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## Letter to Ernie Bonner on his retirement from BPA

Randall W. Hardy

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**Department of Energy**  
Bonneville Power Administration  
P.O. Box 3621  
Portland, Oregon 97208-3621

EXECUTIVE OFFICE

March 22, 1995

Mr. Ernest R. Bonner  
Energy Services Business  
Bonneville Power Administration  
Portland, OR 97208

Dear Ernie:

Congratulations on your retirement March 31, 1995, completing 13 years of commendable Federal service!

During your career with the Bonneville Power Administration, you have held several meaningful, diverse, and productive positions. You came to BPA in 1983 to be our first Marketing Support Branch Chief in the newly created Office of Conservation. You were the impetus behind Super Good Cents, the most popular conservation program BPA has ever offered. Because of your efforts, SGC paved the way for utility market-based conservation programs in the Pacific Northwest, with a groundbreaking mass media advertising campaign and customer awareness levels which were unsurpassed. Your hard work and savvy helped to develop and establish BPA's early residential initiatives into an integrated set of the most successful and popular residential conservation programs in the nation. Then in 1988, you turned your many talents to the industrial sector. Under your guidance, BPA's highly successful Energy Saving Plan (ESP) program grew from start-up to full performance, providing energy savings acquisitions at very low cost. In 1991, at the request of the Administrator, you worked with the Columbia River Intertribal Fish Commission. You developed the Fish Commission's first marketing plan in a short eight months.

Your latest accomplishments have been in the Agency's new Energy Services Business organization. In this role you very patiently and skillfully developed new financing products in support of the demand side management (DSM) objectives of the Agency.

Ernie, I join your many friends with thanks and a special appreciation for your many contributions to BPA. We wish you a happy and well-deserved retirement.

Sincerely,

*Sue J. Hickey*

*for* Randall W. Hardy  
Administrator and Chief Executive Officer

*You've been such a positive contributor - innovator, flexible, successful. I hope you're on to exciting things... we'll miss you*