



NW Energy Coalition

for a clean and affordable energy future

THE ENERGY ACTIVIST

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Fresh off some of its greatest victories, the NW Energy Coalition charges into its second quarter century.

Coalition stalwarts recall the personalities, the battles, the joys and accomplishments in 25 years of fighting for a clean energy future.

1981 - 2006



Memories

My 25 years of association with the Coalition have produced more memories than I can count. I'll note a few favorites at the end of this piece, but first I want to recall the great rebirth of the Coalition I was called in to midwife as the new executive director in 1993.

The Coalition had experienced great success, from the first Model Plan to Seattle's pledge to meet all new demand with clean energy. Those victories advanced energy efficiency, renewable energy and consumer protection, and a few helped fish and wildlife. Usually we won because the Coalition fielded the smartest people in the room:

- Coalition staff like Marc Sullivan, KC Golden, Jim DiPeso, Beckey Sukovaty, Richard Conlin and many others.
- Coalition members and allies like Jim Lazar, Ralph Cavanagh, Don André, Jim Morton, Pat Ford, Michael Karp, Norma Jean Germond, Liz Frenkel and many, many others.

Some time in late 1992 or early 1993, however, KC Golden and other Coalition leaders realized that the challenges of the 1990s could not be won by smart advocates alone. The juggernaut of electricity deregulation and the horror of salmon extinction required more than ingenious technical solutions and awe-inspiring eloquence. Countering those threats required coalition strength.

The Board leadership and KC knew the Coalition's executive committee lacked both the authority to act between biannual full Board meetings and the necessary breadth to assume increased authority. New bylaws adopted in July 1993 created and empowered five caucuses -- four states and one province -- and gave each caucus chair a seat on the new Executive Board. Three additional Executive Board members ensured representation of all constituencies. The new bylaws significantly increased Executive Board authority and responsibility.

In November 1993, the Board hired me to make this new structure work.

How successful have we been? Well, in 1992 KC estimated that of the 45 or so dues-paying members, about 10 had participated in Coalition advocacy the previous year. In 2006 the Coalition has more than 100

organizational members, more than 80 percent of which have advocated with the Coalition or called the Coalition into their own forums to support their advocacy. We are making progress on all four of our central issues and we have a vibrant, mutually supporting group of members and allies. Thank you to the leaders who saw the need for a rebirth and made it happen.



And now for a few entertaining (I hope) early Coalition memories:

- Sometime in the early 80s, Mark Reis, the Coalition's first executive director, asked me to leave one of my first Coalition meetings because I was "a utility person."
- A year or so later, I introduced Ralph Cavanagh to my City Light boss at the Portland airport after a BPA conservation contract negotiation session. Over coffee or maybe beer, and surrounded by cigarette smoke (Ralph and I smoked like chimneys in those days), we discussed the policy issues of the day. Ralph's plane came first and when he left, my boss turned to me and said, "Well, now I've met somebody who talks faster than you do."

Where are they now?



Mark Reis today

Mark Reis was the first executive director of what was then called the Northwest Conservation Act Coalition, serving from 1981 to 1984. He left to establish the NW Renewable Resources Center and joined the Port of Seattle in 1988. He recently was named managing director of Seattle-Tacoma international airport.

The NW Energy Coalition: By the issue, by the years

By THOR SKOV

Since its inception as the Northwest Conservation Act Coalition in 1981, the Coalition has worked to re-shape the regional energy landscape. Now an enduring alliance of well over 100 organizations, the NW Energy Coalition continues to influence energy policy in four primary areas: energy efficiency, renewable energy, consumer/low-income protection and salmon restoration.

What follows is a look at Coalition accomplishments in regional policymaking, consumer advocacy, renewables promotion, energy efficiency investment and reversing the damage done to Northwest fish by the federal hydropower system. Finally, we take a sneak peek into the immediate future at some of the expected gains in 2007.

Shaping regional policy

- Coalition influences regional power plans through its own Model Plans (1982 and 1990); the Citizen's Energy Plan (2004); and the Energy Matters campaign (2004-05).
- Coalition commissions groundbreaking studies from the Natural Resources Defense Council (1981), RAND Corp. (2002), Tellus Institute (2002), the Union of Concerned Scientists (2006) and others that have informed and shaped the debate on Pacific Northwest clean-energy options.
- Coalition brings low-income interests — and their advocates' strength — into the energy policy arena through the Low Income Outreach Network (LION), Fair and Clean Energy Coalition and its own low-income caucus.
- Coalition outreach facilitates the engagement of all stakeholders with Bonneville Power Administration (BPA), the Northwest Power and Conservation Council (NPCC), state legislatures and utility commissions.
- Coalition connects salmon restoration with energy policy advocacy, ensuring that both fish and power issues are addressed and mutually understood.
- Coalition influence helps shape the NPCC's 5th Power and Conservation Plan (2005), which calls for meeting almost all load growth over the next 20 years with efficiency and new renewables.

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Where are they now?



Marc Sullivan (photo by Elizabeth Schilling)

Marc Sullivan began his career in clean energy as an anti-nuclear activist in the WPPSS era. As a leader of the City Light Brigade, he organized creative and media-savvy protests such as a bake sale in front of the Seattle City Light building to help pay the utility's nuclear

debt. He succeeded Mark Reis as executive director of the Coalition and served from 1984 to 1990 or so. He brought his creativity, sharp analytic skills and eloquence to the task of building the Coalition through the battles for energy codes and increasing investment in clean energy.

After the Coalition, he directed Seattle City Light's energy efficiency division, served as director of City Light's strategic planning, became a world traveler and travel writer, and came back to the Coalition to lend his expertise temporarily to special projects. He is currently traveling and writing in Southeast Asia.



NW Energy Coalition

THE ENERGY ACTIVIST

Founded in 1981, the NW Energy Coalition is dedicated to the pursuit of clean and affordable energy. As a 501 (c) (3) nonprofit organization, all donations to the NW Energy Coalition are tax-deductible.

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Layout and Design: Jesse Stanley
Former Outreach Director Lisa Noble-Rennick and former Outreach Associate Thor Skov contributed mightily to this issue.

