



Agenda
AESP's 23rd National Conference & Expo
January 28-31, 2013
Hyatt Grand Cypress
Orlando, FL

Monday, January 28, 2013	
7:30 AM – 6:00 PM	Registration
8:00 AM – 3:30 PM	Pre-Conference Training Courses - (Extra Fee) \$ member rate and \$ non-member rate <ul style="list-style-type: none"> • Introduction to the Principles of Demand-side Management • Introduction to the Principles of Evaluation, Measurement & Verification (EM&V)
3:30 PM – 5:00 PM	Utility-only Roundtable Discussions Topics TBA
5:30 PM – 7:00 PM	Opening Reception - Expo Hall
7:00 PM – 8:30 PM	Young Professionals Event (Tentative)
Tuesday, January 29, 2013	
7:00 AM – 5:30 PM	Registration
7:15 AM – 8:15 AM	Networking Breakfast - Expo Hall
8:30 AM – 10:00 AM	<ul style="list-style-type: none"> • Opening Plenary • Welcome Address: Meg Matt, President & CEO, AESP • AESP Energy Awards • Keynote Speaker: TBA
10:00 AM – 10:30 AM	Networking Refreshment Break - Expo Hall
10:30 AM - Noon	Topic Committee Meetings <ul style="list-style-type: none"> • Implementation • Marketing • Pricing and Demand Response • Tools and Technology • Market Research, Evaluation and Greenhouse Gas • DSM Business Issues & Models
Noon – 1:30 PM	Networking Lunch - Expo Hall

1:30 PM – 3:00 PM	Session 1: Research & Evaluation
	<p><i>Does One Size Fit All?</i></p> <p>Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships</p> <p>A Time for Uniformity – Moving Toward Consistent EM&V Methods Speaker: Charles Kurnik, National Renewable Energy Laboratory The Uniform Methods Project is developing protocols to provide uniformity and consistency for evaluation of many common measures offered by utilities and program administrators. The protocols developed through this project could be used by all practitioners within the demand-side management community, including implementers, evaluators, program administrators and commission staff.</p> <p>The Advantages and Disadvantages of Developing standardized evaluation methods Speaker: Brad Kates, Opinion Dynamics Spurred on by a need to compare results of various program efforts, evaluators of energy efficiency programs are debating the merits of standardizing evaluation approaches. This session will explore the benefits and potential drawbacks of prescribing evaluation methods. Each jurisdiction offers different rules, guidelines, timelines and protocols for reporting on program success. Explore how the varying rules can cause evaluations utilizing the same methods to be analyzed differently.</p> <p>How Much Evaluation is Enough Evaluation? Speakers: Lynn Westerlind, National Grid and Carol Sabo, Tetra Tech When is it okay to do “evaluation-lite” and when is it critical to do more rigorous evaluations? When do surveys suffice and when do you need to go on-site and collect data and measure energy usage? The speakers will present their actual experience in what level of evaluation is needed under various scenarios that may include new energy efficiency programs, the various types of programs and sectors, and those driven to meet stringent targets.</p>
1:30 PM – 3:00 PM	Session 1: Implementation
	<p><i>Reaching the Hard to Reach, Serving the Underserved</i></p> <p>Moderator: LeAndra MacDonald, Resource Solutions Group</p> <p>Helping the Small Business Customer Get In On The Action Speaker: Manuel Vera, Pepco Holdings, Inc. A large segment of the commercial customer population are small businesses, whose owners and managers lack the resources to identify and develop opportunities to improve energy efficiency. This segment has also been more adversely affected by the current economic downturn. These conditions require innovative approaches to the design of incentive programs and marketing to reach that underserved segment. Hear about successful approaches that have resulted in increased participation by small business customers in the Maryland regions served by Pepco and Delmarva Power.</p> <p>Meeting the Goals of a Small Business Direct Install Program Speaker: Charmaine Cigliano, Orange & Rockland Utilities, Inc. Learn how a Small Business Direct Install program was successful despite obstacles that could have affected its outcome but were managed appropriately. This speaker will outline the path from program approval, hiring an implementation contractor, retaining subcontractors, managing the implementation contractor, recognizing program obstacles, identifying corrective actions, and highlighting the importance of the cooperative atmosphere with regulators.</p>

