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**Geltz Communications Principal to Present Paper at
Energy Efficiency Summer Study**

PASADENA, CA, January 9, 2006: Christine Geltz, principal of Pasadena-based Geltz Communications, has been invited to present a paper at the 2006 American Council for an Energy Efficient Economy (ACEEE) Summer Study on Energy Efficiency in Buildings. The 13th biennial conference will take place at the Asilomar Conference Center in Pacific Grove, California, from August 13-18, 2006.

Presentations and discussions for this summer's conference will relate to the theme, "Less is More: En Route to Zero Energy Buildings." Geltz's presentation, "Winning Hearts and Minds (and Air Conditioners) – Marketing Demand Response to the Reluctant," will examine successful strategies for marketing utility demand response programs to commercial and residential customers.

The ACEEE is a nonprofit organization dedicated to advancing energy efficiency as a means of promoting both economic prosperity and environmental protection.

Founded in 1990, Geltz Communications is a marketing communications firm specializing in the energy and water efficiency and conservation industry for investor-owned utilities, municipal utilities and non-utility programs.

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