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Strengthening low-income and consumer advocacy

- The Low Income Outreach Network (LION) brings a host of low-income and consumer grassroots organizations into the Coalition, expanding membership by about a third from 1995-2004. LION prepares low-income agency staff to participate in rate cases and broader energy policy proceedings.
- Coalition advocacy secures direct BPA funding of low-income weatherization via community action agencies region-wide starting in 1996; in 2006 funding reached \$5 million per year.
- The Coalition and its Oregon allies secure in SB 1149 protection for residential customers from deregulation, and a pioneering meters charge to provide energy bill assistance for low-income households.
- Coalition and Idaho allies' intervention in the 2005 Idaho Power rate case quintuples the utility's low-income weatherization funding to \$1.25 million.
- Coalition work demonstrates to utilities the financial value of bill assistance plans.

Where are they now?



Jim Lazar today

Back in the day, 1983-'84, **Jim Lazar** was research director, the counterpart to today's policy director. Lazar was part of a three-person staff that included executive director Mark Reis and editor Beckey Sukovaty. Lazar later became a consulting economist specializing in utility rate and resource analysis, founding his own firm, Microdesign Northwest.

Promoting renewables

- Coalition founds Renewable Northwest Project in 1994 and helps establish the Bonneville Environmental Foundation in 1998.
- "The wind picks up" between 1998 and 2006 as the amount of non-hydro renewable energy in the Northwest goes from 0 to 2,172 average megawatts.
- Energy Trust of Oregon is created in 2001 to invest SB 1149 funds in efficiency and renewable energy projects. ETO currently invests \$53 million a year collected from the customers of five contributing utilities: PGE, Pacific Power, NW Natural, Avista and Cascade Natural Gas.
- Washington's state legislature passes SBs 5101 and 5111 in 2005 to facilitate investment in small-scale, distributed renewable generation.

Advocating for energy efficiency

"The Coalition has brought aggregation and consistency to efficiency policy. It has maintained a vision ... of efficiency as the first and best resource, and it has aggregated a broad constituency into a single point focus on this issue."

-- Stan Price, Northwest Energy Efficiency Council

- The Coalition advocates efficiency at multiple venues, including: utility stakeholder groups, utility commissions, legislatures, and regional organizations such as the BPA's Comprehensive Review in 1996 and its successor, the Regional Dialogue.
- Coalition helps establish three organizations that drive regional energy efficiency efforts: Lighting Design Lab, 1989; Northwest Energy Efficiency Council, 1994; and Northwest Energy Efficiency Alliance, 1996. In 1998 the Coalition helps establish the Regional Technical Forum, which tracks and maintains records on all utility energy efficiency investments. Its work is crucial to assessing the region-wide effects of energy efficiency programs.

1980

President Jimmy Carter signs the Pacific Northwest Electric Power Planning and Conservation Act into law

1981

Northwest Conservation Act Coalition (NCAC) is founded

1982

The Coalition adopts its first Model Action Plan

1983

Following thousands of NCAC inspired comments, the Northwest Power Planning Council adopts a regional plan strikingly similar to the Coalition's Model Action Plan

1980

Where are they now?



Jim DiPeso in 1995

Jim DiPeso was Coalition communications director from 1991 to 1996, when the Coalition's four staff members were housed in a small, hot office in Seattle's Phinney Ridge. DiPeso went on to become a founding director of Republicans for

Environmental Protection, served as REP's communications director and now is policy director.



KC Golden makes a point at the December Coalition conference

KC Golden served the Coalition from 1989 to 1995, first as policy director, then as executive director. He has since held a variety of positions, including Washington State Energy Policy Director and Special Assistant to the Mayor of Seattle. Golden is now policy director at Climate Solutions. He established the Coalition record for most attempts to

sabotage organizational equipment by running over the Coalition's first laptop with his car ... three times in one day. The laptop, an Apple, survived.

- In 1998, Coalition publishes the Utility Scorecard - an analysis of utility investments in energy efficiency, renewables and low-income weatherization. The Coalition uses the results to convince the largest utilities to adopt robust efficiency programs.

Saving salmon

- Coalition helps establish Save Our Wild Salmon (SOS) in 1991, bringing the coalition model to salmon advocacy.
- Coalition efforts make Cost Recovery Adjustments standard BPA procedure when the agency needs to raise money for salmon mitigation.
- 2002 RAND study confirms the feasibility of removing the four Lower Snake River dams from the perspectives of regional power needs and job creation.
- The 2000 Biological Opinion marks the federal government's first official recognition of dam breaching as an effective strategy for Columbia Basin salmon recovery.

- Coalition joins landmark litigation challenging the federal government plan to restore endangered salmon 2000 to present.

Today and BEYOND...

- Coalition and allies' efforts result in Idaho's legislative and executive branch 2006 decisions to ban construction of new merchant coal plants in the state.
- Washington state voters approve Initiative 937 in November 2006, establishing landmark clean-energy standards for both new renewables and energy efficiency.
- 2007: Coalition partners will pass a renewables standard in Oregon.
- 2007: Court successes will continue on Columbia and Snake river salmon efforts and spark successful negotiations in the region for effective salmon restoration.
- 2007: All Northwest states will move toward regulating carbon emissions.

1987

The Coalition and several Canadian public-interest groups produce a study showing that B.C. had 800-1,000 megawatts of conservation potential, far more than estimated by the provincial utility

1989

The Coalition helps establish the Lighting Design Lab

1989

Coalition has fought for salmon, but much remains to be done

By PAT FORD

Sometime in 1981 or '82, Mark Reis and Pat Sweeney asked me to serve as secretary on the first Board of the NW Energy Coalition (then known by a different name). At the time I was the new executive director of the Idaho Conservation League, pretending I knew what I was doing ... with occasional success. Mark and Pat were assembling a wide range of folks to influence implementation of the new Northwest Power and Conservation Act, and were after some Idaho bodies. I was flattered to be asked, and it sounded like the work might be fun.

I lasted in that role for three or four years. Generally it was fun, and I learned a lot.