	<p>Successful Tactics for Encouraging Small and Unassigned Businesses to Invest Speaker: Greg Garland, DTE Energy (invited) Find out about the results of DTE Energy’s 2012 unassigned small business campaign. This presentation will focus on the outreach and awareness activities conducted, and the subsequent customer responses to these activities. Small business owners were educated on how to invest in energy efficiency through individual Energy Opportunity Assessments and a series of customer-focused training sessions. The customer messaging emphasized how energy efficiency benefits the business’ bottom line in monthly savings.</p>
1:30 PM – 3:00 PM	<p>Session 1: Policy</p>
	<p>Panel Debate</p> <p>Moderator: Bill LeBlanc, E Source</p> <p>Propelling DSM through the 21st Century Demand-side management (DSM) is still not an integrated facet of most utilities in North America, despite its growth and relatively robust adoption in some states. What will it take to not only sustain DSM in the coming decades, but allow efficiency and demand response to accelerate and become part of the core of what utilities offer to their customer base? What regulatory structures are necessary to change the game for DSM? This panel debate will focus on the key questions facing our industry, with emphasis on DSM integration, regulation, and future development.</p> <p>Panelists: Terry Fry, Nexant Gene Rodrigues, Southern California Edison Val Jensen, ComEd Charley Budd, DNV KEMA</p>
3:00 PM – 3:30 PM	<p>Networking Refreshment Break - Expo Hall</p>
3:30 PM – 5:00 PM	<p>Session 2: Marketing</p>
	<p>Leveraging Community Outreach</p> <p>Moderator: Vicki Nichols, Georgia Power</p> <p>Targeted DSM Community Social Marketing – Method and Magic Speaker: Stuart Hickox, OneChange A data-driven community-based approach that focuses on a carefully planned series of interactions with customers, creates verifiable immediate savings and amplifies participation in other programs. Targeted engagement with simple resource measures and reciprocity propels customers forward to more complex EE, DR and retrofit measures. We will show how to double your take rate and which sequences backfire. Results from several current field engagements will also be showcased.</p> <p>Social Marketing Can Be Measured – Three Concrete Examples Speaker: Lisa Skumatz, Skumatz Economic Research Associates Inc. Social marketing can be used to achieve not only increased measure uptake but also to change energy use behaviors. The speaker will present the evaluation results of three social marketing programs to highlight their successes as well as discuss portions of the program design that could be improved for future iterations. The evaluation results indicate that social marketing and personal interventions have the potential to generate lasting reductions in energy use and increase measure saturation. Find out</p>

	<p>the characteristics that make a community, household or user a higher probability target for future programs.</p> <p>Interdepartmental Outreach Strategies to Promote Energy Efficiency Speaker: David Byrne, City of Tallahassee This session compares the traditional residential efficiency and energy audit program to a combined program. The benefits and drawbacks of each approach will be evaluated including how some customer bases have responded to each approach. The session will look at the City of Tallahassee’s program and address what has been learned. The internal and external barriers to each approach will also be discussed.</p>
3:30 PM – 5:00 PM	<p>Session 2: Implementation</p>
	<p><i>Shedding the Light on Lighting</i></p> <p>Moderator: Lorrie Maggio, Progress Energy</p> <p>Fixture, in the Hall, Which Bulb’s Fairest of Them All? Speaker: Steve Cofer, Cadmus The Energy Independence and Security Act (EISA), which mandates new energy efficiency standards for light bulbs beginning in January 2012, has broad implications for the residential lighting market and for residential energy efficiency program sponsors. These program sponsors have long relied on CFLs as their primary source of residential energy savings, and as a way to boost the cost-effectiveness of their overall program portfolios. To continue to achieve their statutory goals, sponsors need to determine how the residential lighting market—and their residential lighting programs—will be affected by EISA. This session will cover these topics and the implications of the mandate.</p> <p>Engaging Small Customers: Maximizing the Direct-Install Hook Speaker: Mike Fisher, Nexant The small commercial customer has traditionally been tough to reach with DSM efforts. The Ontario Power Authority’s direct-install small business lighting program has been very successful in spite of customers’ obstacles, reaching 40% of qualified businesses in a three-year period which represents more than 300 GWh of annual energy savings. Find out the lessons learned from this program, how it can adapt in the face of market saturation and regulation changes, and how the program compares with other small business programs.</p> <p>Guiding Light: Implementing the EPACT Standard for Nonresidential Lighting Offerings Speakers: Carrie Cobb, Bonneville Power Administration and John Wilson, Bonneville Power Administration In 2012, Bonneville Power Administration (BPA) refocused the nonresidential lighting program to account for EPACT general service fluorescent lamps standards. BPA considered four distinct approaches to establishing an appropriate baseline to accurately capture program savings. BPA also addressed the programmatic concerns of implementation including communicating with stakeholders and the marketplace, updating a lighting calculator, and meeting education and marketing needs. Non-programmatic savings also play a significant role in these changes. The various analytical and stakeholder activities involved in supporting and accounting for revised standards will be shared.</p>
3:30 PM – 5:00 PM	<p>Session 2: Pricing & Demand Response</p>
	<p><i>The Price is Right</i></p> <p>Moderator: Bob Collins, Ontario Power Authority</p> <p>Why Real-Time Pricing is Better than Other Dynamic Pricing Rates Speaker: Mary Klos, Klos Energy Consulting With the growth of the Smart Grid comes the opportunity to offer new dynamic pricing rates to</p>

