

CHANGE!.... How?

Both Presidential campaigns have embraced the term, if not the concept, of change. Fortunately, with the checks and balances we have in our system of government we cannot move too quickly in any direction without the oversight of other branches of government. While many might see this as a problem, in fact, it is best that even in times of urgent need for action, there is a built in requirement for deliberation.

On the other hand, there is nothing barring individuals from taking ACTION and accomplishing CHANGE. Politics and political parties aside, people of varying backgrounds and opinions are aching for new and different approaches to our nation's challenges. Energy Shift is ready to help motivate and guide those ready to begin change in the way they use and rely on energy in their own lives. Below we have outlined changes you can make today (or tomorrow) and others that you can plan for and implement in the coming weeks and months (or years).

Small Changes

- Drive less and use public transportation, walk and bike more;
- Draw the blinds and curtains at night when the heat is on, and during the day on the south side of your home in the summer time to reduce heating and cooling needs;
- Replace burned out light bulbs with compact fluorescent light bulbs (CFLs), especially in locations where lighting is used for long periods of time and in difficult to change locations, such as outdoor lights that are left on all night;
- Repair items you already have instead of throwing them away and getting new ones;
- Keep the temperature in your home lower in the winter and higher in the summer and dress accordingly;
- Use less water;

- Buy food from local sources when you can;
- Buy products made in the United States when you can; and
- Use cloth bags made in the United States rather than plastic ones or reusable ones made overseas and with petroleum based materials.



Cloth bags made in the U.S. are durable, washable and are sold by Energy Shift. Reusable plastic bags are not the best solution as they are made with petroleum based material and are often made in China.

More substantial Changes

- Install a programmable thermostat in your home;
- Add insulation to your attic and exterior walls;
- Commit to purchasing the very best quality and energy saving version of appliances that you can each and every time a major appliance in your home fails;
- Write to local, state and national leaders and urge them to enforce policies that require conservation and reduce polluting forms of energy production and encourage renewable and less polluting forms of energy production;
- Maintain your vehicle in the very best operating condition possible (e.g., tire inflation, not carrying unnecessary weight such as roof racks, junk in the trunk, etc.) and make the vehicle last as long as possible;
- Eliminate a second vehicle or get a small car for errands and those times when extra space isn't required;

- Install water saving devices;
- Install a tankless water heater;
- Install an energy use tracking system in your home (such as a TED, The Energy Detective); and
- Help a friend or family member make similar changes in their lives utilizing the lessons learned when you did these things.



Examples of water saving devices include: a water displacement bag for toilets, shower heads that maintain water pressure but reduce the volume of water used, and water aerators for kitchen and utility sinks (water aerators are available from Energy Shift).

Big Changes

- Eliminate, and do not replace, one (or more) motor vehicles from your household;
- Install solar photovoltaic panels for electric power production for your home;
- Install a residential wind mill for electric power production for your home; and
- Appeal to your local government (e.g., Public Works and Recreation Departments), formally and repeatedly, that you want to see bicycle racks and bicycle lanes placed in key locations throughout your community within the next 18 months.



Residential windmills are becoming more widely accepted in communities and are ideal for more rural areas. Smaller homes with solar photovoltaic panels provide residents with a relatively short return on investment and independence from fossil fuels.

Life Changing Changes

- Adopt a lifestyle of “living within your means”;
- Become a regular freecycler, getting rid of things you can’t use and getting things you do need for free. By freecycling, you are not utilizing the extra fossil fuels required to create new products or to dispose of the items you already have;
- Examine your long term plans, reassess your plans to include living in a smaller home where you can walk to many of the places you need to go; and
- Feel powerful in having more control over your surroundings and your future.



