

Energy Conservation Week Feb. 5-12, 1978
National Seminars Feb. 8-9, 1978
Energy Exposition Feb. 10-11-12, 1978

OFFICIAL SEMINAR SCHEDULE



**Kansas City Energy Exposition
and Energy Conservation Week**

Exhibition Hall of Municipal Auditorium, Kansas City, Missouri



LOF

HARRIS

Missouri
J.W. Abbott, Director of Energy Programs — State of Missouri
 Department of Energy
James R. Newman
 Kansas City (Mo. and Ks.) officials will be available for questions concerning their respective cities



NEWMAN

ABBOTT

5:15 pm
 ADJOURN
 6:00 pm
 RECEPTION, GRAND BALLROOM

Kansas Offers Solar Incentive

To encourage solar energy installations, the State of Kansas offers a state income tax credit of 25% of the total solar investment up to a maximum credit of \$1,000 on residential solar applications and a maximum credit of \$3,000 on commercial solar applications. A solar application can be for space heating, domestic hot water heating or both.

If a new structure or new addition to an existing structure is designed by approved solar engineering methods and is built with solar collectors having documented test data to certify their performance and if that solar system is designed to provide 70% of the total annual space heating requirement by solar energy, the state will refund that property owner 35% of his structure's property tax for five consecutive years.

Luncheon M.C.



Kansas City media personality Rita Channon, WDAF-TV, will preside as master of ceremonies during the Energy Conservation Week Recognition Luncheon, Wednesday, February 8.

The luncheon will be one of the features of the Energy Conservation Week Seminars. Attending the event will be seminar participants, federal, state and local governmental officials, many exhibitors at the Energy Exposition, educators, representatives of business and industry and many persons from across the nation who will be attending both the seminars and the expo, February 10, 11 and 12.

Channon recently became the first woman in Kansas City to co-anchor a 10 PM newscast, an event accompanied by the show's substantial rating increase.

After joining WDAF-TV two and a half years ago, Channon has been active in the Kansas City area, hosting and guest speaking at a variety of special events and seminars. Her weekday interview show, "Midday" led her to her current position on the "Action News" anchor team.

Rita and her husband, who is an instructor at the Command and Staff College, Fort Leavenworth, Kan., have two children, ages 12 and 8.

Technical Seminar, Too

The interest in the Energy Conservation Week Seminars was so enthusiastic and the acceptance from invited speakers was so outstanding that the seminars have been extended into a second day, Thursday, February 9.

However, the program will be more technical on Thursday, enabling many of the technologists on Wednesday's agenda to exchange their expertise with other experts.

There also will be several additional subjects on the Thursday half-day program, including hydrogen power, the use of passive solar systems, co-firing of coal and wood, techniques in solar engineering and infra-red scanning for heat loss.

As in the case of Wednesday's seminar, admission is free but seating is limited to about 450 persons. Tickets may be obtained from the Energy Exposition Office, 3009 Main, Kansas City, Mo. 64108 or call 561-1069.



SHER, JONES AND LITMAN
 ADVERTISING, INC.

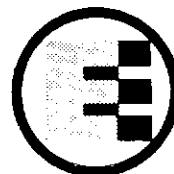
AND



MAGAZINE

Salute Kansas City Energy Conservation Week And The Kansas City Energy Exposition

The Energy Conservation Week activities, including the National Seminars and the Energy Exposition, have been coordinated throughout by Sher, Jones and Litman Advertising. Kansas City Magazine presents the Official Energy Conservation Week Seminar Schedule in a special section of this issue and will host the pre-seminar coffee Wednesday, Feb. 8.



EASY INSTALLATION ON NEW OR EXISTING STRUCTURES

Genzia Solar Applications, Inc.

