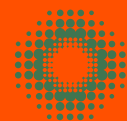


SUMMER EDITION

# INTERNEF 2014

NEWS OF  
NATIONAL ENERGY FOUNDATION  
CULTIVATING AND PROMOTING  
AN ENERGY LITERATE SOCIETY





# NEF INSPIRES ENERGY SAFE KIDS

**E**NERGY SAFE KIDS always **Think!** about energy issues, **Talk!** to adults about those issues and **Take Action!** when needed. They understand the ways to protect themselves, their families and communities from potentially dangerous situations where energy sources are present. National Energy Foundation (NEF) is dedicated to the mission of cultivating and promoting an energy literate society and an integral part of energy literacy is safety, especially for kids.

NEF has been involved in promoting energy safety for more than three decades. Safety issues have always been addressed in NEF's energy materials for students and teachers. An emphasis on energy safety is part of every teacher workshop the foundation conducts. To assist natural gas utilities in meeting their objectives, NEF has promoted energy safety with **Academy of Natural Gas** classroom materials for over 25 years. These materials are sponsored by utilities and requested by teachers. They include the *Natural Gas Safety Poster*, *Energy Safe/Energy Wise Booklets* and scratch and sniff mercaptan stickers for every child in the program.

Natural gas leaks are rare, but being able to recognize and respond to a suspected leak is an important part of living and working safely. Educating children and their families to see, smell and hear clues to recognize a leak is an essential part of the safety mission for both NEF and its utility partners.

In 2008, NEF created **ENERGY SAFE KIDS** classroom presentations and began implementing programs in various states. These presentations give students an opportunity to actively participate in learning about energy safety with both natural gas and electric utilities. Each year between 250-300 presentations are given at elementary schools.

Electrical safety issues are equally important to NEF's efforts. Helping kids understand what to do around downed power lines and how to appropriately use electrical appliances support the work of **ENERGY SAFE KIDS**. Recognizing unsafe weather conditions and appropriately reacting to them are other topics covered in the program and NEF'S newly revised *Electrical Safety Poster*.

Last year NEF launched a new **ENERGY SAFE KIDS** website, complete with information for students and parents, lesson plans and activities for teachers and Gas Dash - an online game. Visit the website at [www.EnergySafeKids.org](http://www.EnergySafeKids.org).

NEF is also proud to announce the *ENERGY SAFE KIDS Challenge* in partnership with the U.S. Department of Transportation. This student contest gives kids the opportunity to present their own projects in energy safety. To request contest materials teachers may contact NEF beginning in September 2014.

NEF has solutions to help communicate the safety message. Classroom presentations, education materials, a student contest and an interactive website all encourage students to make the informed choices that brand them **ENERGY SAFE KIDS**.





## AESP

**N**ational Energy Foundation (NEF) has increased strategic involvement with the Association of Energy Services Professionals (AESP). AESP brings together employees from all aspects of the energy industry to discuss the cutting edge of energy efficiency. Members of the NEF team have attended several AESP conferences over the past three years, and even had the opportunity to showcase the **THINK! ENERGY** program partnerships in Michigan.

Stacey Tello from Consumer's Energy, Heidi Muir from DTE Energy and Robin Reinarts from NEF highlighted their successful co-branded partnership in Michigan at the most recent AESP regional conference in Baltimore. Would there be conflict or collaboration? That was the major question when the partnership began and it was also the theme of the presentation. Amazing things have happened as these companies found a way to work together. The collaborative effort was extremely effective in reaching the community in each utility's individual territory, in addition to realizing strong results in the combination territory.

Breakout sessions, such as the one Stacy, Heidi and Robin conducted, provide forums for high-level discussions on commercial, industrial and residential energy efficiency programs. Collaboration over conflict was a theme of the conference that resonates beyond the Michigan education session. Experts work together and discuss best practices to make energy efficiency programs as effective as possible.

Each aspect of the energy field is represented at the AESP conference, providing the unique opportunity to strategize industry-wide. Marketers, engineers, regulators, programmers, statisticians and so many more get together to discuss what works and what doesn't for utility energy efficiency programs. National Energy Foundation provides unique insight as one of the few member organizations that is a non-profit and one of the even fewer with a focus on education. Collaboration is an integral part of the way of working at NEF and AESP provides a great opportunity to work with other organizations with common goals.

## A New Kind of Homework

National Energy Foundation (NEF) and Public Service Company of New Mexico (PNM) partnered to introduce an exciting new program for schools in the PNM territory. **THINK! ENERGY PNM Home Works** launched to a fantastic response the week of April 21.