	<p>customers that will optimize when they use energy and how much they use. Many utilities are offering or developing variations of Time of Use, Critical Peak Pricing and Peak Time Rebate rates. Very few are considering offering Real Time Prices (RTP) and the question is "why not?" There is a general feeling in the industry that RTP rates are too complicated for residential customers. The speaker will compare RTP rates to other dynamic pricing options and use evaluation results of long-term RTP programs to show why RTP is better for customers and the utilities offering them.</p> <p>Getting to Mom and Pop: Striking Gold in a Difficult Mine Speaker: Bruce Bibby, Hydro Ottawa Limited</p> <p>Find out more about a unique approach that is achieving success in the small commercial sector. This session looks at an innovative approach being used by Hydro Ottawa for a pilot program that combines an effective marketing and outreach strategy with an attractive incentive. The speaker will also focus on how the program used innovative marketing techniques to reach specific "hot buttons" to motivate a hard-to-move segment to drive participation that exceeded program goals.</p>
5:00 PM – 6:30 PM	Reception - Expo Hall
Wednesday, January 30, 2013	
7:00 AM – 5:30 PM	Registration
7:15 AM – 8:15 AM	Networking Breakfast - Expo Hall
8:30 AM – 10:00 AM	Session 3: Research & Evaluation
	<p>Panel Discussion</p> <p>Moderator: Scott Dimetrosky, Apex Analytics</p> <p>Technical Research Manuals (TRM): Total Research Madness TRMs are gaining increasing importance throughout the United States. While the algorithms for determining savings are becoming more and more established, the policy regarding the development and use of TRMs vary widely, and is still hotly debated. This panel discussion will be highly valuable for states with established TRMs, as well as states just developing their first TRM to determine how best to address these policy decisions.</p> <p>Panelists: Mike Messenger, Itron Ryan Del Balso, Navigant Jim Bradford, Mesa Point Energy Jeff Ihnen, Michaels Energy</p>
8:30 AM – 10:00 AM	Session 3: Implementation

	<p>Panel Discussion</p> <p>Moderator: Fred Dreher, Franklin Energy Services</p> <p>Multiple Approaches to Multifamily – A Panel Discussion Join this panel discussion and gain perspectives from different utilities in three states offering various approaches to serving the multifamily market. Panelists will discuss the pros, cons and lessons learned from each of the varied multifamily program approaches. Highly valuable for utilities and other stakeholders.</p> <p>Panelists: Sandra Wymer, Consumers Energy Julie Hollensbe, ComEd Chris Baggett, APS Linda Dethman, Cadmus</p>
8:30 AM – 10:00 AM	<p>Session 3: Interactive Roundtable</p>
	<p>Roundtable Discussion</p> <p>Making Marketing Metrics Matter: Building “Evaluability” Into Your Marketing Programs Learn the core methodologies used by program evaluators, such as surveys, focus groups, and document reviews to measure the effectiveness of EE marketing programs. You will also learn how to build data collection into the design and implementation of marketing. Best practice case studies will be used to show track/measure key performance indicators, like customer awareness and attitudes, as well as an overview of different protocols for tying marketing activities to business goals.</p> <p>Roundtable Leaders: Laura Orfanedes, Cadmus Carol Mulholland, Cadmus</p>
10:00 AM – 10:30 AM	<p>Networking Refreshment Break – Expo Hall</p>
10:30 AM - Noon	<p>Session 4: Market Research & Evaluation</p>
	<p>Panel Discussion</p> <p>Moderator: Mary Sutter, Opinion Dynamics</p> <p>Along for the Ride: Expanding Net-to-Gross Measurement and Evaluation What issue within the sphere of energy service draws more heat and ire than the discussion of how to approach and handle free riders, net-to-gross figures, and attribution rates? It is an issue that drives our industry and our output. This panel discussion features four top experts on this topic; and encourages audience participation in discussing where evaluation and measurement have been, where they are going, and why.</p> <p>Panelists: Patrice Ignelzi, EnerNOC Utility Solutions Marc Collins, Elenchus Neil Podkowsky, Salt River Project</p>

