

Alamo ASHRAE Monthly Meeting Announcement

Topic: **Overcoming Objections to Energy Efficiency Investments**

Date/ Time: **May 20, 2014 / 11:30 am to 1:00 pm**

Location: **Oak Hills Country Club**

Speaker: **Hank Jackson, P.E., ASHRAE Distinguished Lecturer**



Presentation Summary:

This workshop explores methods that can be used by engineers, contractors, and vendors to overcome the objections of business owners toward investments in energy efficient products and services. The session will emphasize financial considerations that go beyond the traditional “first cost” and “simple payback” method. Attendees will learn how to use return on investment, life cycle cost analysis, capitalization rate, and tax effects to help business owners appreciate the true long-term financial benefits of energy efficiency. In addition, the workshop will explore the underlying psychology of financial decision-making and the thought processes that give rise to common objections to investments.

About the speaker:

Hank Jackson, owner and principal of ETech Solutions, has provided technical training and consulting services in the energy efficiency marketplace since 1979. He holds a Bachelor of Aerospace Engineering (1974) and a Master of Science in Aerospace Engineering (1978), both from the Georgia Institute of Technology, Atlanta, Georgia. Originally registered in Georgia, Mr. Jackson currently practices in North Carolina.

Mr. Jackson served as director of the Georgia Industrial Energy Extension Service program at the Georgia Institute of Technology prior to entering a private consulting practice. During a five year hiatus from consulting (1999 – 2005), he was department chair of Mechanical Engineering Technology at Asheville-Buncombe Technical Community College in Asheville, North Carolina.

Mr. Jackson specializes in energy management consulting and custom design of energy-efficient mechanical systems for residential, commercial, and industrial buildings. He has provided training for numerous public electric and natural gas utilities, including Georgia Power, Midwest Gas, Pacific Gas and Electric, Southern California Edison, and Niagara Mohawk Power. He has also traveled abroad to Jamaica and Central America to conduct energy audits and to provide technical training, including a lecture series in Spanish.

Mr. Jackson is a member of ASHRAE and the Geothermal Heat Pump Consortium.

Please RSVP to Rezaur @ rezaur@esaengineers.net