



Upcoming Events

November 6

**Advanced SWPPP &
Inspections Workshop**

More information:

kjibbons@iamu.org

November 18 — 20

**Water/Wastewater Operators
Training Workshop**

Holiday Inn Northwest, Des Moines

Register/more information:

<http://www.iamu.org/calendar/>

(Click on "November")



**Registered for the Water/
Wastewater Workshop?**

**TODAY, November 3, is the
final day to register!**

**Register on the IAMU web-
site, www.iamu.org (click on
"Calendar/Registrations").**

Regional meetings will hit hot topics for electric, gas



◆ **IAMU will be conducting a series of Municipal Electric Utility Regional Meetings around the state in early December. Member electric and gas utility representatives are urged to attend.**

The half-day workshops will be a fast-paced look at current policies and issues of great importance to IAMU members: Energy efficiency, renewables, customer communication and an introduction to the ReliaTrak outage tracking software will be on the agenda.

Specific discussion to be presented includes:

State Energy Policy reports: Staff will discuss the status or findings of the Energy Independence Plan (due December 14) the Climate Change Advisory Council Report, and the Legislative Interim Committee on Energy Efficiency.

Renewable energy potential assessment: An overview and update regarding legislation passed that requires the state's utilities to jointly conduct an assessment of the potential for renewable energy resources in the state (and an update on the joint municipal wind project and the Iowa Stored Energy Plant).

Energy efficiency potential assessment: An overview and update on the process IAMU has undertaken to fulfill the state mandate that requires municipal utilities to conduct a study of the potential for energy efficiency and to set goals for cost effective results.

Improving communication with customers/citizens: IAMU's "town meeting kit," which will assist managers and policymakers in improving communication with customers regarding fundamental changes in the utility industry and in stressing the value of energy efficiency, will be discussed.

Introduction to ReliaTrak: An overview of the new service outage tracking software developed by the Minnesota Municipal Utilities Association.

The workshops will be presented per the following schedule: December 1, Greenfield; December 3, Denison (a.m.) and Sanborn (p.m.); December 4, Algona (a.m.) and Osage (p.m.); December 5, Dayton; December 8, Mt. Pleasant; December 9, Maquoketa (a.m.) and Independence (p.m.).

Check your email for a workshop brochure and register on the IAMU website, www.iamu.org.

Water lab workshops coming to IAMU in December



◆ **Water operators should plan now to be on hand for IAMU's 2008 Lab Workshop, December 10 and 11 (two separate workshops, same agenda each day).**

IAMU's on-site water laboratory will serve as the location for a portion of the training, which includes: water testing; colorimetry; hands-on chlorine training and testing; introduction to pH; and hands-on pH, fluoride, iron, manganese, phosphate, and nitrate testing. Analytical equipment will be provided for hands-on training, but attendees are invited to bring their own equipment for use during hands-on training. 0.5 CEUs for Water Treatment will be awarded.

A workshop brochure and registration form will be distributed; or, register on the IAMU website, www.iamu.org (click on "Calendar/Registrations" and "December" on the calendar). Register early! Each workshop is limited to 10 participants.

IUB electronic filing rules information available

◆ On October 31 the Iowa Utilities Board (IUB) issued an order adopting electronic filing rules. The rules explain that the IUB will post the effective date of the electronic filing requirement on its website. The Board anticipates the electronic filing requirement will go into effect January 2, 2009.

An electronic copy is available on the IUB website, www.state.ia.us/iub. On the left side of the home page is a link to "Board Orders" (under the "Board Activity" tab). Upon opening the link, select "Docket No. RMU-08-2, "Order Adopting Amendments." Paper copies of the order are available for a fee by contacting the IUB Records and Information Center at 515-281-5563



IAMU's Energy Services Engineer **Joel Logan** (center) and his father, **Dr. Rod Logan**, of Silver Springs, NY (left), both graduates of Iowa State University, played together as part of the Iowa State University Alumni Marching Band at the recent Iowa State Homecoming football game. Joining them is IAMU Communication Manager **John Burnett**, who is the announcer for the Iowa State University Cyclone Football Varsity Marching Band.

Utilities must educate about green efforts and costs



◆ It is good to be green, but cleaner power has a price tag and public power utilities need to make sure their customers understand that, Maude Grantham-Richards, chair of APPA's board of directors for 2008-09, told a public power audience in Nashville Oct. 28 at the APPA Customer Connections Conference. Utilities need to educate their customers, local politicians and other opinion leaders about those coming costs, said Grantham-Richards, director of the Farmington Electric Utility System in New Mexico.

"If we don't do it first, someone else will do it," and if that someone is emotional about the topic, "it's not going to be good for us," she said. She spoke at APPA's 2008 Customer Connections Conference, which was co-hosted by the Tennessee Valley Authority and the Tennessee Valley Public Power Association.

The financial impact on customers is likely to be considerable, she warned. Some utilities will be able to ramp up the amount of solar power in their regions, and some will be able to use wind power, but those technologies will not be practical for everyone, she said. "We need to communicate to our customers what we can and cannot do," she explained. "We have an obligation to set the example in our communities. We have to start in our office buildings, in city facilities, and in our own homes." The economy is not helping right now, though, and "we're facing some very difficult times," she said.

The municipal utility in Farmington gives away compact fluorescent light bulbs to customers, she said. "It helps them and it helps us because we don't have to generate as much electricity." Energy efficiency is one way to reduce carbon emissions and "this is something you can do today," she said.

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IAMU's "Town Meeting Kit" can help you with customer education about green topics. Learn about this new tool first-hand at IAMU's upcoming Regional Meetings (see page 1 for details).

Consumer confusion is major green hurdle to jump



◆ An additional key factor in raising awareness of green issues among utility customers may be the basic task of first clearing confusion. In a national study released by the Shelton Group, a Knoxville, TN-based advertising agency, in April Of 2008, consumers were called "clueless" about residential energy use impacting greenhouse gas emissions, despite vast marketing efforts aimed at green awareness.

According to information gathered in the agency's annual Energy Pulse survey, several consumer misconceptions about the topic were discovered: Two-third of consumers did not know that nearly half of all energy is produced by burning coal; and less than four percent named coal-fired electricity production as the most prominent man-made contributor to climate issues. Nearly 30 percent of consumers indicated they thought car and truck emissions present the worst man-made cause of climate issues. This was coupled with a lack of understanding about how habits connected with daily life can have a major impact on energy efficiency. "People hop in their cars feeling guilty about their tailpipes but are completely oblivious to 10 lights left on at the house or their 65-degree thermostat in the middle of August," said Suzanne Shelton, CEO of the Shelton Group.



IAMU's Eco@Home quarterly magazine is an effective new way to inform your customers about green energy and your efforts in that area. Learn more by going to the Eco@Home page on the IAMU website: <http://www.iamu.org/Eco/default.htm>

Shelton stressed that marketers of green products and services must take into account the consumer awareness void when promoting their items. "If consumers don't understand how their long-held energy use behaviors are causing a problem, they aren't going to be nearly as motivated to adopt new green choices, particularly in these economic times when most people's first priority is saving money," she said. Any businesses or organizations marketing these products are encouraged to do proper research into their customers' awareness levels before unleashing what she calls "a meaningless, mass-green message." The Shelton Group has just released its 2008 Energy Pulse survey. More information can be found at www.sheltongroupinc.com

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