10:30 AM - Noon	Session 4: Technology
	<p><i>The Future is Bright</i></p> <p>Moderator: Sam Sirkin, JACO Environmental</p> <p>It's Not Your Father's Luminaire: Tools for Quality and Performance Speakers: Jon Linn, Northeast Energy Efficiency Partnerships and David Ryan, D&R International Solid state lighting products for general illumination entered the market a few years ago and grew exponentially in popularity. Manufacturers are making big promises, the DOE is aiding commercialization efforts, and utilities are being harangued by distributors for incentives. The speakers will present tools and resources for utility program managers to ensure that their incentive dollars are being spent on quality and performance, avoid bad user experiences and lead to market transformation.</p> <p>Combining Utility Efforts for a Single Smart Grid Platform Speaker: Tom McMahon, Honeywell What are the benefits to both the utility and the customer when utilities combine under a single Smart Grid technology platform? This presentation will examine the City of Tallahassee's program, the lessons learned and how the system has evolved and continues to evolve. We will also discuss the internal and external barriers experienced and how they can be addressed.</p> <p>Push Me-Pull You: Positioning Emerging Technologies to Move Markets Speaker: Olivia Patterson, Opinion Dynamics Find out more about a tactic that supports deep energy savings – emerging technology research, development, demonstration and deployment to enable market supply and demand. Through research focused on California's Statewide Emerging Technologies Program, key tactics to support market push and pull have been identified, as well as market factors that best support these tactics. Findings from the research can be contextualized to state and federal policies across the nation.</p>
10:30 AM - Noon	Session 4: DSM Business
	<p><i>It Takes a Village</i></p> <p>Moderator: Lark Lee, Tetra Tech</p> <p>How Marketing and Technical Staff Can Collaborate Successfully Speaker: Kelly Mulder, Nexant “Why do engineers only use pie charts or design everything in Excel?” “Does our marketing team even understand what they are selling?” Sound familiar? Join us to discuss this age old struggle, learn how to effectively leverage the differences between marketing and technology, and understand how to speak the same language. Both practices are critical to a program's success, and this session will provide tips to making team collaboration painless.</p> <p>You're Bigger, I'm Smaller—Voluntary Joint Utility Evaluation, Measurement & Verification Speaker: Sherry McCormack, AEP-SWEPCO Very few states have seen utilities work together on energy efficiency program evaluation – as early or as enthusiastically – as the IOUs in Arkansas. The utilities voluntarily decided to work together hoping to achieve economies of scale, despite the differences in their portfolios. This case study will describe the benefits and pitfalls of creating multiple utility EM&V partnerships, examining specific challenges that were encountered and strategies for overcoming them.</p> <p>Better Together Than Apart? Cross-Program, Cross-Utility Energy Efficiency Program</p>

	<p>Marketing</p> <p>Speaker: Danielle Marquis, SmartWatt Energy</p> <p>In the days of ever shrinking utility budgets and ever expanding utility savings goals, some utilities are beginning to explore the possibility of integrating their marketing efforts across their energy efficiency programs as a way of utilizing synergies to increase efficiencies. Is holistic marketing a good idea? Why or why not? This approach will be discussed in detail.</p>
Noon – 1:30 PM	Networking Lunch - Expo Hall
1:30 PM – 3:00 PM	Session 5: Marketing
	<p><i>Modifying Behavior: Does Your Customer Need a Time-out?</i></p> <p>Moderator: Sharyn Barata, Itron</p> <p>Are You Engaged Yet? Efficiency Gains through Behavior Programs</p> <p>Speaker: Bill LeBlanc, E Source</p> <p>Behavior change programs for the residential sector are evolving more quickly than any other energy efficiency program offering. These programs are able to provide stand-alone energy savings through customized and targeted messaging, as well as push customers to existing DSM programs that rely on installing efficient technologies. Get a roadmap of the current and evolving set of behavior change offerings in the marketplace today; and obtain a quick synopsis of the energy impacts and customer engagement results of some of the most notable programs, along with new approaches that show promise.</p> <p>Integrating More Behavior Change Strategies Into a Portfolio</p> <p>Speakers: Jane Peters, Research into Action and Patricia Gonzales, New York State Energy Research and Development Authority (invited)</p> <p>As program administrators move to expand the range of behavior change strategies in their portfolios, it is often difficult to know where to begin. New York State Energy Research and Development Authority (NYSERDA) began by clearly detailing the range of strategies in the existing portfolio and identifying gaps and opportunities. They then identified which programs might be most appropriate for experimenting with less-used behavior intervention strategies, and what steps the program administrator could take to integrate the approaches into the portfolio. The speakers will share the methodology used and present the results of the analysis and recommendations for next steps.</p> <p>Assessing Smart Grid and Customer Behavior Impact on Energy Efficiency</p> <p>Speaker: Shawn Enterline, Vermont Energy Investment Corp.</p> <p>Efficiency Vermont and the Vermont Electric Cooperative are conducting a statistically rigorous field study to determine how to reduce energy usage in the residential sector. A companion study focusing on residential low income customers in Vermont is also being conducted with funding from a DOE Weatherization Innovation Pilot Program grant. These studies address important Smart Grid policy and implementation issues, including behavioral efficiency program design, the role of dynamic rates in influencing consumer behavior, and consumer privacy. The speaker will examine how the consumer behavior studies developed and evolved, leading up to their implementation.</p>
1:30 PM – 3:00 PM	Session 5: Implementation

