

Winter
Weekly

Reader



Volume 6, Issue 120, March 11, 2010

The Plano Rotary Club
www.PlanoRotary.com

Renewable Energy: A Commie Plot!

UPCOMING MEETINGS

- 3/11 Dr. Wes Cunningham
"Career & Technical
Education, Frisco ISD"
- 3/18 Rutledge Haggard
"Hendrick Foundation"
- 3/25 Randy Wright
"Albuquerque Balloon
Event"
- 4/1 Chief Hugo Esparza
"Station 12"

MARCH BIRTHDAYS

- 3/1.....BEN CRISTE
- 3/2.....MACO AMOYO
- 3/10.....MARK JOHNSON
- 3/18.....JAMIE SCHELL
- 3/24.....JOHN PITTMAN
- 3/28.....GEORGE WONG
- 3/31.....LOUISE DAVIS
- 3/31.....BRUCE GLASSCOCK



EVERY
ROTARIAN
EVERY
YEAR

DISASTER struck *queen butterfly*. Gone only two weeks (Father-in-Law's funeral), and the tiara had disappeared! Disgusted, **SERGEANT SKIP** trudged to the podium and plunked it down. Susan mumbled, "You can't get good help."

She woke us all up at 12:12, calling upon **Reverend Mueller** for the Prayer and **Jessica Jackson** for the Pledge. ("Thanks, **Bob**.") Susan thanked **Brad Shanklin** for Greeting and **LE THE RADIANT** and **FLASH** for the assists (hugs all around).

SERGEANT SKIP was back to help us welcome Visiting Rotarians and Guests. Among the latter was **Herb Ziev**, whose name befuddled the **Ean** who hosted him. What's new? Nearly everything about guest

introduction befuddles Ean. He reiterated that he and Herb "make beautiful music together," in that they perform (unnatural acts?) in the *Plano Civic Chorus* (in concert the following Saturday). Skip fined him only \$1, a travesty that caused one member to blurt out, "Only one dollar?!" Skip snapped back, "I make those decisions!"

Another guest, **Carol Cole**, put us on notice that she's checking us out for possible membership. When it was noted that she was a Professional Fundraiser, her host suggested, "**Earnest** almost lost his lunch." Susan covered that quickly with "and he's glad that she's your guest."

Susan was clearly relieved that she only had 17 weeks left to her reign. The audience applauded. She thanked one and all for our kind thoughts and prayers regarding her Father-in-Law. She said that 2009-10 have turned out to be tough years for her family.

PRINCE JOHN (where's **Robin Hood** when you need him?) **ERNST** called returning member **Chris Henry** (medical technology) and his sponsor, Ean, to the podium for **Ken Roberts'** Inimitable Induction Ceremony. Chris mumbled



something about the thinness of the ceremony compared to his original one, but he must understand that we can't pull out all the stops every time he deigns to return.

Sainted Editor chastised John for leaving out "eleemosynary," and John explained that we couldn't invoke **Rick's** great aunt (**Ellie Maucieri**) willy-nilly on each induction either.

Susan asked angrily where last Bulletin's editor, **Maribelle Davis**, had gotten. When informed that she had "*fled to Del Rio*," Susan thought that only appropriate for the transgression of referring to last meeting's chairman, Brad Shanklin, as he "*of the youthful face*." What is this visage, Susan wondered, "*that of an old hag*?" Someone offered, "*Guilty as charged*," but Susan's not that old! What she doesn't understand is that the "*youthful face*" remark was an unattributed quote from the **Alexander Haig** himself. "*Without the tiara and feather boa, I am in charge*."

queen butterfly noted that *Memorial Elementary* has bestowed upon *Plano Rotary* an award for essential services to the school. Then she called upon **Randy Wright** to explain yet another Club initiative at *Memorial*.



Randy noted that he's interested in teaching the principles of soccer to *Memorial* students. There is no sports program at any of the *PISD* elementary schools, and that puts *Memorial's* students at a disadvantage when they get to *Bowman Middle School* next door. Others can join private soccer leagues, out of the budget for many *Memorial* students. *Bowman's* soccer **Coach Ryan** is willing to help organize tutorials for *Memorial* students, but he cannot coach them full-time. So Randy asks that we volunteer, if

continued on page 2

Renewable Energy: A Commie Plot! continued...

qualified, and recommend others, if not.

