

For reasons beyond our control, it may be necessary to alter the content and timing of the program, or to substitute speakers without notice.

7:30am – 6pm

Registration Desk Hours – Indigo West Foyer

8:30am – 4pm

PRE-CONFERENCE TRAINING COURSES (Extra Fee)

Overview of the Principles of Demand-side Management (DSM) – Aqua 313

CEUs .60

Trainer: M. Sami Khawaja, The Cadmus Group

Provides an overview of important components of program design, implementation and evaluation and is designed for those new to the field of DSM and energy efficiency. From program planning and implementation to economics and evaluation, this course delivers what you need now to develop cost-effective, sustainable DSM programs. Course includes case studies, lessons learned, group exercises and best practices.

- Industry organization and overview
- DSM portfolio and program design (historical review, portfolio development and best practices)
- Program implementation (core functions, implementation issues and service delivery options)
- Monitoring and tracking

Designing and Evaluating Behavior-based and Smart Grid Programs – Aqua 314

CEUs .60

Trainers: Lark Lee, Tetra Tech and Bob Baumgartner, Tetra Tech

Participants in this pre-conference training course will walk away understanding best practices in program design and evaluation for Behavior-based and Smart Grid programs. The morning session will present a range of examples of these programs and include a discussion on the historical context of energy behavior change efforts; the relationship between customer behavior and technology; the current issues in the design of Behavior-based and Smart Grid programs; and different types of participation designs such as mandatory, opt-out and opt-in. Training participants will design a Behavior-based or Smart Grid program of their choice. The afternoon session will focus on evaluation. Training participants will learn how to tailor the use of specific process evaluation methods and impact evaluation approaches for identifying changes in energy use attributable to Behavior-based and Smart Grid-enabled programs. At the end of the training, participants will bring it all together by creating an evaluation methodology for the program they designed earlier in the session. The end result will be a practical perspective on how to understand the effectiveness of Behavior-based and Smart Grid-enabled programs.

2pm – 4pm

Chapter Leadership Roundtable – Indigo 202A

Are you in a leadership position in your local AESP Chapter? Want to pick up some new ideas for meetings and content? Join this lively roundtable discussion to hear what your fellow Chapters are doing to recruit members, hold fun events and brainstorm ideas on how to run an effective Chapter.

Monday, February 6, 2012

3pm – 4pm

Southwest Chapter Meeting – Aqua 307

You're invited to the AESP Southwest Chapter (Arizona, Nevada, Utah and New Mexico) membership meeting! Meet the chapter leadership and share your ideas on what the Southwest Chapter can do for you and your organization. Chapter meetings are a great way to learn about regional initiatives and get involved on a local level.

4pm – 5pm

Conference Orientation – Aqua 306

Although designed for first-time attendees, all are welcome to attend this 60-minute conference orientation session. Topics include:

- Tips for getting the most out of your conference experience
- Learn about all your AESP benefits
- Meet and greet AESP staff, board members, chapter chairs and topic committee members
- Participate in a fun ice-breaker networking game
- \$50 Amazon gift card drawing at the end of the meeting

5:30pm – 7pm

Opening Reception in Expo Hall – Indigo CD

Reception Sponsored by:



We'll help you get your networking off to a great start with food, beverages and exhibitors. Be sure to play Expo Trivia and enter to win over \$3,000 in incredible gift cards to be raffled during Tuesday's evening reception.

7am – 5:30pm

Registration Desk Hours – Indigo West Foyer

7am – 8am

Networking & Breakfast in Expo Hall – Indigo CD

8:15am – 10am

Opening Plenary – Indigo AE

Welcome Address

Meg Matt, President & CEO, AESP

Mike Niggli, President & Chief Operating Officer, San Diego Gas & Electric

While California’s groundbreaking environmental and energy laws continue to make headlines nationally and internationally, the extraordinary change in the energy industry being led by its investor-owned utilities is less recognized. The future is here, in San Diego County, where there are more rooftop solar installations and electric vehicles than in any county in the country, and San Diego Gas & Electric is meeting the challenges of change by leading through innovation. Hear Mike Niggli tell you how SDG&E is spearheading state, national, and international change through innovation.

AESP Energy Awards

Sponsored by:

Join Master of Ceremonies, Bob Collins, Vice Chair of AESP Topic Committees to recognize the winners of AESP’s prestigious Energy Awards.