<http://www.freecycle.org/>

The Energy Improvement and Extension Act of 2008

Among the items added to the “bail out” bill Congress passed in an effort to stabilize the banking, investment, credit, and insurance sectors are some welcome incentives that will significantly help to promote alternative energy development. Criticized for piling on during a crisis, the addition of an extension to tax credits for energy saving and alternative energy devices was long overdue. Members of Congress could not agree on the content for an energy bill needed to renew and expand what was already in place; the result was that current tax incentives were approaching expiration. As a result, fledgling solar, wind, and geothermal manufacturers have suffered and have had to resort to building plants overseas because they couldn’t afford to do it here without the tax incentives. American companies that wanted to develop in the U.S. were driven off shore so that they could grow.



The broad topics included in the bill are:

- Renewable Energy Incentives
- Carbon Mitigation and Coal
- Transportation and Domestic Fuel Security
- Energy Conservation and Efficiency.

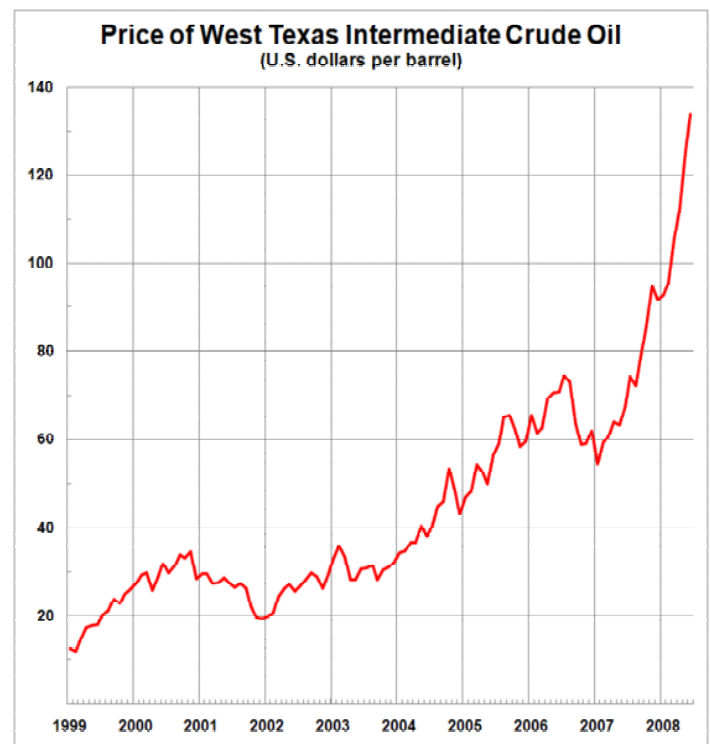
The single most important accomplishment of this legislation is the extension of support for various alternative and renewable technologies, enabling companies to make significant short, medium, and longer term plans to grow their businesses based on the incentives provided under this bill. Similarly, manufacturers of energy conservation devices will have the confidence to expand their businesses knowing that the law promotes growth in these areas. Unlike energy related tax incentives of the past that were for one or two years, that would either expire or need renewal, opening the door for congressional gridlock and political posturing, many of these incentives are in place until 2016.

Price of Oil Down For Now

In July 2008 the price per barrel of oil was \$147. Today, the price has dipped below \$70 per barrel, reflecting a more than 50% drop. Many are quick to celebrate this unexpected reduction and hope for the price to remain low. The corresponding lowering of the price of a gallon of gas, to below \$3 certainly is convenient in the face of the financial stress so many of us are experiencing these days. What else does it mean? It means that all but the most financially strapped among us will regress to wasteful ways with fuel. This is not a possibility; it is a certainty. It is, sadly, human nature to relax a bit, or direct our energies elsewhere when the simple act of driving our car no longer poses quite the same impact on our bank account. Alternatives to driving are simply not hardwired into our psyche the way hopping into the car has become.

