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Energy Efficiency Alliance announces new director

Bonneville Power Administration

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Dave Houser, Alliance chairman, (406) 496-5153

PORTLAND, Ore. - Energy conservation has a new leader. The [Northwest Energy Efficiency Alliance](#) board of directors announced on Feb. 24 that Will S. Lutgen Jr. will serve as the organization's first executive director.

"This is a tremendous opportunity to demonstrate how market transformation activities can lower the cost of energy-efficient products and services to consumers throughout the four Northwest states," Lutgen said. "I am honored to have been selected as the organization's first executive director and look forward to the challenges ahead." Lutgen has over 20 years of experience managing similar organizations, most recently with the Electric League of the Pacific Northwest and the Utility Code Group based in Bellevue, Wash.

The Northwest Energy Efficiency Alliance is an independent, non-profit organization dedicated to improving the efficiency of electric use and reducing the cost to Northwest consumers of energy-efficient products and services through market transformation. Market transformation is a joint effort among the region's utilities to change consumer behavior by making energy-efficient products and services more readily available and encouraging their use. Although the Alliance was only incorporated in the fall of 1996, it has already funded two residential programs (resource efficient washing machines and residential lighting), two commercial/industrial programs (premium efficiency motors and building operator training) and two communications efforts.

"We are pleased to have Will on board as we proceed with this important public effort to bring about improvements in the market for energy-efficient products and services," said Dave Houser, chairman of the of Alliance's board of directors.

Over the next three years, the Alliance will invest up to \$65 million in market transformation activities.

The Alliance is funded by the Pacific Northwest investor-owned utilities and the Bonneville Power Administration on behalf of its customers, including consumer-owned utilities and direct-service industries. It is governed by a board of directors representing the funding utilities, the governors of the four states, and environmental and trade ally groups.

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