Keynote Speaker Introduction

Brad Kates, Opinion Dynamics Corporation

Keynote Address

Sponsored by:

Ed Begley Jr., Actor, Author & Environmentalist

Star of the Planet Green series “Living with Ed,” Ed Begley Jr. is also an author of two books “Guide to Sustainable Living” and “Living Like Ed.” He will share lessons learned and humorous anecdotes from his 40-year eco-journey, including his experience with his first electric car. Ed will be available for a limited time to sign his books outside the expo hall from 10am to 10:30am. Books are \$20 each (cash or check only please).



10am – 10:30am

Networking & Break in Expo Hall – Indigo CD

Sponsored by:



CONFERENCE SESSIONS

<p>SESSION I: IMPLEMENTATION</p> <p><i>Industrial Strength Strategies</i></p> <p>Indigo A</p>	<p>SESSION I: MARKETING</p> <p><i>Feet on the Street: Community-based Approaches to Reach Residential Customers</i></p> <p>Indigo E</p>	<p>SESSION I: TECHNOLOGY</p> <p><i>Start Your Engines</i></p> <p>Aqua 306</p>
<p>Moderator Fred Dreher, Franklin Energy Services</p> <p><i>Technical Studies: Dust Magnets or Savings Generators?</i></p> <p>Speaker Wayne Dobberpuhl, APS</p> <p>Do you ever wonder if Technical Studies (Energy Audit Reports) just sit on the customer's shelf and gather dust? What about studies paid for by utility incentive programs; do they gather dust too? This paper addresses these issues and more for the C&I incentive program for APS. The number of studies and cost of incentives paid for studies over the last five years will be discussed, as well as the number of projects, percentages, and incentives paid for energy efficiency measures as a result of these studies. What percentage of incentive dollars have been paid for studies? How effective were these studies? Was it worth doing? Get answers to these questions and more.</p> <p><i>Lessons Learned in Impacting Industrial Energy Efficiency</i></p> <p>Speaker John Nicol, SAIC</p> <p>Cutting-edge programs are now aggressively addressing the efficiency opportunities within the industrial processes to bring in strong cost-effective savings. On average, 60 to 70 percent of industrial facilities' energy usage is</p>	<p>Moderator John Augustino, Honeywell</p> <p><i>A New Motown Record: Engaging Detroit Neighborhoods</i></p> <p>Speaker Emmett Romine, DTE Energy</p> <p>In response to customer need, DTE Energy partnered with Solutions for Energy Efficient Logistics (SEEL) to develop in 30 days an accelerated launch of a large-scale pilot program – Neighborhood Energy Savings Outreach (NESO). This presentation will provide an understanding of how the NESO program became one of the most ambitious residential pilot programs of recent years and how it provides a tremendous learning opportunity on how to launch a large-scale program that provides solid employment opportunities, cost-effectiveness, customer satisfaction and energy savings. Programs such as this help increase energy savings that may be lost after EISA and provide new opportunities to cost-effectively re-engage customers to participate in energy efficiency programs.</p> <p><i>Leveraging Community Leadership in Delivering Low-Income Energy Efficiency Programs</i></p> <p>Speaker Lorrie Maggio, Progress Energy</p> <p>Progress Energy developed Neighborhood Energy Saver (NES), a program that is changing how they effectively reach low-income</p>	<p>Moderator Richard (Rick) Morgan, Morgan Marketing Partners</p> <p><i>Understanding the Impact of Electricity Pricing & Technology on Consumer PEV Time-of-Use Charging Behavior</i></p> <p>Speaker Greg Haddow, San Diego Gas & Electric</p> <p>As the adoption of plug-in electric vehicles (PEV) increases, there will be a commensurate dependency regarding the availability of electric transportation fuel from electric utilities. To serve this growing customer need, utilities will likely focus on the safe, reliable and efficient integration of PEV loads with the electric grid. The purpose of this study is to more closely examine PEV charging decisions, and specifically, the role of electricity pricing in making those decisions. The results of this study will have an impact on PEV rate design, charging technology, and will help with the efficient integration of PEV charging loads with utility distribution systems.</p> <p><i>Electric Vehicle Drivers: Consumer Expectations of their Utility; And How Utilities are Delivering</i></p> <p>Speaker Scott Johnson, Chartwell Inc.</p> <p>A recent North American consumer survey reveals the expectations of utilities concerning plug-in electric vehicle programs and in-</p>