Perhaps 15 years later, as I found myself becoming executive director of the Save Our Wild Salmon Coalition, Sara Patton and I reached a mutual agreement: She would serve on my board if I would serve on hers. The agreement has held, much to SOS's benefit and I hope occasionally to NW Energy Coalition's.

The NW Energy Coalition's impact on Northwest energy policy and reality seems to me to have been positive, significant and enduring. And, I think we would all have to agree, still not sufficient.

On what I can judge with more authority -- wild salmon recovery or its lack -- the record is plain ... and poor. The conservationists and fishermen, including myself, who were active in the NW Energy Coalition in those early years trusted too much to good intentions, nice promises, friends in high places and a law whose deep salmon flaws we were insufficiently alive to.

The keel was laid badly. The Northwest Power Act has not done much good for salmon. If I had to single out

one reason among many as to why, it would be that the Columbia Basin tribes were not written in as fully equal partners with the states and federal government. I think that must be remedied in law, since if it were going to be remedied in practice the change would have occurred by now.

I am pleased that the NW Energy Coalition is a strong, informed advocate for restoring Columbia/Snake salmon - more so than in its early years. I am especially grateful to those NW Energy Coalition members who have not been turned against salmon by the general hash made of salmon recovery the last quarter century, with their dollars.



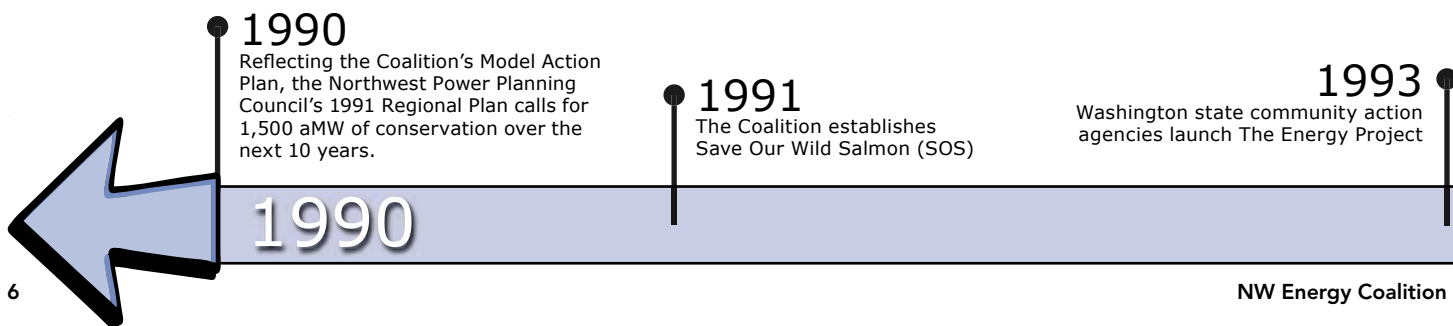
Pat Ford of Boise, a founding board member of NW Energy Coalition, is executive director of the Save Our Wild Salmon Coalition, which he helped found in 1992.

Pantheon nomination

I don't have a favorite NW Energy Coalition anecdote, and I'm not great at the genre of anecdote. I have a favorite Coalition person. I am on the Coalition's executive board, and a relatively faithful attender of its meetings, only because of Sara Patton.

I have known many excellent executive directors over the years. Of the dozens, three are in my e.d. pantheon. The criteria I use for pantheon status are: effectiveness in the real world; standing with the people who know his/her flaws best, usually his/her staff; durability and endurance; creativity; vision; practical management; and, above all, people I have learned the most from.

Sara is one of those three. She is wonderful at what she does, who she is, and what she teaches/imparts/offers. I am constantly grateful to her, as all Coalition people should be. (PF)



25 years and counting

Realizing the promise of clean and affordable energy

The NW Energy Coalition shoots into its second quarter century, propelled by some of its greatest victories and motivated by threats not only to our energy future, but to the survival of myriad terrestrial species, including our own.

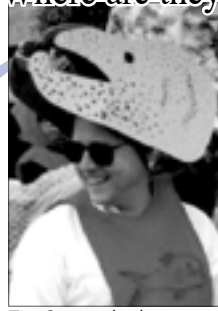
Our 25th year brought successful engagement in precedent-setting utility rate cases involving “decoupling” – a means of reducing impediments to energy efficiency investment by investor-owned utilities. We mobilized scores of organizations and hundreds of individuals to appear at public hearings and submit written and oral comments on Bonneville Power Administration’s dangerous “Regional Dialogue” scheme for dividing the output of the federal power system.

We participated in the publication and promotion of Revenue Stream, a compilation of scientific studies that has changed the dynamic of the regional salmon-restoration debate by graphically demonstrating that it’s cheaper to take out the four Lower Snake River dams AND thus restore endangered salmon than to leave them in.

Thanks in good measure to the coalition-building efforts of our Idaho energy advocate, Idaho drove prospective coal developer Sempra out of the state by enacting a 2-year moratorium on merchant coal plant development. Idaho activists followed that by convincing state leaders to opt out of the federal mercury trading system, effectively banning – at least for now – all conventional coal plant development in the state.

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Where are they now?



Tim Stearns had to wear a lot of hats as a Coalition staff member, as this 1999 photo attests.

Tim Stearns was a Coalition board member from 1980 to 1984 before serving as policy director for the next five years. He worked for Save Our Wild Salmon from 1991 to 98, first as policy director and then as executive director. He was regional director for the National Wildlife Federation from 1998 through 2001 and now is a senior energy policy specialist with the Washington state Department of Community Trade & Economic Development.

Where are they now?

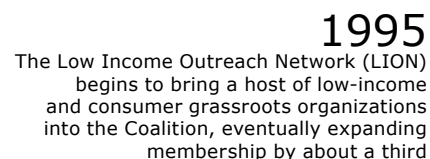
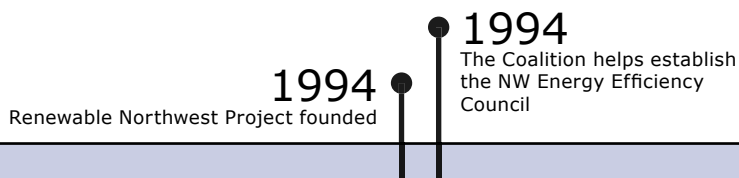


Richard Conlin today

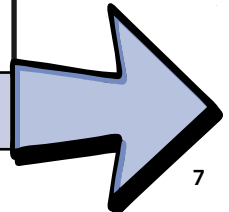
Current Seattle City Councilman **Richard Conlin** was the first editor of the Coalition’s newsletter, the Northwest Conservation Act Report. Conlin, who worked part time, and executive director Mark Reis were the only employees at that time.