CALL NOW FOR FREE ESTIMATE **229-5582**

**NOW IS
THE TIME
TO BEGIN**

Energy Conservation Technical Seminar Sponsored by the Kansas City Energy Exposition

Thursday, Feb 9, 1978
Hotel Radisson Muehlebach

FORMAT: Special exhibits, products and slide/film presentations will be included in a half-day technical seminar that will enable experts to exchange information and data with other experts in their respective fields relative to energy conservation and/or alternative fuel sources that produce energy. In addition to Wednesday's topics, Thursday's program will include:

Hydrogen Powered Vehicles
... *Infra Red Scanning* ... *Solar Powered Electric Vehicles* ...
Techniques in Solar Engineering
... *Wind Generated Electricity*
... *Solar Research* ... *Co-Firing of Coal and Wood.*

Because of the informal structure of the technical seminars, the participants and their order of appearance will be officially announced during the Wednesday seminar.

8:30 am

COFFEE ASSEMBLY

Grand Ballroom (Sponsored by

National Energy Management Systems, Inc.)

9:00 am

CALL TO ORDER AND WELCOME

9:05 am

INTRODUCTION OF SPECIAL GUESTS

9:10 am

INTRODUCTION OF PARTICIPATING REPRESENTATIVES OF BUSINESS AND/OR INDUSTRY, RESEARCH INSTITUTES, EDUCATIONAL INSTITUTIONS AND GOVERNMENTAL AGENCIES

9:15 am

EACH PARTICIPANT WILL BE ALLOWED UP TO 20 MINUTES

12:00

OPEN FOR QUESTIONS

12:30 pm

ADJOURN

1:00 pm

EXHIBITS MOVE TO EXHIBITION HALL, MUNICIPAL AUDITORIUM

Public and Private Forces Combine for K.C. Energy Exposition

"Team effort" is an old cliché in sports, but it's the story in a nutshell when it comes to Kansas City's Energy Conservation Week and the Energy Exposition.

While more than 20 states are involved in the Expo and the outstanding seminars, the roster was still growing at press time as federal, state and local governments, many of their respective agencies, professional organizations, representatives of organized labor, educational institutions and research firms actively became involved with the Energy Conservation Week activities.

The list of participants, all actively involved in some form of energy conservation or alternate energy education effort includes:

Governmental

U.S. Department of Energy, Washington, D.C.

Regional Office, U.S. Department of Energy, Kansas City, Mo.

U.S. Department of Transportation, Washington, D.C.

Regional Office, National Highway Traffic Safety Administration, Kansas City, Missouri.

U.S. Department of Housing and Urban Development, Washington, D.C.

Federal Aviation Administration, Kansas City, Missouri.

Regional Office of the Community Services Administration, Kansas City, Missouri.

U.S. Army Corps of Engineers, Kansas City, Mo.

Federal Highway Administration, Kansas City, Mo.