10:30am – Noon

SESSION I: (continued)		
IMPLEMENTATION	MARKETING	TECHNOLOGY
<p>for their core processes. To impact this process energy use, energy program managers must create program offerings that relate to efficiencies found in specific industrial processes. This paper delivers lessons learned and practical information on how to tackle the industrial market by understanding what similarities exist within “clusters” of similar types of manufacturing businesses. The presenter will also discuss the importance of partnering with local associations and building an effective sales team to meet the needs of the C&I market.</p> <p><i>New Directions for Building Energy Codes in Energy Efficiency Programs</i></p> <p>Speaker Harry Misuriello, ACEEE</p> <p>Federal, state and local policy makers, energy efficiency advocates and other stakeholders are examining how utility-sponsored efficiency programs could make use of recent advances in national model energy codes to achieve regulatory energy savings goals. Energy efficiency improvements in the International Energy Conservation Code (IECC) and ASHRAE Standard 90.1 (about 30 percent compared to a 2006 baseline) can rival energy performance of voluntary beyond-code new construction programs. This paper will present new results from an ongoing study to identify how regulators and energy efficiency program administrators are using improved energy codes in their programs, and what issues and barriers need to be addressed.</p>	<p>residential customers by partnering with community-based organizations and civic leaders. The paper focuses on how the program plans, engages and efficiently serves the entire community and how this approach can be applied by utilities to many other communities to cost effectively bring much needed energy savings to large numbers of low-income residents. Representatives from the private sector, non-profit sector and public sector came together to demonstrate how a utility program effectively manages the planning, engaging and execution of a low-income program.</p> <p><i>Coming Into the Spotlight: Finding a Starring Role for Community-based Initiatives</i></p> <p>Speaker Jennifer Mitchell-Jackson, Opinion Dynamics Corporation</p> <p>Case studies from across the United States examine three potential roles for community-based programs. Implementation approaches and results are examined to understand how community-based programs might be used as a transmission and distribution deferral strategy; to channel customers into existing energy efficiency programs; and to change behavior. Results from community-based initiatives will be shared that answer these questions:</p> <ol style="list-style-type: none"> 1. What are community-based initiatives “best” at achieving? 2. How can community-based initiatives integrate with other programs? 3. When should utilities deploy community-based initiatives? 4. How can program designers and policy makers assess the effectiveness of these programs? 	<p>frastructure. How much of a role beyond providing electricity should utilities take in the PEV market? What programs and services do customers think their utilities should be providing? Have current and potential PEV drivers even considered rates and charging options? How do customer attitudes sync with current utility PEV strategies? This presentation will offer a look at the expectations and perceptions surrounding the utilities’ role along with a parallel look at some of the programs utilities are already undertaking.</p> <p><i>Utility Business Opportunities Related to Plug-in Electric Vehicle Adoption</i></p> <p>Speaker Bryan Jungers, E Source</p> <p>Some program managers think that if they just ignore the issues surrounding plug-in electric vehicles (PEVs), maybe they will go away. However, it no longer appears to be a question of whether PEVs will hit the mainstream market, but rather how many and when. This presentation will provide practical examples and advice gathered from the direct experiences of PEV program managers from across the country. The presenter will explore and compare utility business opportunities related to PEV adoption, highlighting existing case studies, strategic partnerships, and future opportunities for electric utilities.</p>

