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### Format and Delivery

Part 1--Goal: Set the stage and bring the audience into your world as you understand “now” to be. For example: Power was too cheap to meter after WWII so appliance standards were of no concern. Manufacturers-built in inefficiency because it was cheaper to do so. It brought their unit price down making them more competitive in the marketplace if they could cut corners that only effected power use!

Time: Your first section of your talk:

Example Supporting Picture: The year was 1910. A gallon of gas cost 7 cents and electricity was 15 to 20 cents a kilowatt-hour. The Year is 1951 and electricity was going to be too cheap to meter

Part 2—Goal: Now, bring them into what might be, what is possible? What are the opportunities, challenges?

Time: Your second section of your talk.

Example Supporting Picture: Diagram of the energy “pie” that lighting took in 1990 and what it will look like in 2020! Or the refrigerator story

Part 3—Goal: Talk with them about how they help achieve this brave new world. Invite them to be part of the solution. The world as we know it is changing. How do they stay on top of change rather than left behind.

Time: Your third and final section of you talk

Example Supporting Picture: Could be as simple as a headline “Carbon Tax Passed!”