

Third College Energy Conference

March 21, 1977

"To meet 'unchecked' growth in American energy demands, it is estimated that over \$1 trillion would have to be spent in the next decade to construct more than 250 nuclear and fossil fuel power plants." -- Joseph Watson Provost, Third College

In 1973 President Richard Nixon launched Project Independence in response to the Arab oil embargo. So far the results have been disappointing.

The growth in American energy demands has meant increased U.S. dependence on foreign oil together with the continual expanding of our own energy production.

There is, however, an alternative, according to Dr. Joseph Watson, provost of The Third College at the University of California, San Diego.

"That alternative," Watson said, "is energy conservation: the increased efficient use of energy. Many believe conservation would not only solve the energy crisis more cheaply but would also protect the environment and public health, increase employment and foster economic development in both rich and poor countries."

To help heighten public awareness of this alternative, Third College has chosen "Energy Conservation: Its Imperatives, Potentials and Local Relevance" as the theme for its fourth annual energy conference. The five-hour conference is scheduled to begin at 10 a.m. Saturday, April 2, in the Mandeville Auditorium at UC San Diego.

It is free and open to the public but tickets are required. They may be obtained by sending a self-addressed, stamped envelope to the Third College Provost's Office, Q-015, UC San Diego, La Jolla, California 92093.

Through the conference, Third College will present an in-depth analysis of the case for energy conservation. According to Watson, the conference is a continuation of the college's belief that the chances for implementation of widely beneficial energy policies are greatest if the public is well informed about energy options and their potential ramifications.

Third's first energy conference in 1974 focused on renewable, non-polluting sources of energy. In 1975, the conference provided an overview on solar energy options and last year a debate on Proposition 15, the California Nuclear Initiative.

This year's conference will feature five participants who work in the energy field and who will talk on the question of energy conservation.

Watson will serve as moderator for the conference. The first speaker, scheduled for 10 a.m., is Dr. Kenneth E. F. Watt, principal investigator of the Interdisciplinary Systems Group in the Department of Zoology at UC Davis, who will talk on "The Surprising Side-Effects of Energy Conservation." Watt's work has been funded by the Ford Foundation, the National Science Foundation and the U.S. House of Representatives Subcommittee on Energy and Power. It has involved statistical analysis of historical data in order to discover the fundamental driving forces operating on modern society.

The second speaker, scheduled for 11 a.m., is Dr. Allan J. Lichtenberg, chairman of the Energy and Resources Committee at UC Berkeley, who will talk on "Efficient Energy Use and Well-Being." Lichtenberg directs an examination of the general problems associated with energy production and utilization, energy projections and energy conservation.

Dr. Arthur H. Rosenfeld, leader of the Program on Efficient Use of Energy at the Lawrence Berkeley Laboratory, will talk on "Toward an Energy-Efficient California: Potential and Prospects" at 12:15 p.m. Rosenfeld is the author of some 160 papers and review articles on particle physics, uses of computers, data processing, arms control, physics manpower and energy utilization and is the co-editor of "Efficient Use of Energy in Buildings" scheduled for publication this year.

Ronald E. Quist, former energy policy analyst in the Office of Policy Planning in Seattle, Washington, will talk on "Public Involvement in Energy Planning: Seattle's Experience" at 12:55 p.m. In his work Quist focused on generation and non-generation alternatives for the municipally owned electric utility, Seattle City Light. He is the primary author of conservation policies and strategies currently being implemented by Seattle.

The final speaker will be Richard J. English, manager of Marketing programs for San Diego Gas and Electric Company, who will talk on "SDG&E's Conservation Plan: A Marketing Approach" at 1:35 p.m. English is responsible for planning, implementation and control of commercial and residential marketing programs including the direct marketing of conservation products for the San Diego utility company.

A question and answer period will follow the final speaker.

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