Noon – 1:30pm

Networking & Lunch in Expo Hall – Indigo CD

1:30pm – 3pm

<p>SESSION II: IMPLEMENTATION <i>New Solutions to Old Problems</i></p> <p>Indigo A</p>	<p>SESSION II: PRICING & DEMAND RESPONSE <i>Residential Pricing & Load Control and the Role of Demand Response in Renewables Integration</i></p> <p>Indigo E</p>	<p>SESSION II: INTERACTIVE ROUNDTABLE <i>Mid-Course Corrections: Making Adjustments Based on PY 1 Results</i></p> <p>Aqua 306</p>
<p>Moderator Tracy Narel, U.S. EPA</p> <p><i>Relationships Matter – Transforming HVAC Through Quality Maintenance</i></p> <p>Speaker Mel Johnson, Southern California Edison</p> <p>Southern California Edison (SCE) created a program that builds upon the new industry standard for “quality maintenance” (QM). The Commercial HVAC QM Program is designed to mobilize immediate energy savings and help transform the market to maximize savings over the long run. SCE’s new program model is the first in California to adopt the new HVAC industry standard for quality maintenance as the basis for an innovative market transformation program. This paper explores how ongoing industry engagement in program design and implementation has leveraged support for market transformation, and how the program’s relationship-focused approach establishes a scalable platform for pursuing deeper savings.</p>	<p>Moderator Greg Wikler, EnerNOC</p> <p><i>Demand Response: The Stick is Mightier than the Carrot</i></p> <p>Speaker Molly Du, Itron, Inc.</p> <p>We Energies’ 2009-2011 Demand Response portfolio was comprised of two programs designed to reduce peak load - Peak Time Rebates (PTR) and Critical Peak Pricing (CPP). The PTR program is based on a reward or ‘carrot’ system. The CPP program is based on a cost or ‘stick’ system. The main goal of the evaluation was to estimate the impact of these two Demand Response programs. This paper presents a unique opportunity to evaluate how these two sets of program participants respond in diametrically opposite ways to similar conditions. The findings presented in this paper can help policy makers and program designers better understand residential customers’ behaviors, leading to designs for Demand Response programs that better meet the needs of the customer and utility.</p>	<p>Roundtable Leaders Katherine Johnson, Johnson Consulting Group Christian Griffin, Columbia Gas of Virginia</p> <p>What happens when the advertising messages miss the mark, key data is not tracked in the program database and customers simply just don’t respond? This interactive session will address these common first-year challenges to new DSM programs and provide opportunities for brainstorming real-world solutions to these vexing problems. This interactive session will build upon the results presented in last year’s successful interactive session on the basics of Evaluation, Measurement & Verification (EM&V). Following the life cycle of this program, the program manager from Columbia Gas of Virginia will share his insights and experience gained from the first year program operations.</p>

1:30pm – 3pm

SESSION II: (continued) IMPLEMENTATION	PRICING & DEMAND RESPONSE	INTERACTIVE ROUNDTABLE
<p><i>Enhancing C&I Programs and Customer Experience through Fuel Blind Screening</i></p> <p>Speaker Marie Harb Abdou, National Grid</p> <p>Fuel blind screening is a holistic approach to cost effectiveness screening. The presenter will demonstrate how fuel blind screening can help program administrators increase savings per participant in a cost-effective way while improving the customer experience. Electric and gas projects screened separately may not be cost-effective, but through fuel blind screening, a cost-effective custom C&I program may be identified by combining gas and electric savings or by including non-gas, non-electric benefits in its total resource cost test. The benefits of fuel blind screening allow program administrators to delve deeper into buildings and realize maximum savings per project while still delivering cost effective programs and reducing screening time.</p> <p><i>Southern California Edison's Approach to Continuous Energy Improvement</i></p> <p>Speaker Muginin (Mugi) Lukito, Southern California Edison</p> <p>A Continuous Energy Improvement (CEI) approach can lead to long term success toward persistent energy savings via a systematic approach to energy management. This paper describes Southern California Edison and Southern California Gas's design and integration of the CEI pilot program to its existing products and service offerings to non-residential customers. SCE discusses the challenges of imple-</p>	<p><i>Offer it... and They Will Save?</i></p> <p>Speaker Gene Mantei, Black Hills Energy</p> <p>Understand the results of two different residential Demand Response pilots employing Smart Grid technologies—Direct Load Control (DLC) and Innovative Pricing (IP). The programs have the same requirements and (utility) randomly assigned customers agreeing to participate in one of the program options. Challenges in rolling out the pilot programs; strategies employed to overcome difficulties and capitalize on successes; and the effectiveness of the two different Demand Response program designs that were implemented will be shared. The results of the pilots will provide actionable, useful information to help with the development, design and implementation of residential Demand Response programs employing smart meters.</p> <p><i>Dances with Renewables: Case Studies of Demand-side Ancillary Services</i></p> <p>Speaker Brad Davids, EnerNOC</p> <p>Hear how innovations in Demand Response (DR) technology are enabling Demand Response programs to fulfill utility ancillary services (A/S) requirements. Five case studies will be highlighted where utilities and grid operators across the world are using DR resources to provide various types of A/S, including 10 minute non-spinning reserves and up/down services. These initiatives are going on in diverse regions, including the Pacific Northwest, the Southwest, the South, the Mid-Atlantic, and Europe. Included are discussions</p>	<p>See program description on previous page.</p>