What will the price of oil be next month, in six months, or a year from now? No one knows for sure, but here is what is at issue. Oil sellers have seen that the oil buyers of the world will pay \$147 for a barrel

of oil, and have planned their futures on this. Oil sellers will adjust the amount of oil available for purchase downward to drive the price back up again. Now these are sophisticated people and they fully understand that a worldwide recession impacts the ability of companies and countries, and in turn individuals, to buy oil. So they will not be greedy in the short term but will instead work to find the oil production level that strikes a balance between the oil buyer's ability to pay and the highest price possible for the oil sellers. This may be \$100 a barrel; it may be some other amount. As oil buyers develop alternatives to oil, one might think that the price per barrel of oil will drop again since demand will go down. This is possible; however, the likelihood that demand will go down faster than oil sellers' ability to supply it is small. So, for the foreseeable future, the price of oil will zig and zag up and down, never reaching down as low as the last time and steadily reaching new highs.



Source: U.S. Energy Information Administration.

At first glance, the reader might assume that this is a graph of the price of oil over the last century. In fact it reflects only the last decade. The price of oil will continue to rise and fall but the trend will continue upward because new oil discoveries are not outpacing the decline in existing oil field.

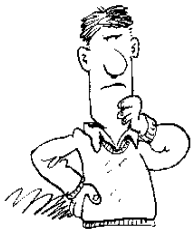


Interconnectedness (in'ter ke nek'tid nis), n. the quality or condition of being interconnected; interrelatedness; the interconnectedness of all nations working toward world peace. [1920-25; INTERCONNECT + -ED + -NESS] From the Random House Dictionary of the English Language, Second Edition, Unabridged.

LIVING WITHIN YOUR MEANS.... Many of our parents or grandparents used the term. It's actually startling that many have forgotten it, or if of a certain age, are unfamiliar with it—living within your means used to be commonplace. Some chose to live beneath their means to enjoy an extra bit of financial security and simplicity in their lives. The in thing for at least a couple of decades, however, has been quite the opposite. The “gotta have it” and “you deserve it” mantra turned millions of Americans into debt-laden, unfulfilled people that just couldn't understand what they'd done wrong and why they were so unhappy.

At the same time, all of this conspicuous consumption carried a huge energy price as well. Think of all of that oil, gas, and coal that have been burned, gone forever, to build, heat, cool and furnish homes that were vastly oversized for the family inside them. Think of the fuel pumped and used without a moment's consideration of the millions of years it took to produce it, into great big gas guzzling cars that are left idling while the drivers went on about their business not at all concerned about leaving the engine running. Now think about all of those things being purchased by people who couldn't actually afford them, and have now abandoned them.

Something to Think About



What does “Drill, Baby, Drill” and “Drill Here, Drill Now” do for our nation? It greatly misleads people!! We can and should continue to identify and pump oil and gas in the near term. We don't want our economy to continue to be so dependent on imports; we don't want our economy to come to a grinding halt, either. However, not only does it take years to bring useable energy from a newly identified location for a well to market, but because so many existing oil fields are in decline, the discovery and development of new sources just maintains the status quo. To actually change the equation, to reduce our dependency on other countries' oil, we must aggressively conserve energy and develop alternative energy sources. So when you hear Drill Here, Drill Now on the radio, or have conversations with friends about the “solution” to our oil problem being more drilling, remind the people around you, that drilling really won't change a thing—only meaningful changes in behavior will.

A Good Book

The Tyranny of Oil: the World's Most Powerful Industry, and What We Must Do To Stop It is a new book by Antonia Juhasz. Exposing corporate oil machinations and unbridled greed, Juhasz also provides the history of how

oil grew to be such a massive force and offers approaches to combating the stranglehold the oil companies have on all of us. A leading oil industry expert and critic, Juhasz also specializes in international trade and finance policy. She holds a Masters Degree in Public Policy from Georgetown University, a Bachelors Degree in Public Policy from Brown University.

Energy Shift wants to help you put words into action. Begin your own personal energy shift! If you are already well on your way, share these ideas with others. Sometimes the best way to help someone get started is to give him or her something useful (like a cloth shopping bag or insulated outlet cover) instead of simply talking about making a change.

Place your orders by using the Energy Shift web site, www.energyshift.us or place your order by U.S. mail to:

Energy Shift • P.O. Box 6459 • Falls Church, VA 22040

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