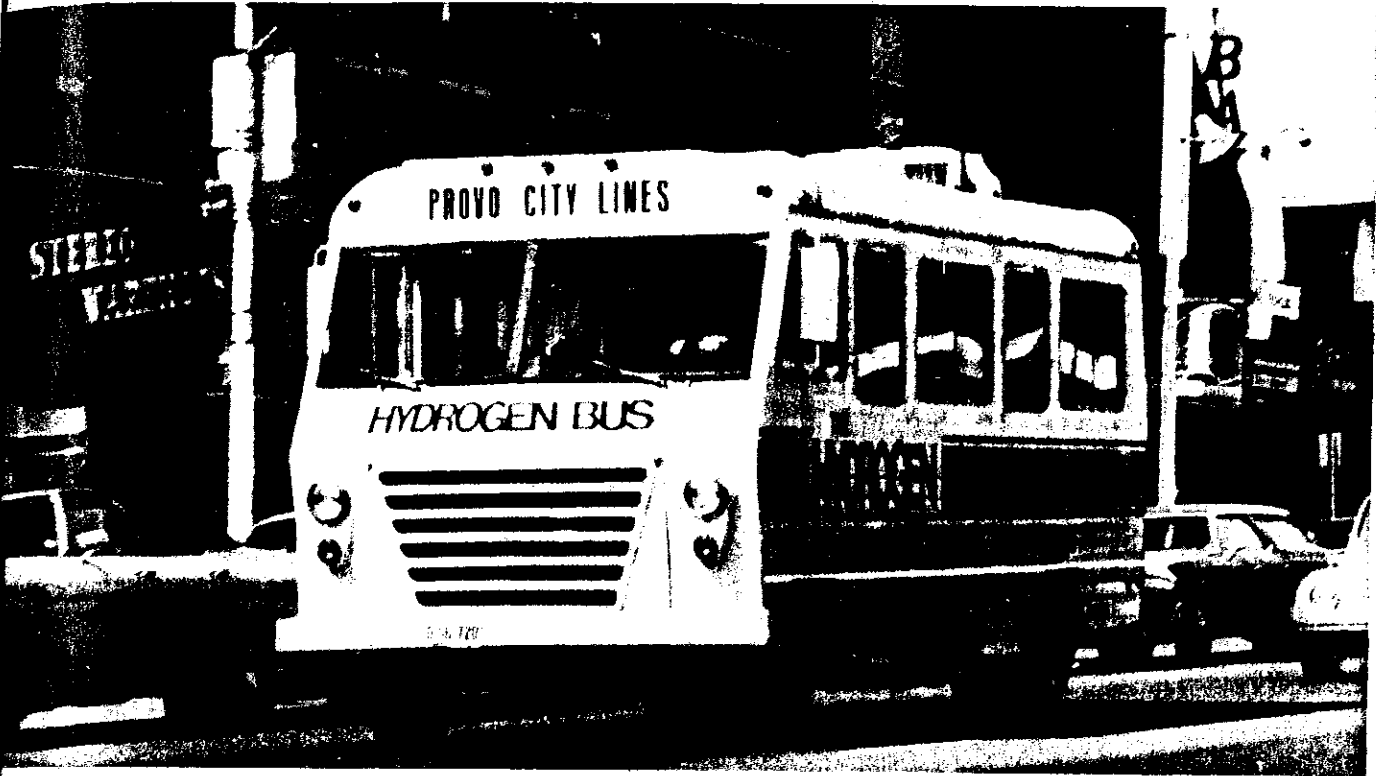
Mid-America Regional Council, Kansas City, Missouri.

continued on page 49

The wo
mass tr

A re
resem'
futura:
sun ar
lings?
Wil
electri
travel
the fu
All
aspec
not o:
Kansc
Semir
Radis
is for
that :
tions
So
most
ergy
est cr
Cons
repre
leadi
and'

Alternatives To Dwindling Energy Supplies Ahead



The world's first hydrogen-powered bus, a product of the Billings Energy Corporation, provides a much needed alternative to existing transit systems. The bus is currently in use experimentally in Provo, Utah.

Are we headed toward an all electric society? Will our lifestyles resemble that of some kind of futuristic cavepeople, devoted to the hunt and living in underground dwellings?

Will we travel in hydrogen and electric-powered vehicles, or will we travel at all? Perhaps the travel of the future will be a "mind trip."

Although these more ethereal aspects of the energy question are not officially on the agenda of The Kansas City Energy Exposition Seminars, to be held at the Hotel Madison Muehlebach, Feb 8 & 9, one is forced to ponder the implications of some of the planned presentations suggest.

Solar energy, perhaps America's most well established alternate energy source, and one of the broadest categories covered in the Energy Conservation Week seminars, is represented by two of America's leading researchers in solar "liquid" and "air" systems, Dr. Erich Farber,

and Dr. George Lof, respectively.

Farber, director of the Solar Energy Laboratory at The University of Florida in Gainesville, and consultant on solar cooperative programs between the U.S. and other nations, will speak on solar "liquid systems" (systems which use water as the medium which is heated for storage or direct use, as opposed to "air" systems which store the heat in pebble beds or other solid materials.)

His credits and honors include the Worcester Reed Warner "Outstanding Contributions to the Permanent Literature of Engineering" award, inclusion in *Who's Who in the World*, and *Who's Who in Science*, the establishment of the Solar Energy Laboratory at the University of Florida, as well as pioneering work in the fields of heat transfer and energy conversion, and co-authorship of six books on those subjects. Some of his work, namely a method of heat transfer surface

treatment, is now referred to in literature as "Farberization."