In those early days, utility membership was out of the question, but friends at utilities could legitimately steer money to the Coalition through subscription fees. Foes subscribed to keep tabs on Coalition activities. The marketing plan was to charge businesses \$175 a year to subscribe, so both friends and foes could financially support what was then called the Northwest Conservation Act Coalition (NCAC).

“There were times,” Conlin said, “when only the newsletter revenues allowed us to keep paying the rent.”



1995



Where are they now?



Joe Kelly in 1995

Joe Kelly served as outreach coordinator from the summer of 1992 to the summer of 1996, including the period in which the Coalition moved its office to the Olympic Tower in downtown Seattle. He left to earn his Master's degree from the University of Washington and now teaches language arts in a Seattle high school.

"I was constantly impressed by the incredible eloquence of people who worked on the staff," Kelly said. "KC (Golden) combined terrific poise and the ability to frame difficult issues clearly. Marc Sullivan, Jim Lazar – all of them were gifted speakers, able to state their case persuasively. Ed Henderson was great. I have great memories of an amazing assemblage of people and personalities, the likes of which I don't think I will see again."



Sallie Schullinger in 1996

Sallie Schullinger-Krause was a Coalition executive board member from 1993 to 1995, then worked as a communications and outreach staff member from 1995 to 1997. After leaving the Coalition, she went to Alaska with Greenpeace to work on climate change issues in the Arctic. In 2000, she moved to Portland to teach yoga. She became global warming program director for the Oregon Environmental Council in 2006, and now serves as OEC's representative to the Coalition board.

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And, finally, voters in Washington state capped it all by approving Clean Energy Initiative 937, requiring the utilities that provide nine-tenths of the state's electricity to cover 15 percent of their load with new renewables by 2020 AND virtually double the pace of their energy efficiency achievements. Passage of the initiative in November has already given momentum to Oregon backers of a renewable energy standard bill that will go to state legislators in the current session.

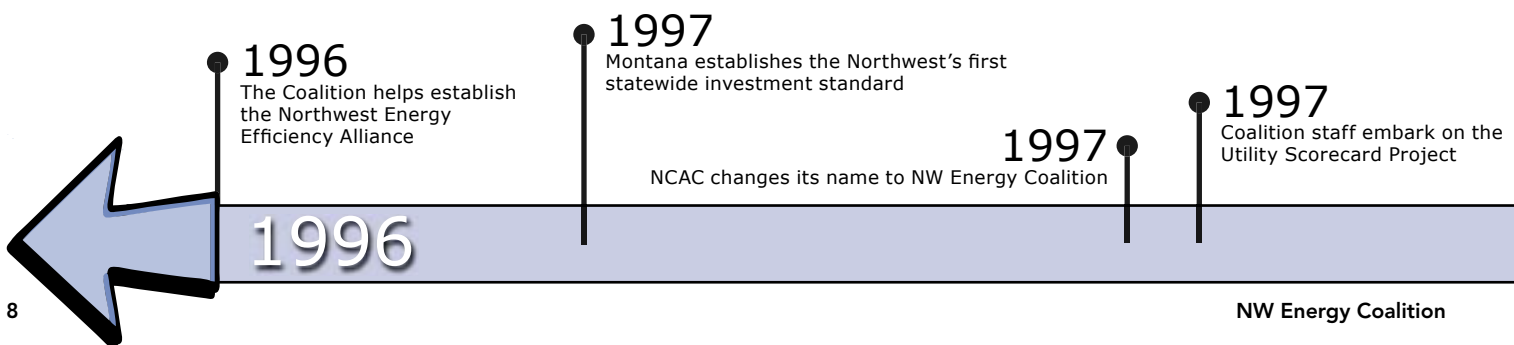
Not a bad list of accomplishments for a group that began with just two part-time staff members in February 1981.

Power Act created the need

Two months before, then-Pres. Jimmy Carter had signed into law the Pacific Northwest Electric Power Planning and Conservation Act. Mark Reis, who had been a staffer for Rep. Jim Weaver of Oregon during the three-year struggle to pass the bill, recognized that energy was not the prime focus for any of the groups – Sierra Club, Washington Environmental Council, Northern Plains Resource Council, Idaho Conservation League, Natural Resources Defense Council and others – that had played key roles in advancing the legislation.

Reis, now managing director of Seattle-Tacoma international airport, saw that a regional advocacy organization would be needed to keep BPA focused on the letter and intent of the new law.

Around 25 organizations, mostly environmental groups but also several unions including United Food and Commercial Workers, formed the Northwest Conservation Act Coalition.



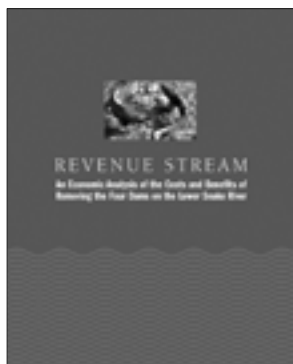
Current Seattle City Councilman Richard Conlin was the other employee, serving as editor of the Northwest Conservation Act *Report*. Sales of subscriptions to the *Report*, which survives today as the electronic publication *The Transformer*, helped keep the fledgling Coalition afloat.

Conlin was succeeded by Beckey Sukovaty, and she and Reis were joined by economist Jim Lazar as research director in 1983. By then, the Coalition's expert analyses of energy issues already were affecting regional energy policy. The Northwest Power Planning (now Northwest Power and Conservation) Council's 1983 regional power plan mirrored the Coalition's own Model Plan, adopted a year earlier.

By the end of the decade, the Coalition had convinced regulators in all four Northwest states – Montana, Idaho, Oregon, Washington – to require investor-owned utilities to do least-cost plans that prioritized cost-saving energy efficiency.

