris M. Iklé, a pioneer in home energy efficiency and founder of Conservation Management Corp./CMC Energy Services, died this month at her Bethesda home, following a 19-year battle with ovarian cancer. Iklé was 84 years old.

Born in Frankfurt, Germany in 1928, Iklé came to America in 1937 as her family fled a rising tide of anti-Semitism in Germany. She earned Bachelor's and Master's degrees in economics from New York

University, then completed post-graduate studies at Columbia. She held positions with the National Bureau of Economic Research, the American Bankers Association and the Rand Corporation, and developed the Iklé Index, which measures economic purchase price parity.

In 1977, Iklé started her second career as an entrepreneur and renowned expert on residential energy efficiency. She started her company, CMC Energy Services, literally at her kitchen table to address the need for energy efficiency.

Early on, she developed the Fuelomizer, a do-it-yourself energy audit slide chart tool. Late, she created the Home Tune-up – a sophisticated software and auditor management tool for residential energy audits. To date, CMC has provided energy audits to more than 350,000 residences and 50,000 commercial buildings. The company employs more than 95 people, administering energy efficiency programs in Pennsylvania, New Jersey and New York State. In 2010, that work earned her a Lifetime Achievement Award from the Alliance to Save Energy.

President and CEO of CMC Energy Services from 1977 to 2010, Iklé stayed on as the Chief Innovation Officer until last month and remained very involved with the day-to-day operations of her business right up to her last days.

Alliance to Save Energy President Kateri Callahan said in a release, "Doris Iklé found a way to make a difference through her passion for energy efficiency. In so doing, she not only was able to help more than 350,000 families save energy and money and to train more than 2,000 people to undertake home energy audits, but she also built a strong and successful company that will continue this important work. As an entrepreneur, as an avid efficiency advocate, as a female pioneer in an industry dominated by men, Doris served as a role model and inspiration to many including me; Doris was my mentor and my friend, and she will be missed."

[BACK TO THE TOP](#)