Farber's presentation will be followed by the leading proponent of solar "air" systems, Dr. Lof of Colorado State University's Department of Solar Energy Programs. Lof has specialized in the development of solar energy applications for more than 30 years and is also acting as technical director and chairman of the board of the Solaron Corporation of Denver, Colorado, manufacturers of solar "air" systems in the U.S.

He, also, is the author of more than 100 technical papers and books, principally on solar energy, and the recipient of awards and prizes from throughout the nation. Among them, The Lyndon Baines Johnson Foundation award for contributions to the betterment of mankind.

Competition for government funding and favor between the two systems has been keen with the liquid systems receiving the largest share of demonstration money in the

continued on page 48

continued from page 46

Area Transportation Authority, Kansas City, Missouri.
Kansas Department of Energy.
City of Kansas City, Missouri.
City of Kansas City, Kansas.
Northwest College and University Association for Science (NORCUS), Richland, Wash. Directs exhibits from West Coast for U.S. Department of Energy.

Educational

Missouri Extension Division; University of Missouri-Columbia; University of Missouri-Rolla

University of Kansas
Kansas State University
Wichita State University
University of Nebraska
Georgia Institute of Technology

The seminar speakers from the University of Florida and Colorado State University are two of the most noted solar research and energy technologists in the world.

Professional/Other

Midwest Research Institute
American Institute of Architects
American Society of Heating, Refrigerating and Air Conditioning Engineers, Inc.

Sheet Metal and Air Conditioning Contractors National Association
Sheet Metal Works International Association Local No. 2

Master Insulators Association
National Training Fund of the Sheet Metal Industry

SOLAR AIRE HEATING SYSTEM THE SYSTEM YOU JUST CAN'T BEAT

THE COLLECTOR WALL



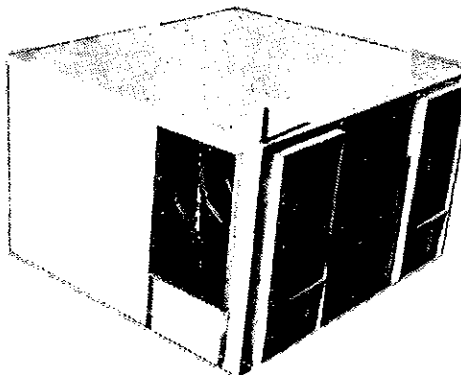
The solar collector wall looks like a series of attractive windows. This is a south vertical wall installation which solves snow load, excessive summer heat load, and impractical roof penetrations found in solar systems using roof mounted collectors. 2 standard sizes and 2 exterior finishes available.

HEAT STORAGE UNIT



The patented heat storage unit stores almost five times the heat of an equivalent volume of water and twenty-five times the heat of an equivalent volume of rock. The heat storage trays within the unit should never need replacement.

SOLAR AIRE CONTROL UNIT



The Solar Aire control unit is the first computerized actuating control system allowing instant read out of collector temperature, storage temperature, outside temperature, and inside temperature on command. Easy to install and essentially maintenance free except for filter replacement.

Solar Aire
See Us At Booth 162



solar services, inc.

1046 N. Waco / Wichita, Kansas 67203
(316) 265-0701

FREE PERSONAL CHECKING

- No Service Charges
- No Minimum Balance
- No Monthly Fee

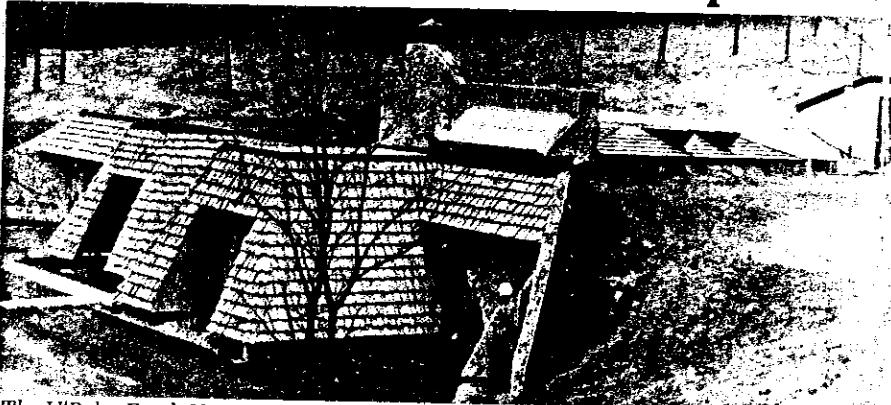
Write as many checks as you want to. Only requirements are that you pay a nominal charge for the printed checks of your choice and maintain sufficient funds in your account to cover the checks you write.