Victories and growth

The following years have brought impressive policy advances in energy efficiency, renewable energy and consumer/low-income protection, and intensified activity around the recovery of salmon and steelhead endangered by the federal hydrosystem. The Coalition has grown to encompass more than 100 organizations, including several publicly and investor-owned utilities.



A study by Save Our Wild Salmon, one of the groups the Coalition helped create.

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Where are they now?



LeeAnne Tryon in 1995

LeeAnne Beres – neé Tryon -- was the first Coalition outreach director, from 1995 to 2000. She spent the next five years working for salmon recovery as associate director of Save Our Wild Salmon (SOS). Beres is now on her third five-year plan as the executive director of Earth Ministry, which became an organizational member of the Coalition on Dec. 2.



Mark Glyde in 1995

Mark Glyde joined the Coalition in 1995 as a membership associate and served as communications director from 1998 to 2002. After leaving the Coalition, Mark pursued his interest in fish issues, first at Shared Strategy for Puget Sound – a group building a collaborative recovery plan for Puget Sound salmon – then with Long Live the Kings, a science-based hatchery reform project. He's now program director for public lands, oceans and land use at Resource Media.



Heather Rhoads-Weaver in 2001

Heather Rhoads-Weaver was a Coalition policy associate from 2000 to 2001, leaving to found and serve as executive director of Northwest Sustainable Energy for Economic Development (NWSEED). In 2005, she launched eFormative Options, a firm providing fund development, project management and public affairs consulting services for sustainable energy ventures. Her new group joined the NW Energy Coalition in November.

1999

FCEC pushes Senate Bill 1149 through the Oregon legislature

1999

Coalition creates the Regional Technical Forum

2000

The federal government officially recognizes dam breaching as an effective strategy for Columbia Basin salmon

2000

25 years and counting

Continued from Page 11

Along the way, the Coalition launched or helped to launch a number of now-independent groups, including the Save Our Wild Salmon Coalition, the Renewable Northwest Project, Northwest SEED and the Northwest Energy Efficiency Alliance.

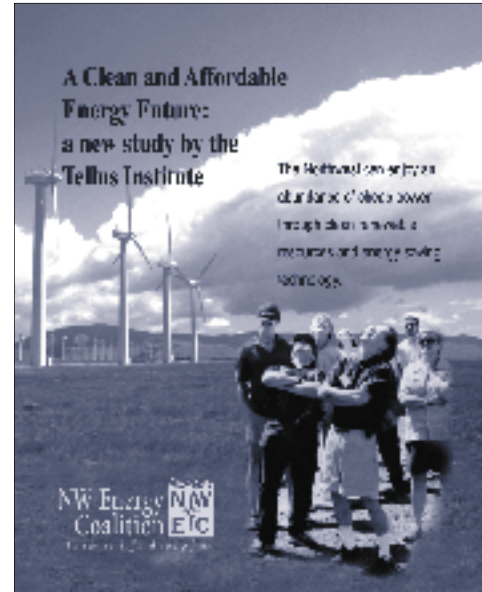
Our name changed to the NW Energy Coalition in 1997, reflecting a mission that had long transcended the historic Northwest Power and Conservation Act.

In the next five years, in addition to its ongoing policy and advocacy work, the Coalition commissioned or developed a series of documents that have set the stage for most of our current and future endeavors.

The 2002 Tellus Institute study, “Clean Energy Options for the Pacific Northwest,” showed that the region can easily meet all potential load growth and replace the power from the four fish-killing Lower Snake River dams with bill-reducing energy efficiency and competitive renewable electricity.

The Tellus study informed 2003’s staff-written “Citizens Energy Plan” (www.nwenergy.org/energymatters/cep), a dynamic document containing region wide and state-by-state prescriptions for clean energy policy change. The Plan guided our outreach and messaging on BPA’s Regional Dialogue and on the Power and Conservation Council’s draft 5th Northwest Power and Conservation Plan.

When the final 5th Plan came out in 2004, virtually duplicating Tellus’ energy efficiency numbers and calling for meeting almost all increased needs with efficiency and renewables, the Coalition and its allies had what they needed to achieve the stunning clean-energy victories of 2006.



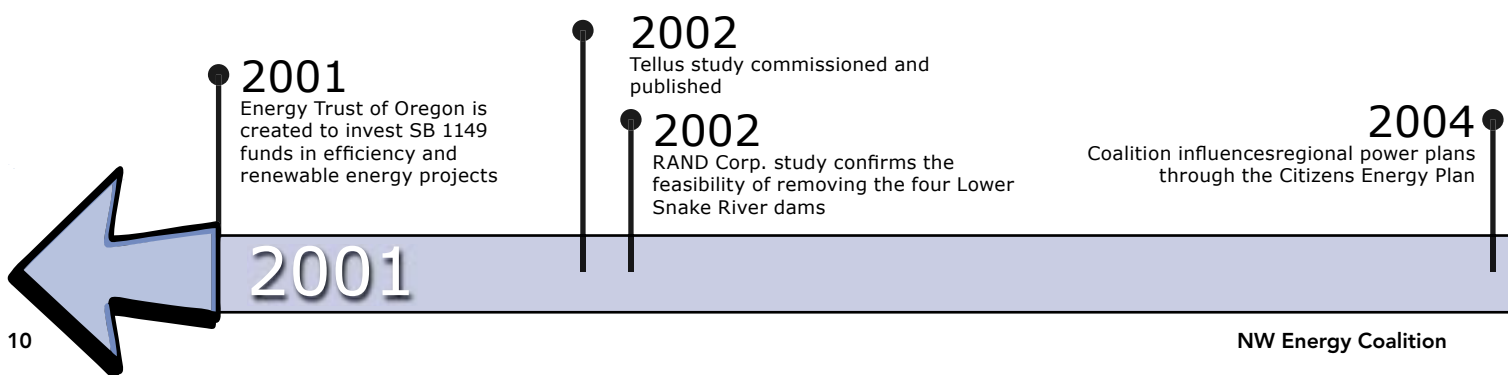
The 2002 Tellus Institute study that paved the way for the Coalition’s Citizens Energy Plan

We’ve only just begun

But while I-937 effectively means half of the Northwest’s load growth must be met with new clean energy, developers of dirty power are not giving up. New coal, coal-to-liquid fuel, coal gasification (and even nuclear!) proposals are cropping up across the region. Despite compelling evidence that carbon emissions are undermining hydropower capacity and that the Northwest has ample, affordable alternatives to fossil fuels, we can expect concerted efforts to undo all that we have gained.