Tuesday, February 7, 2012

1:30pm – 3pm	SESSION II: (continued)	PRICING & DEMAND RESPONSE	INTERACTIVE ROUNDTABLE
	IMPLEMENTATION		
	menting a new program in a regulated environment and steps taken to overcome these challenges. Lessons learned from its first customers in the CEI pilot will be shared. Results include increased customer awareness and involvement in IDSM, improved operations, and increased potential energy savings in the future. A look at the future of CEI in California will also be discussed.	on the types of commercial and industrial loads that are prime candidates for providing A/S.	See program description on previous page.

3pm – 3:30pm **Networking & Break in Expo Hall – Indigo CD** Sponsored by: 

3:30pm – 5pm **Topic Committee Meetings**

Get involved, make new professional connections and help enhance your association. Visit one of the six AESP Topic Committees and get in on the fun. Build your network.

Implementation – **Aqua 311**
 Marketing – **Aqua 312**
 Pricing & Demand Response – **Aqua 303**
 Tools & Technology – **Aqua 305**
 Market Research, Evaluation & GHG – **Aqua 307**
 DSM Business Issues & Models – **Aqua 309**

5pm – 6:30pm **Reception in Expo Hall – Indigo CD** Sponsored by: **CLEAResult**

Expo Trivia Prizes Sponsored by: **OP@WER**

Catch up with colleagues and expand your network at this evening reception. This is your final opportunity to play Expo Trivia! Over \$3,000 in gift cards will be given away – Best Buy, Amazon, American Express, Dick’s Sporting Goods, Pottery Barn and many more. Is your name on one? Prizes drawn at 6:15pm – winner must be present!

YOUR FEEDBACK IS IMPORTANT!

Be sure to complete the daily Evaluation Forms and drop them off at AESP’s Registration Desk. Thank you!

7am – 5pm **Registration Desk Hours – Indigo West Foyer**

7:15am – 8:15am **Networking & Breakfast in Expo Hall – Indigo CD**

8:30am – 10am

<p>SESSION III: IMPLEMENTATION</p> <p><i>New Strategies for New Construction</i></p> <p>Indigo A</p>	<p>SESSION III: MARKETING</p> <p><i>Effectively Marketing C&I Segments</i></p> <p>Indigo E</p>	<p>SESSION III: POLICY</p> <p><i>Panel: DSM as a Business - Delivery, Incentives, and Regulatory</i></p> <p>Aqua 306</p>
<p>Moderator Mike Mernick, ICF International</p> <p><i>Best Practice Strategies in Implementing a New Home Program</i></p> <p>Speaker Douglas Eddie, NV Energy</p> <p>In a state with the nation’s highest unemployment and home construction down 85 percent from its peak, NV Energy’s Energy Plus New Homes Program was established to promote new home construction that is 30 percent more efficient than code and double the efficiency improvement of ENERGY STAR®. During this time, Southern Nevada also lost 58 percent of its builders. Despite these difficult conditions, the Energy Plus New Homes Program more than doubled its goals in 2010. This paper will detail how the program addressed these difficult conditions, leveraged the value of ENERGY STAR without requiring ENERGY STAR as a qualification, and how it found the right motivations for builders.</p> <p><i>Barriers and Strategies for Achieving Energy Code Compliance – the NH Experience</i></p> <p>Speaker Scott Albert, GDS Associates</p> <p>A growing number of states are adopting more stringent building energy codes (2009 IECC or above</p>	<p>Moderator Jennifer Quay Allen, Southern Company</p> <p><i>People are People: Energy Efficient Behaviors and Decisions at Home and at Work</i></p> <p>Speaker Karen Healey, PECEI</p> <p>Most energy efficiency programs ask people to make a change – either to change their behavior or to make a different purchase decision. But do people act the same at work as they do at home? Do they use the same criteria when making decisions? This presentation will explore the differences between behaviors and purchasing decisions at home and at work. From there, we will discuss the implications of these differences on designing and implementing commercial energy efficiency programs. The presentation will include success stories, cautionary tales, and will provide specific recommendations for adding behavioral components to commercial DSM programs.</p>	<p>Moderator Daniel (Dan) Violette, Navigant Consulting</p> <p>Panelists John Hargrove, NV Energy Chuck Goldman, Lawrence Berkeley National Laboratory Janine Migden-Ostrander, Regulatory Assistance Project (RAP)</p> <p>DSM is increasingly becoming relied upon to meet growth in energy demand and reduce overall costs of resource procurement. DSM implemented at scale is relatively new and the transition to DSM as a resource for meeting future demand is still underway. The result is that DSM has not yet been mainstreamed within the utility industry in the same way as generation, distribution, and traditional resource planning. Even with the opportunity to earn incentives, DSM is generally managed as being outside core business functions. For DSM to reach its potential, it is important that it become embedded as an on-going business at utilities. This panel will address the fundamental problem of transitioning DSM into an important core business process and changing the overall industry paradigm.</p>

