

The New York Energy Conservation Expo (NYECE), for which I am an advisor, is housed in a grand 120,000-sq ft building, located in Queens, NY, adjacent to LaGuardia Airport. The NYECE is dedicated to displaying energy conserving devices and systems on a year-round basis. The director of the NYECE, Mark Roush, asked me to accompany him on a visit to Davis, CA, to meet the director of the California Lighting Technology Center (CLTC) at the University of California, Michael Siminovitch. Mark and Michael met when both were teaching fellows at the University of Illinois.

The CLTC has had a direct influence on California's energy conservation efforts, and Siminovitch has developed partnerships with utilities, municipalities, institutions (like

ing industry and trade associations has done a great deal to shape the vision, practice, codes and standards in lighting practice, which further established California's leadership in demand reduction.

MAKING THE CONNECTION

Siminovitch has great enthusiasm and support for the NYECE because its mission fills a void in the time-line from research to application, which currently takes too long.

The process begins with CLTC doing the "pre-commercial" work at the research level. The stakeholders—government, utilities, manufacturers and users—must then promote the products and systems by conventional marketing means. The role of the NYECE is to shorten the time-to-market from the laboratory to the marketplace, by providing for the demonstration and exhibition of

solar panels, green roofs, fuel cells, water-saving devices, ceiling systems, etc., all under one roof. That describes a market transformation, where there is a process of integration among all the providers to get them to work together to maximize the effect of the various conservation measures in all areas of design.

NYECE (www.nyece.com) will be open by LIGHTFAIR International 2009, and may encourage the establishment of similar exhibition spaces in other parts of the country by LIGHTFAIR International 2010.

WORTH THE GREEN

On another matter, following up on my campaign to rid the country of the obsolete T12 lamps and magnetic ballasts, my research has led me to every agency in New York State involved in energy-conservation, and the overwhelming opinion of those experts is that while it is a highly desirable pursuit, the problem is the initial cost and its financing.

While in California, I read about the many homeowners and businesses that have installed solar panels to reduce electrical usage and shave peak demand. The cost of those panels was subsidized by loans from government and the homeowners who pay their utilities for the installation over time, sometimes for 10 years or more, out of their energy savings.

What better use could there be for the federal stimulus package monies than to do the same thing all over the country by mandat-

If you retrofit an inefficient, lousy lighting job with new lamps and ballasts, the result is an efficient, lousy lighting job

the campuses of the University of California), manufacturers and end users, which has fostered collaboration among those partners to develop products and systems that yield a significant reduction in electrical load usage and shaving of peak demand. He has also contributed to code changes that have led to the lasting effectiveness of those measures.

CLTC's standing with utilities, their governing bodies, the light-

energy-conserving products to end users and their design consultants.

Siminovitch believes there ought to be similar energy-conservation expos throughout the country that serve the same need. Imagine reading about some breakthrough in technology and being able to do a hands-on examination of the product almost immediately, or taking a client on a one-stop tour to see the latest developments in lighting,