	<p>Trade Allies: Channeling Your Program for Success</p> <p>Moderator: Kendall Youngblood, PECI</p> <p>The 900% Solution: Upstream Best Practices across Multiple Technologies Speaker: Daniel Cornejo, Energy Solutions The Upstream program model is garnering attention nationally as a means to deliver more cost effective energy efficiency programs with significantly better results than Downstream programs. The speaker will show how the Upstream program model has been successfully used with HVAC, motors, water heating and food service equipment to achieve significantly more energy savings than its counterpart downstream program efforts.</p> <p>Partnering with Distributors: A New Approach to Achieving Energy Savings Speaker: Rebecca Foster, Vermont Energy Investment Corp. Hear all about the results of a major research project focused on HVAC distributors and energy efficiency. Content is drawn from a web-based survey of distributors and one-on-one phone interviews with ten leading distributors. Gain an overview of the distribution industry, typical distributor sales of high efficiency products, roles that distributors would like to play in efficiency programs, and what distributors think about the effectiveness and focus of current residential HVAC programs.</p> <p>Tips on How to Break Through the Efficiency Glass Ceiling Speaker: Judy Simon, Elenchus Research Associates Come away from this session with valuable tips based on case study examples of how to overcome diminishing returns and market saturation of DSM programs in particular sectors. The speaker will present examples of program designs that are being piloted or are in full roll-out in various jurisdictions across Canada that are designed to overcome these challenges.</p>
1:30 PM – 3:00 PM	<p>Session 5: Pricing & Demand Response</p>
	<p>Grow Your Own</p> <p>Moderator: Randy Altergott, Tucson Electric Power</p> <p>PIVOTal Agricultural Demand Response Speaker: Michael Volker, Midwest Energy EnerNOC estimates that demand response (DR) at agricultural facilities represents more than 10,000 megawatts of highly cost effective DR potential in the U.S., mostly from pivot and drip irrigation pump loads. Despite this vast opportunity, the agricultural sector has proven hard to reach through traditional utility programs, so this resource has remained largely untapped. However, using Midwest Energy’s PumpSmart Irrigation Load Control program as a case study, this presentation will show how utilities can work with this challenging customer segment to unlock the agricultural DR potential in their territories.</p> <p>Exploring Limits of Demand Response: A Duke Energy Case Study Speakers: Bruce Sailors, Duke Energy and Kenneth Skinner, Integral Analytics Duke Energy operates approximately 800 MWs of demand response in the Carolinas and over 1,400 MWs among all Duke Energy service areas. Together with Integral Analytics, it recently performed a demand response saturation analysis to verify the effectiveness of existing programs and measure the saturation point of DR participation. The study sought to determine if the utility portfolio of DR programs will effectively cover the coincident peak system demand for both the expected system load and the 95th probability high load case scenario. The analysis also sought to determine if limits exist for the amount of DR that will create real coincident-peak savings, and if the system could support additional DR.</p>

	<p>Moving Residential Load Control from One-Way to Two-Way: Challenges and Opportunities</p> <p>Speaker: Christopher Gilman, Progress Energy Florida</p> <p>This presentations provides an overview of the following:</p> <ul style="list-style-type: none"> • Overview of Duke Energy’s DR Portfolio • Comparison of current residential programs across operating companies • Current challenges and limitations – highlighting one-way communication, operability/availability, and need for verification/validation • Operability assessment – Navigant EM&V study on equipment performance • Future solution – Next Generation DR (two-way communication)
3:00 PM – 3:30 PM	Networking Refreshment Break – Expo Hall
3:30 PM – 5:00 PM	Session 6: Marketing
	<p><i>Listening to the Voice of the Customer</i></p> <p>Moderator: Sue Nathan, Applied Energy Group</p> <p>How Rebates Interact with Customer Purchases of White Goods</p> <p>Speakers: David Lineweber, YG Definitive Insights</p> <p>The speakers will address key questions about rebate programs: How are changing purchase paths affecting customer decision-making? What are the impacts of rebate programs? Also learn of a research technique that captures all possible appliance purchase paths across multiple channels. The combination of these two issues makes this a valuable session for any utility that offers rebate programs as an important component of its program portfolio.</p> <p>The Co-Branding Conundrum for Utilities</p> <p>Speaker: Sue Hanson, Tetra Tech</p> <p>Co-branding can be helpful for stakeholders delivering programs (third-party implementers, trade allies, etc.) by establishing credibility with potential customers. In addition, co-branding increases customers’ awareness that the services are provided by the utility. From the utility perspective, co-branding potentially opens the door for a host of legal issues. Learn of the various ways utilities and program implementers have been able to successfully solve the conundrum of whether or not to offer co-branding services.</p> <p>Bringing White-Glove Service and Education to Home Area Network Installation</p> <p>Speaker: June Pusich-Lester, NorthWestern Energy</p> <p>Many utilities are in the final deployment of their advance metering infrastructure roll-out and are considering a variety of approaches for Home Area Network (HAN) deployment. To fully leverage enormous investments in Smart Grid technology, end-use customers must accept and engage on some level with the HAN devices in their homes. The speaker will focus on the integration of customer education into HAN installation, and will share valuable insight with utilities and program implementers.</p>
3:30 PM – 5:00 PM	Session 6: Renewables

Making Renewables Work

Moderator: John Hargrove, NV Energy

California Solar Performance; Do Incentive Structures and Ownership Really Matter?