Southgate
MEMBER F.D.I.C.

BANK and TRUST COMPANY

7600 State Line
Prairie Village, Kansas 66208
DRIVE-IN BANK...75th & State Line
Equal Opportunity Employer M/F

Earth Home Offers New Concept in Home Building



The U'Bahn Earth Homes will be presented during the Kansas City Energy Exposition, Feb. 10, 11 and 12 at Municipal Auditorium's Exhibition Hall. U'Bahn (German for underground home) became available to consumers only last fall and feature the utmost in energy conservation, winter or summer.

12 ways to be a WASTE-WATCHER

1. Six inches of attic insulation could save up to 20 percent.
2. Storm windows and doors add savings of up to 15 percent.
3. Close shades and drapes for added insulation.
4. Caulk windows and door frames.
5. Weather-strip windows and doors to seal in heat and seal out drafts.
6. Have furnace checked and adjusted. Keep filters clean.
7. Keep fireplace damper closed when not in use.
8. Close off and don't heat unused rooms.
9. Make sure attic is closed off from living spaces.
10. Insulate heating ducts exposed in unheated spaces.
11. Insulate hot water pipes in cold areas.
12. Turn thermostat down at night or when away

Use energy wisely. Eliminate needless waste of natural resources. Become a waste-watcher and help make the nation's energy supplies last longer. You'll pay for less energy, too.

**clean energy
for today...
and tomorrow**



"Junior, why don't you go out and mow the roof?"

Sound funny? Maybe so, but it's more fact than fiction these days with the emergence on the consumer market of U'Bahn Earth Homes.

U'Bahn will be one of the featured exhibits at the Kansas City Energy Exposition, February 10, 11 and 12 at the Exhibition Hall of Municipal Auditorium. The Expo winds up a week of education and awareness about energy conservation and alternate energy sources, officially designated as Energy Conservation Week by Mayor Charles B. Wheeler, Jr.

After five years of extensive research with in-ground prototypes, U'Bahn became available to consumers just last September. The firm is based in Granite City, Ill.

The underground home is one of the most efficient concepts of building today as far as energy conservation goes. The Earth Homes are designed to appeal to those families and individuals who are seeking comfort, livability and individuality, set in a quiet, clean surrounding that cannot be found in most of today's conventional housing.

As an example, U'Bahn construction is able to conserve energy in the winter by only having to heat itself from the 55°F average soil temperature to the normal comfort zone temperature of 72°F. In the summer, the U'Bahn Home maintains a cool comfortable temperature, without using an air conditioning system which again saves precious energy and money.

There are many other advantages to building and living in an U'Bahn; for instance, its exterior is maintenance free except for the painting of the garage and entry doors. Everything else that is not covered with earth is either concrete, aggregate, cedar or aluminum which requires no maintenance. The U'Bahn is also termite, lightning, tornado proof and fireproof.

The basic construction material is concrete for the floors and walls. The ceiling is built with prestressed concrete flexicore panels, which allow maximum roof strength without undue ceiling weight. The water proofing is done with a multi-layered tar, felt, and plastic lining around the entire house.

The cost of this type of home with such features as push button water control, intercom, fireplace in living room and bedroom, and a kitchen area that includes a microwave

continued on page 52

Whi

And
Insta
Sho

1232

AIR

What we do with it does make a difference—

And we're doing something about it right now. As part of the renovation of Kansas City, we are installing air conditioning in the Apparel Mart and have just completed the Metro North Shopping Center.

Your Interior Weatherman

BILL FAGAN, INC.

