



## 2009 New Year Resolutions Wall Street Journal's CEO Council Recommends for the New Administration

Summarized by Aleisha Fox, IOF-WV Student

During November 2008, the Wall Street Journal (WSJ) convened nearly 100 CEOs from major U.S. corporations to propose a list of recommendations to the new administration on 1) Fiscal Stimulus 2) Educated Work Force 3) Economic Vision 4) Comprehensive Energy and Environment Policy & 5) Tax Policy.

As one of their overall top 5 recommendations, the CEO Council says to "Put national legislation in place that starts us on the road to decarbonize our economy and to create with the American people that ensuring an adequate and diverse energy supply in a low-carbon world will not be cheap or easy. But make the case that the transition must be transparent and fair to all Americans and that linking the economy, the environment and energy policy bolsters security for all three." Here is what some of the CEOs had to say about Energy Efficiency and Environment Policy.

Eric Schmidt, Chairman and CEO of Google Inc., tells WSJ's environmental news editor, Jeffrey Ball, that the first priority is to address efficiency—"perhaps the most boring, but in fact the highest-return thing that we can possibly do [is] just make the current stuff more efficient." Schmidt says further, "Along the way, you need to do things like raising consumer incentives for pursuing energy-efficient technology, a federal building code and federal standards around energy efficiency. And the reason you want this form of regulation is that the consumer and the manufacturer and that whole transaction cycle don't bear the full cost of it."

As for infrastructure, CEO's conclude there is a need for an expansive federal investment. Paul Otellini, President and CEO of Intel Corp. comments "Focus on roads, bridges, airports—allowing us to put people back to work but also to decrease things like congestion. As the arteries are expanded, it allows us to be able to get cars, even as they get more efficient, to be able to move more rapidly and therefore waste less energy." The council agrees a crucial aspect of this plan is to have business participation in planning the most adequate ways for spending money on infrastructure that promotes low-carbon energy.

Carlos Ghosn, President and CEO of Nissan Motor Company/ President and CEO of Renault SA, talks about how they began their debate with a common topic—"[decarbonization of] the transportation sector—to eliminate as much carbon dioxide, to eliminate as much as possible dependency on oil." The CEOs ambitiously concurred that by 2020, electric cars will represent 10% of all car sales,

and 50% by the year 2030. The main focus of this sector is to diminish American reliance on oil and research more energy efficient methods decreasing carbon emissions.

The CEOs agree that in order to control carbon emissions from electricity production, there has to be a strategy in place that identifies the need for decarbonization. James Rogers, Chairman, President, and CEO of Duke Energy Corp. declares, "...it's going to take a consistent policy in this country—something that we haven't had, and we've been talking about energy independence and energy policies since the 1970's. But we have yet to actually implement a consistent policy."

Rogers adds that many of our strategies and technologies still "require further research and development, dollars spent and new technologies developed to use them in a low-carbon world." Coal is responsible for 50% of this country's energy, making it a priority in itself. How can coal be made cleaner? What are other ways can we invest in carbon capture and sequestration? Nuclear technology provides power at all times without green house-gas emissions, but how can we resolve storage of radioactive waste? These are a few questions CEO members agree need to be explored in order to reach what Rogers declares is the goal of most carbon legislation-- "decarbonization by 2050."

Senator Jeff Bingaman of New Mexico, and Chairman of the Senate Committee on Energy and Natural Resources, comments on federal responsibility—"The point that seem[s] to me to be unsaid is all of these recommendations involve a substantial accretion of more authority at the federal level. A lot of what is currently done with regard to energy efficiency, with regard to the power sector, with regard to the infrastructure, those decisions are made by state regulatory agencies. And that's got to change in order to put in place the kinds of long-term policies that I think are being advocated."

Obama's campaign theme for the election of 2008 was change—"The Change We Need." The Wall Street Journal CEO Council has made strong statements of their priorities—America needs change in energy efficiency; change in infrastructure; change in environment policy. The board passes along their list of recommendations to the new president in hopes that he starts the New Year leading this country on the road to the most energy efficient economy this world has ever seen.

Ball, Jeffrey. *Special Report: "2008 Shaping the New Agenda."* *Wall Street Journal* 24. Nov. 2008.

### EVENTS

**Introduction to Green Building and Energy Efficiency Concepts** sponsored by the Natural Capital Investment Fund will be held January 13, 2009 at the Workforce WV Career Center in Beckley, WV. This workshop will include an overview of green building and sustainable design. For more information or to register, please contact Marten Jenkins, NCIF Program Director, at (304) 867- 2815, ext. 207 or via e-mail at [mjenkins@conservationfund.org](mailto:mjenkins@conservationfund.org)

**Steam Systems Assessment** will be held January 28, 2009 in Chester, Virginia. This 1-day course covers the operation of typical steam systems and discusses methods of system efficiency improvement. To register, go to <http://www.vpmep.org/seminars-workshops.html>

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# The IOF-WV Monthly Update

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## Co-Funding Opportunities for IOF-WV Research Teams

<i>Announcement</i>	<i>Due Dates</i>	<i>Funding</i>
<b>U.S. DOE University Research in Advanced Combustion and Emissions Control</b> <a href="http://e-center.doe.gov">http://e-center.doe.gov</a>	Request for Proposals: Now Open Proposals Due: January 16, 2009	Estimated Funding: Approximately \$7 million in DOE funding is expected to be available for new awards
<b>U.S. DOE Photovoltaic Supply Chain and Cross-Cutting Technologies</b> <a href="http://e-center.doe.gov">http://e-center.doe.gov</a>	Request for Proposals: Now Open Proposals Due: January 28, 2009	Estimated Funding: \$5-\$10 million total per year
<b>National Science Foundation Small Business Technology Transfer Program Phase I Solicitation FY-2009</b> <a href="http://www.nsf.org">www.nsf.org</a>	Request for Proposals: Now Open Preapplication Due: January 14, 2009 Proposals Due: February 25, 2009	Estimated Funding: \$5 million in total funding anticipated

## Webcasts!

IITP offers free Webcasts on tools, technologies, Save Energy Now assessments, and resources that can help save energy and reduce costs.

**WEBCAST: Combined Heat and Power Regional Assessment Centers** will be held January 8, 2009. To register, go to <https://www1.gotomeeting.com/register/245276096>.

**WEBCAST: Introduction to the Industrial Technologies Program** will be held January 15, 2009. To register, go to <https://www1.gotomeeting.com/register/495199748>.

**WEBCAST: Energy Management Programs** will be held January 22, 2009. To register, go to <https://www1.gotomeeting.com/register/180978185>.


**WEBCAST: Emerging Steel Technologies** will be held January 29, 2009. To register, go to <https://www1.gotomeeting.com/register/623159903%22>.

## Marble King Exhibit!

An exhibit of Marble King marbles entitled "West Virginia's Gift to the World - Marble King" will be shown from **November 2008 through April 2009** at the **Cultural Center in Charleston, WV**. The exhibit features a travel through time from the company's beginning to today. Visit the exhibit and learn how marbles are made and see how they have been used over the years, in toys, games and industry. The highlight of the exhibit is the "Marble Wall" which was created with several thousand marbles in a variety of colors.

## Save the Date!

The **2009 IOF-WV Day at the State Capitol** will be held **February 9, 2009** at the West Virginia State Capitol, Charleston, W.V. Exhibit space is limited this year! Contact Kathleen Cullen at (304) 293-2867 ext. 5426 or [Kathleen.Cullen@mail.wvu.edu](mailto:Kathleen.Cullen@mail.wvu.edu) to reserve your spot today.

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