Speaker: Stephan Barsun, Itron

Solar photovoltaic (PV) is the most rapid growing renewable resource in the country. PV systems are being adopted by utilities and state energy programs to help achieve renewable portfolio standard goals. With the emergence of third party owners, new market models are developing in PV programs which could significantly influence future implementation of PV across the country. The speaker will present results of an investigation into PV performance of over 43,000 PV systems spanning ten years. These systems were deployed under the California Solar Initiative and Self-Generation Incentive Program. Goals of this evaluation include the determination of real world system performance over time and identification of the effects of system ownership and incentive types on PV performance.

Demonstrating “Fast Demand Response” and Integrating Intermittent Renewable Energy

Speakers: Yvette Maskrey, Honeywell and Earle Ifuku, Hawaiian Electric Company, Inc.

Hawaiian Electric Co. is demonstrating how demand response technology can help integrate more intermittent renewable energy to the electric grid. During the two-year pilot, customers will be provided with the tools necessary to reduce demand within 10 minutes of notification from the utility. This program will validate the technical design and tariffs for a full-scale demand response program to support Hawaii’s renewable energy goals while also contributing to a broader statewide effort to increase energy independence, security and sustainability.

Design and Implementation of a Residential Solar Water Heating Pilot

Speaker: Tony Lewis, DNV KEMA Energy and Sustainability

The objective of the Solar Water Heating Pilot Program (SWHPP) was to determine the effectiveness of solar water heating systems in reducing electrical costs for residential customers in North and South Carolina. One hundred and fifty residential customers were provided an incentive to retrofit a solar water heating system into homes with electric water heaters. Data loggers were installed in 60 homes for one year to determine the amount of energy and demand that the solar systems could reduce for the typical homeowner.

3:30 PM – 5:00 PM

Session 6: DSM Business

	<p><i>Managing the Matrix</i></p> <p>Moderator: Ingrid Rohmund, EnerNOC</p> <p>Building an IT Foundation for the Future of Energy Efficiency Speaker: Steve Baab, ComEd In 2010, ComEd began an initiative to radically increase EE program adoption within business accounts through segment-based strategies, and coordinated outreach in partnership with its implementation contractors. ComEd needed robust systems and processes to centralize customer information, track outreach efforts, and ensure that the program maintained a consistent message. Learn about the Smart Ideas program, one of the first programs to develop an IT platform that merges utility information, usage data, program participation data, firmographic data, and contact data into a system that can deploy, execute and track campaign initiatives across multiple implementation contractors.</p> <p>The Devil’s in the (Measure) Details: The Perils of Precision Speaker: Elizabeth Daykin, Bonneville Power Administration While BPA’s programs have resulted in landmark conservation achievements, they have also produced a complex measure set that reflects a need for better coordination between those developing the measures and those implementing the programs. What began as a measure review for a tracking database launch, resulted in developing new processes and systems to support robust and implementable programs while maintaining the integrity of savings. Learn about the perils of tracking complex measure details and how BPA is addressing them to better support programs while balancing planning and verification with a manageable and implementable measure list.</p> <p>Knocking Down Barriers: Online Application Increases Program Participation Speaker: AEP Representative TBA Evidence indicates that paper application forms are a barrier to participation in commercial and industrial energy efficiency programs. AEP Ohio developed an enhanced online platform that can be accessed directly, or through a customer segment web page, to maximize participation. Hear how this online application targets customer satisfaction and ease of use, and increased participation by engaging applicants throughout the process.</p>
5:00 PM – 7:00 PM	Special Event
Thursday, January 31, 2013	
7:00 AM – Noon	Registration
7:15 AM – 8:15 AM	Networking Breakfast
8:30 AM – 10:00 AM	Session 7: Marketing
	<p><i>Are you Talking to the Right People?</i></p> <p>Moderator: Tom DuBos, Strategic Energy Group</p> <p>Data Analysis: A Powerful Tool to Address Multiple Marketing Challenges Speakers: Ruth Kiselewich, Baltimore Gas & Electric and Deb Henderson, Honeywell Join us to explore new tweaks on a proven methodology and see specific demonstrated results that can be compared to your program data. Explore considerations when integrating data from multiple sources to evaluate and analyze customer preferences. Learn how to strategize data driven marketing tactics to increase enrollment and participation in customer focused programs. Also find out how to evaluate marketing campaign metrics for adjustments and success.</p>