The program encourages fifth grade teachers and students in the PNM service territory to think and talk about energy. Participants are then challenged to take action about energy use in their individual lives.

Teachers, students and community leaders demonstrated an extraordinary level of participation. In one week, **PNM Home Works** reached over 2,700 students and teachers at 33 schools. Many special guests from the community joined students and supported the program, including United States Congressperson Michelle Lujan Grisham, members of the Public Regulation Commission, officials of PNM and Leslie Galyas of the New Mexico Public Education Department.

The program begins with students attending a classroom presentation taught by guest instructors from NEF. The young people take a close look at how they and their families use electricity at home, how it is generated and ways to save and become more energy efficient. The hour-long instruction engages students with hands-on learning activities, interactive discussions and retention games, and then prepares them to take what they learn at school and apply it at home.

Each participant receives an energy efficiency kit with devices to install at home. Families take positive action and make thoughtful energy choices that help save energy, save money and help preserve the natural resources New Mexico residents enjoy. The program ensures each student's "home works" more efficiently.

A new kind of homework, **THINK! ENERGY PNM Home Works** provides fifth graders with a fun learning experience about using energy wisely at home.

# OVERVIEW

## Gas Dash

Gas Dash is the thrilling saga of a regular kid running through familiar areas, indoors and outdoors, on a quest to be an energy superhero! With a little help from Therm, the current hero, students must identify signs of gas leaks, learn how and when to call 811 and answer critical questions all while keeping up with the fast-paced action. Thanks to a successful partnership with Utah Game Forge at the University of Utah, the hardest part about Gas Dash may be walking away.



Excited students and safety lessons rarely go hand-in-hand, but that all changed when **ENERGY SAFE KIDS (ESK)** burst on to the energy safety scene. National Energy Foundation is excited to announce a new and improved comprehensive menu of options for utilities to sponsor for classrooms in their territory. The materials are completely customizable and **ESK** curriculum for teachers, including new online teacher resources, make **ESK** even easier to implement in classrooms. Making the program easier for teachers is just the beginning. **ENERGY SAFE KIDS Fulfillment** is a fantastic option to get energy materials into the classroom, free of charge to the teacher. At [www.EnergySafeKids.org](http://www.EnergySafeKids.org), students and teachers may access activities, science experiments, resources for the home and classroom and most importantly to the students, Gas Dash, the natural gas safety game. All of the different program aspects are especially highlighted when sponsors choose to add in-class presentations. The most exciting aspect of all is that a sponsor may choose any combination from one to all of the different menu options. Taking advantage of the customization opportunities allows **ENERGY SAFE KIDS** to truly be your program.



## Website

The all-new [www.EnergySafeKids.org](http://www.EnergySafeKids.org) website is the perfect place to house this new program. The bright colors and eye-catching animations on the webpage will draw students in, but it is the ease of use, quality of information and Gas Dash that will keep them on the site. Teachers, students and parents will all have access to the main components of the website, but premium content may be offered at the request of the sponsor. Branding the **ESK** website for your company leaves a great impression on the community by demonstrating dedication to safety.



## In-Class Presentations

Reputable energy experts from National Energy Foundation go into the school and teach a 30 - 60-minute presentation all about energy safety. The **ESK** presentation utilizes science experiments, hand-on activities and non-stop audience participation to create a memorable experience students will associate with your organization. The culmination of these presentations is the most exciting hour most students have ever spent diving into safety.