Susan mentioned that she, Brad, and **Bob Bauer** recently participated in another of *Memorial's* programs.

Lenny Schwartz invited all who are interested to a *Soap Box Derby* organizational meeting following our meeting on March 11th. He described new features of the Derby including a live band and an active Kid Zone.

Noting Rick Maucieri at a table by himself, Susan concluded that Past Presidents become *persona non grata* and get to dine alone.

Michael Baldwin, of *ONCOR*, our electric distribution utility, rose to introduce the day's speaker, **Steven Wiese**, the Principal of *Clean Energy Associates*, which handles the energy incentive programs for *ONCOR*. He wasn't nearly as attractive a Principal as *Memorial's* **Maricel[m]a**. Steven has handled \$19 million in incentives for *ONCOR* involving renewable resources and conservation efforts. He is the



President of the Board of the *Texas Renewable Energy Industries Association*. All of this was made possible by an MBA in Business Affairs at *UT Austin*. <single applaud> His talk today was on the *Emerging Market for Solar and Renewable Energy in Texas*.

Appearing a little non-plused, Steven announced that he'd never before spoken at a lectern festooned with tiara and feather boa. He would, however, endeavor to overcome that disadvantage.

He promised to cover four items before the hour was up.

1. Market drivers,
2. Indicators,
3. Challenges, and
4. Results

He cautioned us that, although he manages *ONCOR's* incentive program, he doesn't work for *ONCOR* and can't speak for it.

Market Drivers

Since *beaucoup* sunlight strikes the Great State of Texas, and the plains of West Texas are alive with wind, we are awash in renewable energy resources. However, none of it is harvestable economically (unless you consider the economic harm done to the Earth and its future generations by current fossil fuel combustion). But the technology for that harvest has been around for many years.

A telling slide in his presentation showed the gradient of harvestable solar energy across the United States, stronger in the South and West, weaker in the North and East. Indeed, that gradient was repeated across the State of Texas, where Beaumont is comparable to Connecticut and El Paso is comparable to Arizona in availability of solar energy density. Although solar does not represent a high energy density, the potential space over which it could be harvested is immense!



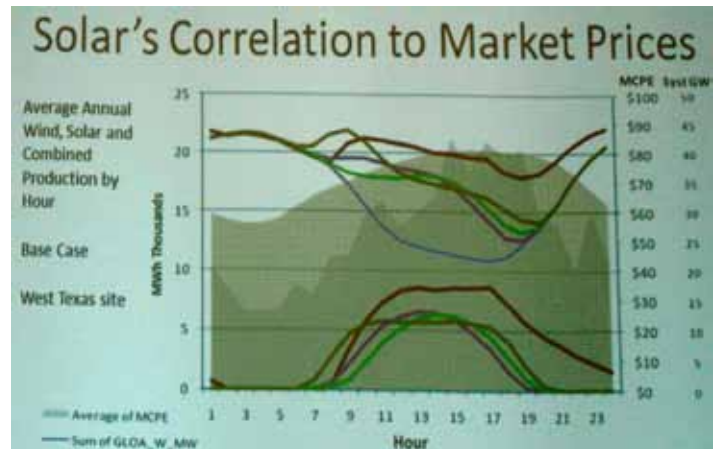
Small-scale collection takes place on rooftops, and only 1/3 of all rooftop space is suitable (structurally and considering alignment) for solar collection. Austin, for example, could satisfy 28% of its energy demands by tiling all suitable rooftops with solar collectors.

There are two main kinds of collectors: those that capture solar flux as electricity (photovoltaic or PV for short) and as thermal energy (for water heating,

for example). His talk would focus on the former. The technology for photovoltaic collectors is worldwide; it is based upon silicon and sand (SiO_2) is everywhere. PV solar panels have a 20-year track record. (They are especially useful in regions not served by commercial energy distribution, such as electrical gates out on the range.)