	<p>The Forgotten Class: Bringing Home Performance to Low-to-Moderate Income Customers Speakers: Jack Laverty, Columbia Gas of Ohio and Andrea White, Conservation Services Group Gain expertise on developing a successful low-to-moderate income (LMI) program. Thriving low-income programs have been in operation for decades, and home performance programs aimed at higher income customers are on the rise, often leaving a gap between the low- and moderately-low income customers. Learn how Columbia Gas of Ohio developed an LMI program boasting a 370% increase in responses over six months.</p> <p>Project Believe Campaign Speaker: Manish Rukadikar, DTE Energy Project Believe is an energy efficiency education and awareness campaign that DTE Energy launched. The campaign involved developing, prioritizing and executing marketing tactics that focused on targeted customer segments and geography using preferred channels and messaging. The thought was that by educating customers in a targeted manner, customers would start taking steps towards saving money on their energy bills. This impacts customer satisfaction by making energy affordable and improving corporate image. Overall DTE Energy's residential customer satisfaction associated with EE jumped seven percent points and awareness of EE efforts increased by nine percent points.</p>
8:30 AM – 10:00 AM	<p>Session 7: Implementation</p>
	<p>Panel Discussion</p> <p>Moderator: John Augustino, Honeywell</p> <p>Gaze Into The Crystal Ball: Understanding the Direction of Financing Large scale energy efficiency programs have traditionally focused on direct incentives as a means of motivating consumer decisions to invest in energy efficiency. Utilities and administrators are looking to find more sustainable solutions to drive the movement forward in the future. Various methods of incorporating financing offers have been attempted with varying success. Activity in many states is now moving to a more sustainable model of providing financing incentives to consumers to replace one-time rebates. This session will bring together a broad panel of program experts from across the financial industry to discuss the history, drivers, trajectory, and impacts of energy efficiency financing in the U.S.</p> <p>Panelists: Patrick Keegan, Ecova Peter Krajsa, AFC First Financial Corporation Francisco Devries, Renewable Funding</p>
8:30 AM – 10:00 AM	<p>Session 7: Technology</p>
	<p>Keeping Your Cool</p> <p>Moderator: Tracy Narel, ENERGY STAR, U.S. EPA</p> <p>Advanced Thermostats: What They Offer the Commercial and Industrial Sectors Speaker: Michael Rovito, ERS Advanced thermostats communicate with the Internet, creating opportunities for energy savings through smarter controls and enhanced HVAC performance management by maintenance staff. They can also integrate with and control other energy consuming systems such as lighting, thus having the potential to become the central building block of modular and cheaper energy management systems. This presentation sorts through the various features for deployment in nonresidential settings; and technical challenges relating to communications and electrical wiring will also be addressed.</p>

	<p>Introducing Enabling Technologies to Diagnose and Improve HVAC System Performance Speaker: Paul Carp, Honeywell Learn about how innovative technologies can empower contractors to participate in HVAC Quality Maintenance programs. There are several programs promoting HVAC Quality Maintenance, in line with the ACCA 4 industry standard, by offering free licenses of an innovative software application that enables contractors to diagnose, correct and report in a consistent manner. This presentation will demonstrate how integrating new software solutions can further market transformation in DSM programs.</p> <p>SMUD Customer Advanced Technologies Program – Assessment of Emerging Technologies Speakers: Bruce Baccei, Sacramento Municipal Utility District and Safdar Chaudhry, Nexant Get an overview of two real-world demonstration emerging technology projects that Nexant evaluated under Sacramento Municipal Utility District’s (SMUD’s) Customer Advanced Technology Program. The two technologies evaluated were an evaporative cooling system retrofit and a chiller retrofit with Turbocor compressors. Assessment results indicate dramatic energy savings of 37-44% for the evaporative cooling system, and interesting findings on Turbocor compressor performance. The purpose of the program is to promote the commercialization of emerging energy efficiency technologies by evaluating new or underutilized technologies in real-world demonstration projects.</p>
10:00 AM – 10:30 AM	Networking Refreshment Break
10:30 AM – Noon	Session 8: Research & Evaluation
	<p><i>New Methods to Answer Three New Questions</i></p> <p>Moderator: Betty Seto, DNV KEMA</p> <p>The Challenges of Conducting an Impact Evaluation in Real-Time Speaker: Rebecca Reed, New York State Energy Research and Development Authority Working with an independent consultant, NYSERDA conducted an impact evaluation to determine the amount of attributable energy and demand savings, renewable energy generation and capacity, carbon emissions reductions and job creation of its ARRA-funded programs. The evaluation also examined program cost-effectiveness. A key provision of ARRA was to spend the funds and conduct the work, including evaluation, within the program performance period. Find out the benefits and drawbacks of conducting an impact evaluation in real-time and the challenges associated with reporting on a program’s impact before the program is completed.</p> <p>New State-of-the-Art for Potential Studies Speaker: Bill Norton, Opinion Dynamics In the energy efficiency space, potential studies have become stale, regulatory-driven exercises that are based on secondary data, spreadsheets and undocumented assumptions. Since goals for energy efficiency portfolios are often based on potential studies, the numbers that come out of them are crucial. The speaker will explain a primary-data driven, bottom-up research approach to potential studies that not only provides potential for end use, but also works to quantify the energy saving potential for consumer behavioral change. Hear why measuring technology and behavioral waste is central to the future success of programs because it informs strategic interventions in the market.</p> <p>Commercial Code Compliance: The Law. The Reality. The Savings? Speaker: Andrea Ranger, DNV KEMA Energy and Sustainability Massachusetts efficiency program administrators have undertaken a comprehensive effort to better understand current levels of compliance. The Code Compliance Baseline Study comprises of assessment of design and construction practices at 75 new commercial and industrial sites; and in-depth interviews with new construction program implementers, code officials, vendors, architects, engineers and owners. While compliance rates calculated for the study offer a helpful snapshot of</p>