8:30am – 10am

SESSION III: (continued) IMPLEMENTATION	MARKETING	POLICY
<p>for residential structures, ASHRAE 90.1-2007 for commercial). Adoption is an important first step, but achieving compliance to these standards is what will result in real energy savings and associated economic and environmental benefits. There are substantial barriers within and across multiple stakeholder groups (code officials, architects/engineers, contractors/trade associations, realtors/appraisers, policymakers and the general public) that are hindering effective and consistent code enforcement and compliance. This paper will provide insights into some of the most significant barriers and will provide a number of carefully developed strategies for overcoming them, based on results gained from an ongoing (2.5 yr) \$600K effort sponsored by the NH State Office of Energy and Planning.</p> <p><i>ENERGY STAR for New Homes Version 3 Pilot Study: Finding Effective Strategies for Raising the Bar</i></p> <p>Speaker Jake Titus, ICF International</p> <p>EPA's ENERGY STAR for New Homes Program was first launched in 1995. The specific requirements of the program have evolved with each iteration of the specifications to better deliver on the program goals as the residential construction industry becomes more capable. With the onset of new, stricter energy codes on a national, state, and local level; increasing market penetration of ENERGY STAR qualified homes; and improved diagnostic tools to aid in energy-efficient construction, EPA released its third iteration of the New Homes specifications in 2010. These specifi-</p>	<p><i>Carving out Mind Space, and Compelling Action for EE with Small and Medium Business Customers</i></p> <p>Speakers Anne Snyder Grassmann, Portland General Electric Susan Jowaiszas, Energy Trust of Oregon</p> <p>The small- and medium-business (SMB) customer segment has historically been difficult to engage. Portland General Electric and Energy Trust of Oregon have paired to create innovative methods of communicating to this customer segment while yielding some positive results. Removing barriers to the SMB customer for improved participation in EE will be shared. Methods include:</p> <ul style="list-style-type: none"> - Innovative marketing collateral that raises awareness and interest with SMB customers to engage them in EE. - Customer-focused marketing channel utilization to increase customer satisfaction. <p>Hear about the impressive results yielding new records in SMB customer participation of EE programs.</p> <p><i>Segmentation: Getting Businesses to See, Be Challenged by Their Peers</i></p> <p>Speakers Sherry Hubbard, AEP Ohio Andrew McCabe, AEP Ohio</p> <p>After a C&I program has been in the field for a year or two, it's time to evaluate the results relative to market potential. This paper outlines AEP's approach to perform segmentation, review results against the utility's market potential study, and perform research with customer segments that are</p>	<p>See program description on previous page.</p>

8:30am – 10am

SESSION III: (continued)		
IMPLEMENTATION	MARKETING	POLICY
<p>cations, called Version 3 (v3), are designed to be at least 15 percent more stringent than the 2009 IECC, and include expanded building science checklists, a variable HERS score, and consideration for house size—resulting in a significantly more rigorous standard for new home construction. Four utilities participated in a pilot to assess the viability of the new program specifications. This presentation explores the preconceptions that builders, raters and program managers had about the time, cost, training, and oversight that would be required to complete a qualified home before and after participating in the pilot. Based on their experience with the v3 pilot study, many participants found that their preconceptions were not accurate.</p>	<p>not participating to understand their barriers. In addition, the presenters will discuss how they developed a series of marketing strategies to further promote customer action in all segments. Learn about their detailed research techniques and how the team used in-depth assessments. Utilities will be able to obtain specific insight from AEP’s research into key sectors that have historically had lower participation levels in many markets.</p>	<p>See program description on page 21.</p>