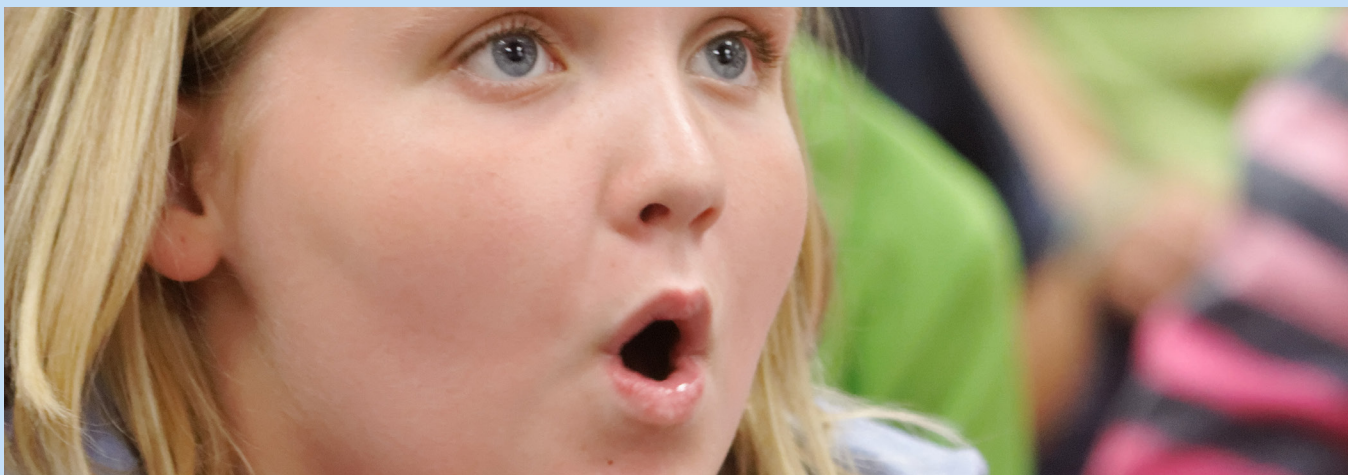
## Fulfillment

**ENERGY SAFE KIDS Fulfillment** offers all of the premier teacher materials delivered right to the classroom. Sponsoring organizations select materials to be sent directly to teachers who enroll in the program. Many organizations will elect to have custom contents to make an even more memorable experience for the teacher. **ESK Fulfillment** is a very cost-effective measure to reach a large number of teachers with high-quality free materials directly from your organization! For more information on sponsoring **ESK Fulfillment**, contact Ian Wright at 801-327-9511 or [ian@nef1.org](mailto:ian@nef1.org).



## ENERGY SAFE KIDS Challenge

The **ENERGY SAFE KIDS Challenge** is a great way for students to creatively communicate safety messages and spread the safety message to other students. Poster and slogan contests are fun formats for student competitions **NEF** has successfully conducted in the past, but an **ESK Challenge** could be anything at all that encourages students to think outside the box. **NEF** has a long history of successful student contests, including *Igniting Creative Energy*, *Energy by Design*, the *Citizens Energy Savers Student Poster Contest* and many more!





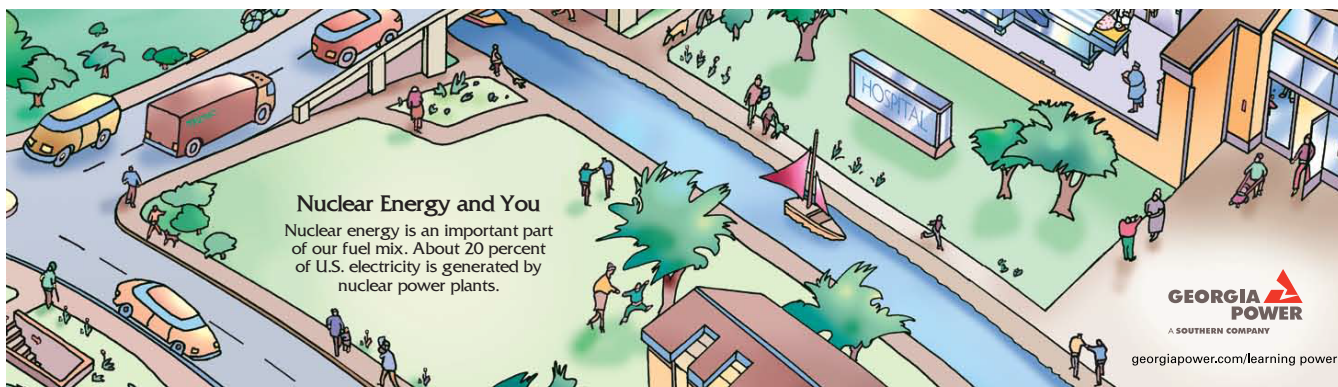
# Georgia Power

Georgia Power and NEF have been working together to create a highly customized Nuclear Energy instructional poster for teachers and students. The poster will be distributed in schools to educate about the technology utilized in the Plant Vogtle.

Plant Vogtle currently has two Pressurized Water Reactors (PWRs) generating up to 2,430 megawatts of electricity per year. The two new reactors are being built to meet the growing demand for electricity. When completed, the Vogtle complex will be the largest nuclear generating station in the U.S.

The Georgia Power Vogtle plant units 3 and 4 are the first new nuclear units in the United States in 30 years. The new units will be the first in the industry to use the advanced pressurized water reactor technology. This technology allows nuclear cores to be cooled even in the absence of operator interventions or mechanical assistance.