It will be the duty of the NW Energy Coalition, throughout its second quarter century, to safeguard and build upon the gains of the last 25 years, to create a clean and affordable energy future and guarantee a livable world for our children and theirs.

(Marc Krasnowsky, with Thor Skov)



Coalition helped write the book on Northwest energy efficiency

By RALPH CAVANAGH

The NW Energy Coalition was founded in what for many readers will seem a very distant era. Way back then, oil and gasoline prices were soaring, there was war and turmoil in the Middle East, and the Northwest faced growing concerns about electricity cost and availability. On the off chance that some portion of this experience might still be relevant, I propose three principal lessons:



1. The fastest, cheapest and cleanest energy resource is efficiency improvements in all sectors of our economy.
2. The best energy solutions lie in balanced resource portfolios, selected through open competitive processes where all options are on the table and the winners and losers have a chance to emerge on the merits -- or, as one of our regional leaders from that earlier era liked to say, "buy only what you need and buy it as cheaply as possible."
3. We must remember as we make energy investment decisions that we are stewards of environmental quality for all the present and future inhabitants of the most magnificent place on the face of the earth.

During the Coalition's first quarter century, the Pacific Northwest region developed more than 3,000 average megawatts of cost-effective energy-efficiency resources, the equivalent of eight giant coal-fired power plants. And our Power and Conservation Council has documented a record of continuous improvement in resource quality and cost; this isn't a case of picking all the low-hanging fruit and then running out of opportunities. Indeed, every dollar spent today in the Northwest on energy savings is buying more than twice as much as investments a decade ago.

The world is full of energy theologians bearing better or new technologies that would transform our world if only they could get unconstrained access to public funds. But we

couldn't possibly afford to pursue everything, and a healthy skepticism is in order generally, given the historical record. The NW Energy Coalition has helped the region's policy makers write the book on how to evaluate competing resource choices and pick the best buys first. Whenever that is done fairly and competently, energy efficiency soars to the top of the priority list.

Ralph Cavanagh, a founding member of the NW Energy Coalition, is energy program co-director for the Natural Resources Defense Council.

A glass all empty

Everyone always likes to hear the orange juice story, which involves a memorable unplanned Coalition advocacy exercise in the hearing room of the Northwest Power Planning Council (now the Northwest Power and Conservation Council), featuring the spectacle of one Coalition member emptying a full glass of orange juice over the head of another Coalition member, after which both stormed out of the room, leaving the third Coalition member (me) to complete the presentation in front of a stunned panel of Council members and staff.

I do think that regular unannounced simulations of this event would make excellent training for new Coalition staff. They also should be required to respond in real time to being called to a podium to make unscheduled remarks in front of a large crowd in Montana immediately after being handed a live guinea pig by Jim Morton.

My favorite Coalition memory remains Willy O'Neal leading the membership and board in a rousing rendition of "This Land is Your Land," in the 10th anniversary celebration held -- for reasons well known to Coalition veterans -- in the immediate vicinity of Hood River, Ore. No one from the extended Coalition family is missed more than Willy, and no one would be better pleased at all it has accomplished in the first quarter century. (RC)

2004

The Energy Matters campaign is initiated and the Coalition changes its logo

2005

Coalition pressure and policy work help fashion NPCC's 5th Power Plan

2005

Coalition intervention in the Idaho Power rate case quintuples the utility's low-income weatherization funding

2005

Coalition and allies' efforts result in a ban on construction of new merchant coal plants in Idaho state

2006

Washington state voters approve Initiative 937 in November, establishing landmark clean-energy standards for both new renewables and energy efficiency

Present

Coalition provided ammunition to folks fighting for conservation

By JIM MORTON

The NW Energy Coalition's 25 years of commitment to the communities of the Northwest is certainly a time for celebration.

First, I must disclose my bias as one who believes that humans have an obligation to be stewards of the planet upon which we walk. Looking back always gives one a chance to embellish the victories and conveniently downplay the losses. However, the Coalition has for the most part been forthright about both, mainly because its membership has a long history of learning from both.

The genesis of the coalition was what many thought of as the madness to build nuclear power plants across four states in an attempt to support the economy of the Northwest. In Montana, plans were afoot to locate electricity-producing coal plants in rural communities, not only disrupting community life but destroying the land as well.

The mad rush to build coal and nuclear plants reached its peak at the close of the 1970s. A profusion of individuals and groups engaged the public in commonsense discussion about the need for and the consequences of coal- and nuclear-powered electricity generation. For some the essence of the Northwest was its economy, for others it was its people, land and ecological diversity. The discussion moved from the need for electricity to drive the regional economy to one of the impact of coal and nuclear power plants on human life and the environment to which we are all bound.

People from divergent backgrounds became involved in the preservation of the environment. There was no Internet to assist people in their quest for knowledge about the consequences of reliance on nuclear and coal-fired generation. Instead citizens spent time in libraries and bookstores researching and reading to gain the information necessary to combat the biased information disseminated by those who promoted only production of electricity and ignored the benefits of conservation. The Coalition provided a forum for discussion and dissemination of information about alternatives to merely increasing production. The discussion was intense, lively, and incredibly well-informed. Now armed with information, people used their passion for the preservation of their communities to stop the drive to make the Northwest and its people reliant on nuclear and fossil-fueled electricity.

Even those who resisted the message of conservation and respect for our environment knew the Coalition's membership was a formidable force. The strength of the Coalition was not and is not concentrated in only a few, but the many who bring their strength and commitment to each Coalition meeting. No wonder we are celebrating 25 years of service and advocacy.



Jim Morton, a founding member of NW Energy Coalition, is executive director of the Missoula, Mont.-based Human Resource Council, a non-profit corporation that assists limited-income households in Mineral, Missoula and Ravalli counties.

