

## **Nomination for Galaxy Star of Energy Efficiency/Alliance to Save Energy**

**Nominee: John Masiello, Director of Efficiency and Innovative Technology, Progress Energy Florida**

As director of Efficiency and Innovative Technology for Progress Energy Florida (PEF), John Masiello leads a team of more than 130 energy professionals that develop and market the company's Demand Side Management (DSM) and Florida renewable-energy programs. Masiello is a 28-year veteran and champion of DSM and renewable energy. He is recognized by regulators, legislatures and colleagues as an expert and visionary in the field. He is currently serving on The National Governors' Association Center Policy Academy and has been honored repeatedly for his achievements in the industry (since no attachments are indicated in the rules, a summary of awards is available upon request).

During a decade of leadership at PEF, Masiello has elevated PEF's DSM and renewable programs to national prominence. The company's residential energy management program is one of the largest in the United States—with nearly 400,000 participants.

On the energy-efficiency side, PEF's programs have produced savings of 10 billion kilowatt hours since the department's inception in the early 1980s – enough carbon savings to offset the impact of nearly 1.9 million cars. The customer impact has been significant, as well. This year, PEF customers will realize savings on energy bills that reach \$1 billion dollars.

With an aggressive approach to DSM, Masiello is accelerating energy and demand savings at PEF. In the utility's 2006 Public Service Commission filing, he added 545 wMW to the company's existing reduction goal of 428 wMW. This brought PEF's total goal to an unprecedented 973 wMWs of new reduction to be achieved in ten years. Now in the plan's fourth year, Masiello's department is on target to reach goal. The four-year target DSM goal was 156 wMWs (not including the expansion plan), and his department has obtained 482 wMWs as of YE 2008, with a banner year of 206 wMW in 2008.

This reduction was accomplished at a cost of \$263 million or \$ 546 per wMW.

Masiello's leadership style focuses on collaboration and incorporation of all stakeholders and influencers within energy efficiency. Over the years, he has built myriad partnerships with state and local government agencies, universities and businesses, including Ford Motor Co., Chevron, British Petroleum, the Florida Solar Energy Center and the Florida Department of Environmental Protection. He also has successfully reached out to groups such as the Sierra Club, The Nature Conservancy, Southern Alliance for Clean Energy and National Resources Defense Council to address environmental concerns and build relationships.

Recognizing the need to strengthen perceptions of energy efficiency within his own industry, Masiello's team launched an internal awareness campaign to educate PEF employees about the benefits of DSM (the industry has traditionally viewed as necessary but detrimental to revenue). In one year, 100% of Energy Delivery employees were educated, and many then participated in educating customers and colleagues.

With a Master's Degree in Business Administration, Masiello has built PEF's DSM programs to integrate every level of the distribution channel, from manufacturer to consumer. New construction and retrofit markets are served by educating and/or incenting builders, developers, planners, contractors, retailers and manufacturers. Government agencies are leveraged to reach low income customers.

All customer segments are addressed in PEF energy efficiency programs: residential and business customers (large and small) low-income residents, as well as homeowners and renters of single; multi-family and manufactured housing.

Although the department Masiello leads is highly successful by any industry standard, they constantly improve to remain relevant in a changing market place. Energy advisors were recently equipped with Mobile Live-Access Home Energy Check technology, and a pilot study; involving businesses; is capturing data to integrate the popular United States Green Building Council certification into existing PEF DSM programs.

Progress Energy's innovative energy-efficiency, renewable and demand-response programs have become models for other utilities, and they are being replicated by utilities in response to regulatory pressure and market opportunities.

PEF finds itself in the strong position of sitting far ahead of the market curve due to the dedication, continued diligence and foresight of John Masiello.