	commercial energy code compliance, the interviews provided critical background information, context, and explanations. The lessons learned from this study are applicable to any program offering incentives for new construction and hungry to find more savings.
10:30 AM – Noon	Session 8: Implementation
	<p><i>The Good, the Bad, and the Ugly Within Implementation Design</i></p> <p>Moderator: Rick Morgan, Morgan Marketing Partners</p> <p>Municipal EE Pilot Program - Evolutions and Realized Benefits Speakers: Matthew Siska, GDS Associates and Sean Fitzgerald, Westfield Electric & Gas In the summer of 2010, the Massachusetts Municipal Wholesale Electric Company (MMWEC) and two of its member municipal utilities launched pilot energy efficiency programs for commercial and industrial customers. The municipal utilities chose to undertake energy efficiency programs, under an MMWEC-developed umbrella portfolio of programs, to respond to pent up demand from customers for these types of services; to contribute to local economic development; and to improve customer relations particularly with their largest accounts. Learn of the successes and challenges faced by these proactive utilities, and how the program has evolved in reaction to the marketplace and customer feedback to become successful.</p> <p>New Kid in Town: SEM Joins the Demand Management Family Speaker: Gay Cook, EnerNOC Utility Solutions New Kid in Town: SEM Joins the Demand Management Family More and more utilities are offering Strategic Energy Management (SEM) programs, a framework of processes and procedures to create reliable and persistent energy savings. Focusing on behavioral changes rather than technologies, SEM adds a new dimension to demand management and faces the challenges of a new kid in town—doubts about reliability of savings and its evaluation methods; getting customers to follow through, etc. The speaker will present findings from a survey of frameworks for outreach and delivery of SEM to commercial and industrial customers. Their successes and weaknesses will be discussed, as well as the challenges even successful SEM programs face.</p> <p>Market Forces and Mother Nature: The Natural Gas Saving Challenge Speaker: Ed Carroll, Franklin Energy Services Explore the current challenges and solutions for natural gas utilities to achieve savings goals in the current operating environment, where gas is inexpensive, supply is plentiful, winters are trending warmer, and federal efficiency standards are increasing for some measures (e.g. warm air furnaces). First, we will explore these challenges and solutions with a specific program example from the Midwest by presenting information from start-up to current status. Second, this new program will be compared and contrasted with information from more mature gas programs as a means to discuss difference in changes to natural gas programs from both a regional and program lifecycle standpoint.</p>
10:30 AM – Noon	Session 8: Interactive Roundtable
	<p>Roundtable Discussion Making DSM Programs More Successful Through Customer Experience As consumers become more focused on their experiences, it is increasingly important to ensure that their experiences with their electric and gas company is nothing but superb. This is especially true if program participation is key to meeting financial and strategic goals. This interactive session will provide attendees with the basic guidelines to identify gaps in customer experience, and a framework to improve the customer experience for overall program success.</p> <p>Roundtable Leaders: Florence Connally, E Source Maureen Russolo, E Source</p>

Noon – 2:30 PM	Closing Plenary Session (Buffet Lunch)
2:45 PM – 5:30 PM	Post-Conference Training Courses (Extra Fee) \$ member rate and \$ non-member rate <ul style="list-style-type: none"> • Strategic Marketing of Your Energy Efficiency Programs • Leadership Training
Friday, February 1, 2013	
8:30 AM – 4:30 PM	Post-Conference Training Courses continued