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## Sustainability is the focus as Fox kicks off GreenSummit

September 9, 2008



"We have to work toward a cleaner, smarter, better, more efficient energy future."

The words of **Ed Fox** (pictured left) resonated through Phoenix Convention Center Friday as he kicked off the 2008 GreenSummit Expo and Conference. In his keynote address, Fox, Vice President & Chief Sustainability Officer, set the tone for the largest event in the Southwest devoted to the issue of sustainability.

"Our transition to the future is about all of us working together," Fox said.

He offered the crowd a sweeping vision of the march toward a sustainable future that incorporated population trends, climate change, water availability and energy sources.

"It's all interconnected," he said. "Whatever we do affects everyone."

Fox noted that APS continually is increasing its use of renewable sources of energy. Today, renewables represent about 1-2 percent of APS power sources. That number is expected to rise to 15 or more percent by 2025. Renewable sources currently include wind, landfill gas, solar, geothermal and biomass.

Fox also focused on the extensive APS portfolio of environmentally friendly programs, including:

- [The nation's largest time-of-use program](#),
- [Discounts for energy-efficient lighting](#),
- [Rebates on high-efficiency air conditioning systems](#),
- [Rebates on solar and other renewable energy systems](#),
- [Green Choice rates](#),
- [Energy Star homes](#), and
- [Smart meters](#).

In addition, he highlighted APS innovations such as the use of [CO<sub>2</sub> emissions to grow algae as a source of biodiesel and ethanol fuel](#); and the [Solana Generating Station](#) solar thermal plant, which will provide enough energy for 70,000 homes when it goes online in 2011.

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GreenSummit, APS reinforced its commitment to sustainability. The expo and conference attracted an estimated 100 companies and 10,000 consumers from across the region. Following Fox's address, summit participants attended an expansive roster of presentations in the Advancing Sustainability Conference.



*Rex Stepp (left, blue shirt) at the APS booth with Charlene Saltz, Account Manager, Ecos Consulting, and Gil Covarrubias, Field Manager.*

The presentations covered diverse topics such as Determining Your Building's Carbon Footprint, Energy Efficient Lighting Solutions for Businesses, Water Harvesting in the Southwest and The Human Face of Green. Throughout the day other speakers referenced Fox's speech as setting the tone for the Summit.

In the convention center's exhibit hall, the Green Innovations Expo introduced consumers to exhibits by a wide range of companies dedicated to creating more environmentally sustainable buildings and lifestyles.

A booth sponsored by APS (*right*) provided information on the company's various sustainability incentive programs. APS employees handed out compact fluorescent light bulbs (CFLs) and answered questions about Green Choice programs for homes and businesses.

"There's a lot of interest in green programs and renewable energy like solar," said **Rex Stepp**, Account Executive, Customer Information & Programs, who fielded a variety of customer questions as he manned the APS booth. "I think people are looking for ways they can make a difference both personally and for the environment."



GreenSummit visitors also got a first look at the new APS hybrid line truck (*left*). This is the first commercially available "second generation" hybrid, which can recharge its batteries while driving or while off-duty and plugged into the power grid.

The truck is expected to be able to power its aerial device for up to eight hours of engine-off operation as well as provide air conditioning for the cab and auxiliary power for tools. It has been shown to decrease fuel

consumption by up to 50 percent, primarily due to reduced idling time while the truck is working.

As a melting pot of ideas, innovations and products for businesses and individuals committed to a green lifestyle, the GreenSummit offered APS an opportunity to solidify its status as an Arizona corporate leader in the sustainability movement.

The event began last year as a student project by ASU undergraduate Chris Samila. In just its second year, the GreenSummit has grown into the largest event focused on sustainability in the state.

"The unwavering support and guidance of APS allowed the GreenSummit to expand from an undergraduate student project into a nationally attended conference and expo," said Samila. "We could not be prouder to have APS as our partner in helping our region transform into an example of a truly sustainable desert community."

Supporting an event that attracted businesses and consumers from across the region to discover sustainability seemed like a perfect fit for APS.

"At APS, we truly believe – and this is not just a tagline – that a better tomorrow starts today," Fox said. "And we're proud to be a part of the GreenSummit to help this happen."

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