Specialists in commercial and industrial heating and air conditioning

1232 Southwest Blvd. Kansas City, Kansas
Tel.: 831-4444

Carrier

THE SHEET METAL AND AIR CONDITIONING CONTRACTORS NATIONAL ASSOCIATION, INC.

Welcomes
Energy Conservation Week Participants
to Kansas City and
Congratulates All Those Sharing In
Energy Conservation Week
and the
Kansas City Energy Exposition

We are proud to be a part of this outstanding national event



the energy people

EARTH HOME

continued from page 50

oven, ceramic top stove, compactor, disposer and many other wife saving devices is approximately \$38 per square foot. The heating and air conditioning costs are approximately one-fourth that of a comparable conventional home.

U'Bahn now has three sets of working drawings which are available internationally. Also available are consulting engineering services, on-site construction management services and architectural services at reasonable fees. U'Bahn also makes available all components necessary to build its earth home, except concrete, which should be purchased locally. □

University Exhibits at Exposition

Sophisticated university exhibits, emphasizing research projects of a wide variety, will be featured in the Energy Exposition with the states of Missouri, Kansas, Nebraska and Georgia being represented.

Representing the home state of President Jimmy Carter will be Georgia Institute of Technology, known in football circles as the Ramblin' Wreck. Tech will feature a poultry project, one of several there, that has attracted national attention in the research field.

Two Missouri institutions will come into the Expo under the banner of the University of Missouri Extension

Division. They are the University of Missouri at Columbia and the University of Missouri at Rolla. Residential construction featuring cut-aways of homes will be emphasized.

The University of Kansas School of Architecture and Urban Design will display the use of passive solar systems in architectural design and the use of greenhouses in energy conservation and utilization of excess heat.

Two exhibits will represent Kansas State, one from the Department of Engineering and Nuclear Science and another from the Agricultural Engineering Department. The "Energy Game" will be featured in the Energy Department exhibit. It will enable persons attending the Expo to actually participate in a computerized game that is designed to "stretch" existing energy sources over as many years as possible. It's an exciting participant feature and one that spectators will enjoy as well. The Energy Game was one of the original educational projects developed by the U.S. Government at Oak Ridge, Tenn.

Kansas State will also display a 10-foot-high John Deere tractor, demonstrating the best energy conservation methods in use of the vehicle. The 17-foot long tractor is a real hit with those who view it up close.

Wichita State University has done extensive research in wind generation of electricity and will feature a project on wind as related to the State of Kansas.

The universities will blend well with the technology of large corporations, presentations by the governmental agencies and the diverse research projects of several private firms or professional organizations. □

Solar Marketing Names Solar Services in KC

Solar Services, Inc., Wichita, Kan., has been appointed Kansas City and outlying areas distributor for the Solar-Aire System developed by Solar Marketing Co. of Omaha, Neb. This distributorship includes 16 qualified solar dealers serving the Greater Kansas City area.

The Solar-Aire line is one of the most compact and economical solar space heating systems developed. It features a eutectic salt storage system which stores solar heat by the phase change principle, allowing a much lighter and compact storage installation.

NOT EVERY NEW HOME CONSERVES ENERGY.



This sign in the yard of a new home says it's designed and built from the ground up to save energy and money. When compared to conventionally built homes, it will save you up to 50% on your heating and cooling bills.

An Energy Conserving sign means a new home has the proper amount of insulation where it counts. It has a heat pump or high EER air conditioner and many other energy conserving features to give you more heating

and cooling per dollar.

Homes verified under the minimum 100 Point Program save at least 30% on heating and cooling energy. 150 Plus Energy Conserving New Homes save at least 50%.

For more information, call 556-2178 or write

**Energy Conserving
Homes, Kansas City**

Power & Light Company, Box 679, Kansas City, Missouri 64141. Specify 100 Point or 150 Point Program.

KCPL

In
FI
pi
ge

Stay
Innis
chan
pack
luxu
comj
golf
avail
and
and
Besie
swir
fishi
gou
for y
For
800-
800-
Or r
info
*Per
occt
nigh

Na
Ad
Cit
Zij
A
R