Making accommodations

The Coalition meetings were always filled with well-documented and well-researched discussion. So I routinely bragged to my board about the benefits of attending Coalition meetings.

I remember one meeting attended by one of my board members who was a conservative county commissioner. After checking into the Coalition's recommended hotel he came knocking on my door to ask about the escape plan in case of a fire. I naively said that most establishments had those plans displayed in the room and in the hallways.

He then asked me to walk to his room where he showed me the escape plan displayed next to the door into his room. It advised in case of fire take the lead pipe to the right of the door and break the lock on the door and proceed to the window where the fire escape was located.

My board member's concern was that the door to be broken down was the door to his room. It was the only meeting he attended. (JM)

Bringing our ample renewable energy opportunities to life

By RACHEL SHIMSHAK

Developing the region's generous endowment of renewable resources is a smart investment that will keep money and jobs in the Northwest, invest in our local communities, and help build a healthy future for our children. NW Energy Coalition knew this when it accelerated its renewable energy activities by supporting the establishment of the Renewable Northwest Project (RNP) in 1994.

RNP was a project of the Coalition for its first three years of existence, then was spun off to become a successful independent organization in 1997.

The Coalition, RNP and our allies have worked together to support the development of over 1,000 megawatts of renewable energy to serve customers in the Pacific Northwest. Projects currently under construction in the region will push that figure to more than 1,500 megawatts; that's enough clean, homegrown renewable energy to meet the electricity needs of about 375,000 Northwest homes.

Furthermore, individuals and businesses in the Northwest have been using their powerful choices to help drive the region's renewable energy development. We are proud to report in the recently released installment of our annual Powerful Choices Report (at www.rnp.org), that the number of utility customers voluntarily purchasing "green power" in the Northwest topped 100,000 for the first time ever in 2005! These individuals, businesses and government agencies purchased over 733.5 million kilowatt-hours of renewable energy in 2005 from one of the 39 Northwest utilities now offering green power programs, the equivalent of the entire annual output of a large 250-megawatt wind farm.

Together with its allies, the Coalition has promoted policies and programs in all four states that encourage a market for additional utility-scale and small-scale new renewables. Washingtonians furthered this momentum by passing Washington's clean energy initiative, I-937, this November. The initiative requires Washington's 17 largest utilities to develop enough clean renewable energy to meet 15 percent of its electricity load by 2020 while capturing all cost-effective energy efficiency. Now, a broad coalition of forward-looking

organizations is working hard to pass a strong renewable portfolio standard in Oregon's legislature in 2007.

These smart public policies will drive the development of a new clean, low-cost renewable energy infrastructure that we can be proud to pass on to our children.



Rachel Shimshak has been director of the Portland-based Renewable Northwest Project since its inception in 1994. During her tenure, RNP has supported the implementation of more than 1,400 megawatts of wind, geothermal and solar resources in the Northwest.

Coalition staff too noisy to bear

Soon after I came to the Renewable Northwest Project, I was invited to join the Coalition staff on what had become an annual trip down the Rogue River in Oregon. It was a beautiful trip with spectacular views, challenging rocks, and lots of splashing.

Several of the Coalition staff were experienced river guides, and they made sure we had a safety briefing before "putting in" on the river. As we would be dining and sleeping along the river's edge, the safety talk included tips on what to do when a bear enters your camp. The appropriate response is to make a lot of noise.

We were careful to secure all our food in locked containers at the end of each evening. Even so, a black bear did sniff us out in the middle of one night. I will never forget Jim DiPeso standing in his skivvies at the door of his tent, clanking a huge spoon against the lid of a pot, nor the sound of 20 Coalition staff, spouses and kids barking like dogs to scare the bear away.

It was just like a scene from the movie Best In Show: The little ones yipped like toy poodles; the older folks ranged from beagles to the low register of wolfhounds. Everyone was full of that nervous laughter, feeling frightened and entertained at the same time.

Happily, the bear left the camp. My son (4 years old) slept through the whole ordeal.

I learned that the Coalition can face fears straight on ... and create quite a cacophony when it wants! (RS)

Where are they now?



Bryan Flint at I-937 signature drop event

Bryan Flint, who just came off a victorious stint as communications director for Washington state's clean energy initiative, I-937, served as Coalition outreach associate from 2000 to 2002. He worked for Tahoma Audubon from 2002 to 2005, then took six months off to travel in Ireland. Following passage of I-937 this November, Flint returned to Tahoma Audubon as executive director.



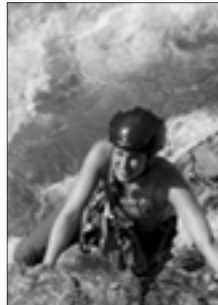
Bill LaBorde in 2004

Bill LaBorde joined the Coalition's policy staff in the spring of 2003 to work on CO2 issues, quickly becoming a senior policy associate and Washington state lobbyist. He was a campaign leader for Washington state's clean energy initiative, I-937, which passed in November. He was recently named executive director of the Washington Public Interest Research Group.



Rob Gala introducing the Energy Matters campaign in 2003

Rob Gala spent three years as Coalition outreach director, leaving in March 2004 to work for the Democratic Institute for International Affairs in Yerevan, Armenia, training and consulting NGOs on advocacy organization development and election monitoring. He now resides in Kyiv (Kiev), Ukraine, and is engaged to a Czech national.



Lisa Noble-Rennick is an avid rock climber

Lisa Noble-Rennick started as outreach associate in May 2002 and succeeded Rob Gala as outreach director in the summer of 2004. Known for her incredible organization, bright smile and sardonic wit, she left in late 2006 to study respiratory therapy.

Web page undergoes a facelift

Change is constant, and on the World Wide Web, change is required. With this in mind, Coalition staff have embarked on an exciting new project: a complete and total overhaul of the NW Energy Coalition's Web site.

The old site has served us well, both as a public face and as a repository for information. However, the venerable Coalition page hasn't seen a significant design update in almost five years, an eternity in the fast-paced world of the Internet. In the next few months, hopefully by early spring, we'll unveil a new Coalition Web site that will look better and be easier to maintain.