To highlight the opening of the Vogtle plant, the poster illustrates the pressurized water reactor technology and provides teachers and students with an illustration of the pressurized water reactors as well as explanations of how nuclear energy generates electricity, the process of fission and fusion, jobs in the nuclear industry and other uses of nuclear technology.



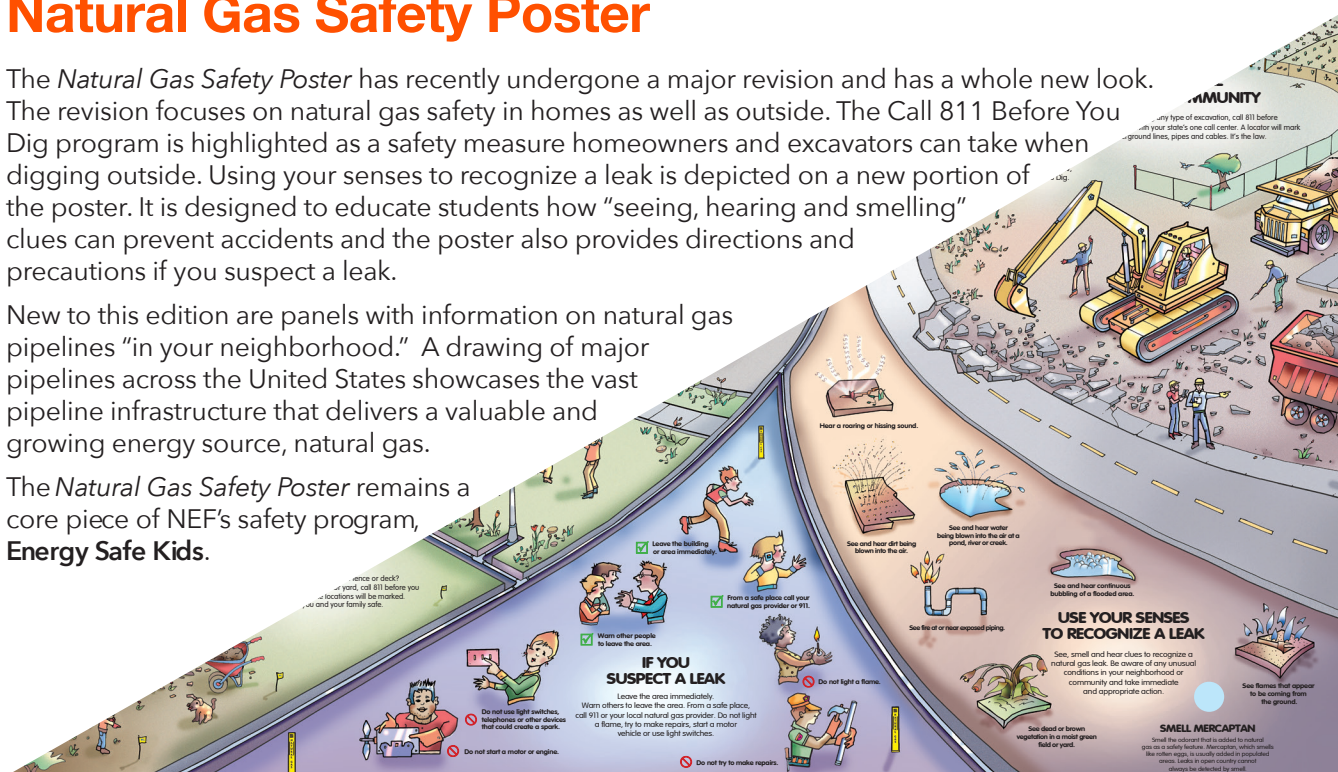
# Natural Gas Safety Poster

The *Natural Gas Safety Poster* has recently undergone a major revision and has a whole new look.

The revision focuses on natural gas safety in homes as well as outside. The Call 811 Before You Dig program is highlighted as a safety measure homeowners and excavators can take when digging outside. Using your senses to recognize a leak is depicted on a new portion of the poster. It is designed to educate students how “seeing, hearing and smelling” clues can prevent accidents and the poster also provides directions and precautions if you suspect a leak.

New to this edition are panels with information on natural gas pipelines “in your neighborhood.” A drawing of major pipelines across the United States showcases the vast pipeline infrastructure that delivers a valuable and growing energy source, natural gas.

The *Natural Gas Safety Poster* remains a core piece of NEF’s safety program, **Energy Safe Kids**.





