

**Press Release**

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**Association of Energy Services Professionals Takes Introduction to the Principles of Demand-Side Management Training on the Road**

Phoenix—The Association of Energy Services Professionals ([www.aesp.org](http://www.aesp.org)) is pleased to announce that it is taking its most popular training series, the Introduction to the Principles of Demand-Side Management (DSM) across the United States.

Against the backdrop of rising energy costs, environmental hot buttons, less reliable energy supplies, and the need to meet increasing demand for energy, demand-side management (DSM) has re-emerged as a key strategy in utilities' long-range planning processes. AESP's 2.5 day version of its Introduction to the Principles of DSM provides an overview of the key components of DSM program planning, economics, implementation and evaluation. The course is taught in an open and engaging format and includes comprehensive case studies and team exercises .

"AESP's Introduction to the Principles of DSM training is an excellent resource for companies who need to quickly and efficiently create effective DSM programs. We are excited to now offer the course in so many different areas of the country," says Suzanne Jones, Vice President of Member Services for AESP

Introduction to the Principles of DSM is ideal for those involved in DSM/energy efficiency policy, program design/plan preparation, regulatory support, program implementation, marketing, technology program tracking and evaluation. AESP trainers are very knowledgeable and bring more than 50 years of combined DSM experience, and a thorough understanding of key industry issues, to the course. Attendees give high marks on course evaluations and most agree the information provided helped tremendously when developing their own DSM programs.

Upcoming dates and locations for Introduction to the Principles of DSM include:

- May 12-14, 2009 in Seattle, WA
- June 2-4, 2009 in Atlanta, GA
- June 16-18, 2009 in Minneapolis, MN
- September 15-17, 2009 in Albany, NY

For more information about the upcoming trainings, visit [www.aesp.org](http://www.aesp.org) or contact Suzanne Jones at [suzanne@aesp.org](mailto:suzanne@aesp.org) or (480) 704-5900.

**The Association of Energy Services Professionals (AESP)** is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.