But this update isn't just about looks or convenience, Coalition staff have put much time and thought into making sure that the new Web site design creates a simpler and more user-friendly environment for members and others seeking information on the issues they find important. A cleaner look, an easier-to-navigate interface and a more advanced and precise search engine are just some of the new features we'll be adding while making sure to retain all the detailed information that you, our users, rely on.



One of the new designs under consideration for the Web site

We'll let you know how things develop and invite your comments.

(Jesse Stanley)

Cha cha cha changes

The NW Energy coalition begins its second quarter century with significant staff changes.

Outreach director Lisa Noble-Rennick is now attending college to become a respiratory technician. She was already attending school while expertly coordinating yet another flawless Coalition conference and board meeting, this one our Fall Board Meeting in Portland.

Cy Berryman, the outreach associate who spent all the past year as statewide organizer for the victorious Initiative 937 campaign in Washington, has returned to the Coalition as outreach director. He will be outreach liaison to the Oregon and Montana caucuses.

Outreach associate Thor Skov, who did most of the reporting for this edition of the Activist, has moved on to fulltime fatherhood. Our new outreach associate is Jesse Stanley, who is revamping our Web page and laid out this issue. He will serve as outreach liaison to the Washington and British Columbia caucuses.

Finally, senior policy associate Bill LaBorde's reward for his sterling efforts on the Initiative 937 campaign was to be named executive director of WashPIRG.

(Marc Krasnowsky)



Cy Berryman, incoming Outreach Director



Thor Skov, outgoing Outreach Associate



Jesse Stanley, incoming Outreach Associate

Individual* membership - join or renew here

- \$ 40 (basic)
- \$ 75
- \$ 125
- \$ 250
- \$ 500
- \$ 20 (fixed income)

Name _____

Address _____

City _____ ST _____ Zip _____

Email _____

Phone _____

* For organizational membership, contact Cy Berryman at cy@nwenergy.org

All memberships include a subscription to the Energy Activist and your state caucus email list.

Check here if you would prefer NOT to be added to this listserv.

Send check and form to: NW Energy Coalition, 219 1st Ave South, #100, Seattle, WA, 98104

NW Energy Coalition

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A World Institute for a Sustainable Humanity - Int.
Advocates for the West - ID
Alaska Housing Finance Corporation - AK
Alliance to Save Energy - D.C.
Alternative Energy Resources Organization - MT
American Rivers - WA
Audubon Washington - WA
BC Sustainable Energy Association - BC
Bonneville Environmental Foundation - OR
Central Area Motivation Program - WA
Citizens Utility Alliance - WA
Citizens Utility Board of Oregon - OR
Climate Solutions - WA
Climate Trust, The - OR
Community Action Directors of Oregon - OR
Community Action Partnership Association of Idaho - ID
David Suzuki Foundation - BC
Earth Ministry - WA
Earth and Spirit Council - OR
Ecological Design Center - OR
eFormative Options - WA
Emerald People's Utility District - OR
Energy Trust of Oregon - OR
Eugene Water and Electric Board - OR
Friends of the Earth - DC
Global Warming Action - WA
Golden Eagle Audubon Society - ID
Horizon Wind Energy - OR
Housing and Community Services Agency of Lane County - OR
Human Resources Council, District XI - MT
Idaho Conservation League - ID
Idaho Rivers United - ID
Idaho Rural Council - ID
Idaho Wildlife Federation - ID
Interfaith Network for Earth Concerns - OR
Kootenai Environmental Alliance - ID

League of Utilities and Social Service Agencies - OR
League of Women Voters, ID - ID
League of Women Voters, WA - WA
League of Women Voters of Oregon - OR
Metrocenter YMCA - WA
Missoula Urban Demonstration Project - MT
Montana Environmental Information Center - MT
Montana Public Interest Research Group - MT
Montana Renewable Energy Association - MT
Montana River Action - MT
Montana Trout Unlimited - MT
The Mountaineers - WA
National Center for Appropriate Technology - MT
Natural Resources Defense Council - CA
New Buildings Institute - WA
Northwest Energy Efficiency Council - WA
Northwest Resource Information Center - ID
Northwest Solar Center - WA
Northwest Sustainable Energy for Economic Development - WA
NW Natural - OR
Olympic Community Action Programs - WA
Opportunities Industrialization Center of Washington - WA
Opportunity Council - WA
Oregon Action - OR
Oregon Energy Coordinators Association - OR
Oregon Energy Partnership - OR
Oregon Environmental Council - OR
Oregon HEAT - OR
Oregon State Public Interest Research Group - OR
Pacific Energy Innovation Association - BC
Pacific NW Regional Council of Carpenters - WA
Pacific Rivers Council - OR
Portland Energy Conservation Inc. - OR
Portland General Electric - OR
PPM Energy - OR
Puget Sound Alliance for Retired Americans - WA
Renewable Northwest Project - OR

Salmon for All - OR
Save Our Wild Salmon Coalition - WA
Seattle Audubon Society - WA
Seattle City Light - WA
Sierra Club - WA
Sierra Club of British Columbia - BC
Snake River Alliance - ID
The Student Advocates for Valuing the Environment Foundation - MT
Solar Energy Association of Oregon - OR
Solar Washington - WA
South Central Community Action Partnership - ID
Southeast Idaho Community Action Agency - ID
Southern Alliance for Clean Energy - TN
Spokane Neighborhood Action Programs - WA
Tahoma Audubon Society - WA
Trout Unlimited - OR
Union Of Concerned Scientists - CA
United Steelworkers of America, District 11 - WA
Washington Citizen Action - WA
Washington Environmental Council - WA
Washington Public Interest Research Group - WA
Washington State Association of Community Action Agencies - The Energy Project - WA
Washington State University Energy Program - WA
Working for Equality And Economic Liberation - MT
World Steward - OR

Associate Members

Puget Sound Energy - WA
City of Ashland - OR

Supporting Members

Clackamas County Weatherization - OR
Housing Authority of Skagit County - WA
Multnomah County Weatherization - OR
Rocky Mountain Institute - CO
WA CTED - Housing Division - WA



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