



Industry Partners Meeting: Industrial Motor Systems Breakout Session

Exploring a National Program Strategy for Adjustable Speed Drives

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New Orleans, LA

Session Agenda

- ▶ Introductions, Session Overview, Background
 - CEE Member Program Profile
- ▶ Member Drives Program Perspective
 - Kerry Klemm, Xcel Energy
- ▶ Trends and Opportunities for Drives
 - John Malinowski, Baldor Electric Company
- ▶ Group Discussion

Industrial Motor Systems

Session Objectives

1. Identify opportunities for a national strategy
 - ▶ Untapped potential
 - ▶ Program design
 - ▶ Program delivery
2. Prioritize next steps
 - ▶ Additional research and analysis
 - ▶ Approaches to work together

Conclusions from Previous Explorations

- ▼ Drives definition
 - *Devices that control a motor's speed to correspond with its load requirements*
- ▼ ASD? VFD? VSD? => ASD
 - “frequency” implies AC drive
 - trade associations, stakeholders use ASD
- ▼ Customers prefer prescriptive programs
 - Engineering requirements deter participation
- ▼ Best applications: centrifugal loads
- ▼ Awareness/outreach
 - Target small, mid-sized companies

PRELIMINARY PROFILE OF CEE MEMBERS' DRIVES PROGRAMS	
DESCRIPTION	# PROGRAMS
Members with Programs for Motors & Motor Systems	63
Total Drives Programs	55
Prescriptive and Custom	54
Prescriptive Programs: Sector Focus	
Commercial Sector focus only	9
Industrial Sector focus only	0
Commercial & Industrial Sector focus	24
Prescriptive Programs: Motor Systems Focus	
HVAC Applications Only	16
Fans and Pumps	26
Frequently requested information	
Horsepower	
Operating Hours	
Previous Controls	
Site Inspection	
Follow-up/Inspection	

Potential National Program Strategy

▶ Program design guidelines

- Common definitions and terminology
- Target applications and industries
- HP threshold for prescriptive programs
- Key considerations for custom programs

▶ Program delivery

- Targeted messaging and outreach
- Common calculation tools, other resources

Evaluation Criteria for CEE Initiatives

www.cee1.org/cee/initiative

- ▶ Magnitude and cost/benefit of savings opportunity
- ▶ Consistency in markets across regions
- ▶ Interest and suitability for programs
- ▶ Complexity of influencing decision-makers
- ▶ Permanency of savings
- ▶ Cost and time required to affect market
- ▶ Timing and savings
- ▶ National relevance vs. regionally-concentrated savings
- ▶ Complexity of marketplace
- ▶ Available resources

Discussion Questions

▼ Untapped Potential

- Which applications represent the biggest potential for ASDs?
- In which industries are these applications typically found?

▼ Efficiency Program Design

- Which applications and industries can be reached via mass market program approaches?
- Which applications and industries require targeted approaches?

▼ Efficiency Program Delivery

- What is the most effective program delivery channel to encourage ASDs?
- Where are upstream (distributor-focused) most effective?
- Where are downstream (customer-focused) approaches most effective?

Presentations

- ▶ Motor & Motor Systems Program Perspective
 - Kerry Klemm, Xcel Energy
- ▶ Trends in Drive Technology and Opportunities in the Industrial Sector
 - John Malinowski, Baldor Electric Company