On July 26th and 27th, Drs. Ervin and Claggett were in Annapolis where they were asked to testify before the Maryland Public Service Commission during its recent Planning Conference on Maryland’s Energy Future. The conference focused on electrical issues, but it is safe to say those in attendance came away with a sense of pending change in the way the state will address all energy concerns going forward.

As a prelude to the MD PSC conference, Governor O’Malley discussed his bold new “EmPower Maryland” initiative at the Maryland Energy Summit on July 25th. The centerpiece of his plan is to reduce energy consumption per capita by 15 percent by 2015. By any measure, this is an ambitious undertaking. However, the consensus is that the Governor’s plan is doable, if everyone makes a concerted effort, if there is sustained long-term persistence and, if all available methods, technologies and options are properly pursued.

To date, Maryland has lagged other states with respect to creative and innovative approaches to current and approaching energy problems. Evidently this is all about to change. The MD PSC, taking its cue from the governor, is now going to take steps and to make recommendations to play catch-up and to make Maryland a frontrunner in the national efforts to conserve energy, to produce energy with a lower level of environmental impact and to reduce our dependency on foreign energy sources.

Industry leaders and other knowledgeable professionals are convinced we will not be able to carry on without adverse consequences, if several state-wide energy issues are not addressed. Here are some of the given facts. Aging power plants (most of which are in or near metropolitan areas) must be retired. The electrical transmission grid in the Mid-Atlantic region is severely congested and, without significant long-term upgrades, will become even more so as the older and closer to the demand plants are retired. Apparently, there are newer, cleaner, more efficient and more cost effective generating plants west of Maryland, but the power they produce would have to be carried east via the now overly congested transmission system. All of this is exacerbated further by the anticipated future population growth in the eastern two-thirds of the state.

Conference participants discussed the various state opportunities. These were described as either long-term or within easy grasp (low hanging fruit). The long-term options included more traditional power plants being built in Maryland and the construction of several major (500 kV) transmission lines in addition to the much talked about BluewaterWind wind generation project slated for offshore Delaware. These projects require considerable capital expenditures, almost insurmountable public debate and objections and time consuming permitting at many local, state and national levels of government. As alternatives to these major projects, the “low hanging fruit” projects included exchanging florescent bulbs for incandescent bulbs, smart thermostats, air conditioning cycling and solar energy applications for commercial, industrial and residential customers. All of these proposals avoid the significant obstacles listed above for major projects and they are consistent with the Governor’s stated goal of 15 by 2015.

Students in Dr. Diriker’s MKTG 685 International Marketing class will be collaborating with their peers in five European business schools to develop a multinational marketing campaign for the Network of International Business Schools (NIBS). The campaign for the organization with 70+ member schools in five continents will be launched at the NIBS Annual Conference in May 2008. The conference will be held in Leuven, Belgium. The Perdue School is a Charter Member of NIBS.
Birth & Wedding Announcements

It’s a girl! Jamie and Star Kriger are proud to announce the arrival of Mahala Katherine who was born August 30th at 3:41 am. Mahala weighed 6 lbs. 9 oz. and was 20 in. long at birth. Mother, father, and baby are all doing fine!

Lauren Silverman and Brian Hill were married on August 11th, 2007. They enjoyed a small extended family wedding in Salisbury and are very excited about their future together. Lauren has begun a full-time position teaching English at Wor-Wic Community College.

Freshman Open House

On August 23rd, the Perdue School of Business held the Freshmen Academic Open House. This event is intended to be a motivational yet informative event. The event was well with about 200 students present. After the presentation students met with the department chairs to learn about their perspective departments.

In The Spotlight ...


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