10 years ago, the cost of line-supplied energy was about \$8 per kW hour compared to installed PV of about \$12. Last year, PV had fallen to \$8 while line-supplied had risen to \$11 (but I'll bet you pay more at home; TXU once had the temerity to charge me \$25, but we abandoned them the very next month in favor of a cheaper, green alternative). This year PV is anticipated to fall to \$7.

Steven presented a dense slide showing the peaks and troughs



of energy demand throughout the day. It correlates well with both energy costs and solar availability, which peaks in the afternoon. West Texas wind, on the other hand, anti-correlates with demand, peaking at night. So wind and solar complement one another.

Incentives

87 pieces of legislation were introduced in the Texas Legislature last year! Emblematic of the power of government to govern itself, 86 of them failed to be enacted.

However, "utility-scale deals" enabled a 30 MW power plant in Austin, a 27 MW Sterling (steam) engine driven by solar-heated water, and an interconnection study by ERCOT to sum to 1 GW of collective power, the equivalent of a nuclear plant!

Challenges

- The need to lower costs (which translates into a need to market PV to increase demand)
- The high construction cost barrier (as opposed to the raw materials, which are free)
- Impediments such as clouds to solar transmission and periods of low wind (which speak to the reliability of the grid)
- The administration of distributed production
- The legality of hardware ownership

Results

Texas was second only to California in the availability of incentives for greener energy policies. So far this year \$5.8 million have been encumbered and another \$2.5 million have been earmarked for incentives.

Ed Rawls asked if the recent offer from the electric utilities to rent solar panels at a cost of \$39 per month (saving a whopping \$19 per month in energy costs amounting to a \$20 net loss each and

continued on page 3

Renewable Energy: A Commie Plot! continued...



every month) makes any sense at all. Steven hastened to point out that ONCOR only manages the distribution; the invidious offer came from TXU, and he cannot comment on it one way or the other. However, he cautioned everyone to "be a good consumer."

140 companies have received incentive funds to market such ploys to consumers.

Steven cannot vouch for their veracity or efficacy. Your being ripped off is not his problem.



Susan presented Steven with a *Memorial* flashlight, lamenting the fact that it was non-solar. A jib came immediately from the least likely quarter; **Bruce Glasscock** wanted to know how Susan planned on utilizing a solar-powered flashlight. Wouldn't the need for a flashlight, he wondered, be greatest at *night*? (Coincidentally, night is the time when Aggie Astronauts plan a landing on the Sun; it would be far too dangerous in the daylight.)



Susan lamented that a two-week *hiatus* was all that was required for her to lose all control.

She presented a 10-year Perfect Attendance pin to **Cary Israel**, and was

*Know someone who would
make a great Rotarian?
Invite them to be your guest
at Rotary!*

The 4 Way Test:

Of the things we think, say, and do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?



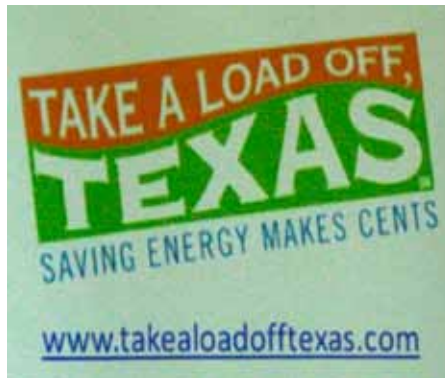
prepared to pin **Sarah Watkins** for one year, but Sarah had decamped.

Susan commented upon

the birthday checks from **John Pittman** and **Ben Criste**, noting that Ben's was for half as much as John's.

She read a letter from **Jamie Schell** thanking *Plano Rotary* for its remembrance of **Alex Schell**. She said, "*we miss him every meeting.*"

Then she led us in the Four-Way Test and scattered us to the Four Winds at 1:02.



The implication is that the utilities will ensure that **SAVING ENERGY DOESN'T MAKE DOLLARS.**

Member NEWS

AWARDS:

Harold Sullivan Award
Chris Parr

Athena Award
Alice Hobbs 2008-09

Fred Moses Award
Richard Butterfly

**Business Executive
of the Year**
Ray Huffine

Kersey Cane Holder:
Earl Simpkins

Citizen of the Year:
Beth Duncan Webb

Rotary Make Up Website:
www.rotaryclubone.org

New Member Proposals:

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