# STUDENT COMPETITION WINNERS

## Innovation Challenge

**Y**esterday is a thing of the past and it is now time we look to the next generation for tomorrow's answers. High school students throughout the PPL Electric Utilities service territory in Pennsylvania were invited to use their limitless creativity to demonstrate energy innovation. The guidelines to the *Innovation Challenge* are intentionally open-ended to truly see what students are capable of when they are encouraged to think outside of the box. First place went to Taylor Campbell, Natalie Geesman, Leah Maggs and Kira Puchalsky from West Perry High School in Elliottsburg for their Energy News Cast, followed by runners up Paige Steffy from West Perry High School in Elliottsburg and Gerit Watson and Cameron Dell also from West Perry High School in Elliottsburg.

## Utah OED Water Energy in Action Slogan Contest

Teachers and their students from around Utah submitted water-saving slogans for Water Energy in Action, sponsored by the Utah Office of Energy Development (Utah OED) and the U.S. Department of Energy - Energy Efficiency and Renewable Energy. Slogans of all types poured into National Energy Foundation. From fun to serious, and poetic to powerful, the entries made sure the judges had their work cut out for them. A brand new poster was designed to showcase the slogan and was sent out to each school that entered. This year's winner came from Emily Blaizdell's class, Mapleton Elementary in Nebo SD "Help Utah Out! Turn Off the Spout!."

## Citizen's Gas Poster Contest

Students from grades K - 8 entered original poster designs to communicate energy efficiency and conservation messages. Winners were selected from



each of the following age groups; K - 2, 3 - 5 and 6 - 8. Sierra from grade 2, Keilly in 5<sup>th</sup> grade and Natalie in 8<sup>th</sup> grade took home top honors in the contest.

## Igniting Creative Energy

*Igniting Creative Energy* (ICE) is a nationwide contest sponsored by Johnson Controls, Inc. Students from grades K - 12 enter projects of any and all mediums. There are few parameters put around what type of projects may be submitted, just that it communicates an energy-related idea creatively. This is the 12<sup>th</sup> year ICE has taken place, making it the longest running student contest hosted by National Energy Foundation. The grand prize winners were Dario Dittli for high school, Justin Heaton for middle school and Anirudh Anandula from the elementary school category.

## Energy Safe Kids Poster Challenge

The Pipeline and Hazardous Materials Safety Administration (PHMSA) and National Energy Foundation partnered to design the first *Energy Safe Kids Poster Challenge*. The poster challenge focused on calling 811 before digging. Students in 4<sup>th</sup> - 6<sup>th</sup> grades were encouraged to use creative ways to convey the importance of pipeline safety. Each person who entered received a Call 811 T-shirt. One grand prize winner won a trip to Washington D.C. to see a Washington Nationals baseball game and two honorable mentions won Kindle Fires®. Teachers of the winning students also received Kindle Fires® and the teacher of the grand prize winner received \$811 to use however they want in the classroom. The dedication PHMSA demonstrates to the futures of students and their safety is remarkable.





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# INTERNEF

News of National Energy Foundation

## Summer 2014

INTERNEF provides news about programs, materials, opportunities and the progress of National Energy Foundation. We appreciate our sponsors and their commitment to education. It is our goal to share the efforts and successes of energy education.

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# PRESIDENT'S SAFETY MESSAGE



In the words of Peter Parker, "With great power comes great responsibility." A recent trip to the beach had me thinking about this concept when I saw a safety sign about swimming in the ocean. The water is beautiful, useful and fun but anyone who has been tackled by a wave can attest to the raw power of moving water. By following the simple rules posted on the beach sign, people can get the most out of the ocean without compromising safety or comfort. This parallels the concept of **ENERGY SAFE KIDS (ESK)**, by using electricity and natural gas safely, we can make our lives much more comfortable and enjoyable.

We want students to know that natural gas and electricity are tremendously powerful but also give them the knowledge they need to use those resources safely and effectively. Therm and Volt, the **ESK** mascots, help students understand that energy safety is the work of superheroes. When the power goes out during a storm or a power line goes down near a school, it is the energy safety experts from our local utilities

that come in and save the day. Energy safety is a necessary practice regardless of age and **ESK** aims to teach concepts that last a lifetime.

Helping people fully understand energy safety is fundamental in fulfilling our mission "to cultivate and promote an energy literate society." By reading the sign on the beach, I was able to enjoy the ocean safely without ever being tackled by a wave or being caught in a rip tide. On the same note, **Energy Safe Kids** will know for the rest of their lives how to use natural gas and electricity safely, without ever having to learn a lesson the hard way.