10am – 10:30am

Networking & Break in Expo Hall – Indigo CD

Sponsored by:



10:30am – Noon

SESSION IV: TECHNOLOGY <i>Lights, Camera, Action!</i>	SESSION IV: RESEARCH & EVALUATION <i>Aspects of Evaluation</i>	SESSION IV: RENEWABLES <i>Distributed Solar Power & the Role of Demand Response in Renewables</i>
<p>Indigo A</p> <p>Moderator Mary Sutter, Opinion Dynamics Corporation</p> <p><i>Are They There Yet? The Status of LED Replacement Lamp Performance - based on the LED Lighting Facts® Database</i></p> <p>Speaker Jason West, D&R International</p> <p>This presentation summarizes the current status of solid-state lighting (SSL) replacement lamp</p>	<p>Indigo E</p> <p>Moderator Elizabeth Titus, Northeast Energy Efficiency Partnerships</p> <p><i>Whose Perspective is Right? The Impact of the Utility-Cost Test</i></p> <p>Speakers Elizabeth Daykin, The Cadmus Group Jessica Aiona, The Cadmus Group</p> <p>Understand the different impacts of using a Utility Cost Test (UCT)</p>	<p>Aqua 306</p> <p>Moderator Terry Fry, Nexant, Inc.</p> <p><i>Smart Grid Strategies for Maximizing Savings from Customer PV Installations</i></p> <p>Speaker Heidi Ochsner, The Cadmus Group</p> <p>Smart meters present a compelling option for broadening the utility’s ability to account for distributed generation systems’ energy output. Additionally, new peak demand</p>

10:30am – Noon

SESSION IV: (continued) TECHNOLOGY	RESEARCH & EVALUATION	RENEWABLES
<p>product performance, based on data available from over 2,000 products using the Lighting Facts label. Information will be framed in the context of upcoming lighting regulatory changes that will encourage the market adoption of more efficient technologies, including SSL. Results include performance assessments of major LED replacement lamp types in the context of upcoming regulatory changes, notably the 2007 Energy Independence and Security Act and the DOE Energy Conservation Standards finalized in 2009.</p> <p><i>Opportunities for Desktop Computer Energy Efficiency Programs</i></p> <p>Speaker Mark Bramfitt, Bramfitt Consulting</p> <p>There are three mature technology measures that dramatically reduce the energy use of desktop computing systems. This paper reviews the three measures: installing high-efficiency current generation equipment and utilizing power management features; using mobile equipment (laptops) with desktop docking stations; and, in limited cases, considering conversion to thin-client systems. All three approaches deliver similar energy efficiency improvements, often exceeding a 75 percent decrease compared to typical desktop systems. The review will include an analysis of program applicability to three key market segments: individual users, small- and medium-sized businesses, and large corporate and institutional users.</p>	<p>versus a Total Resource Cost test (TRC) on savings depth, program diversity, and long-term goals. This study examines the theory behind each test perspective; the rationale for adopting each test; and key outcomes, including achieved savings, overall cost-effectiveness, cost-per-kWh, diversity of program offerings, and rebate levels. Advantages lost, when only one test is used to evaluate a program's worthiness, will also be examined. Attendees will get a glimpse of the energy-efficiency future should more jurisdictions adopt the UCT over the TRC.</p> <p><i>And now over to Massachusetts: Developing Standardized NTG Approaches</i></p> <p>Speaker Pamela Rathbun, Tetra Tech</p> <p>Miriam Goldberg, KEMA</p> <p>This Massachusetts Commercial & Industrial (C&I) study focuses on general methods for estimating what would have happened absent a program. It revisits the 2003 standardized C&I free-rider and spillover methodology used by Massachusetts program administrators, and reviews other methodologies now being used across the nation. It explores the pros and cons of alternative methods for estimating what would have happened absent a program in different contexts. While it develops a standardized methodology for situations where end-users can self-report on program impacts, some programs cannot be addressed this way. The presenter will also provide a decision framework and guidelines for</p>	<p>reduction programs, enabled by advanced metering infrastructure (AMI), can improve payback periods for system owners. This paper will discuss practical applications of AMI, and how utilities could use AMI to account for, and maximize, energy savings and peak demand reductions from distributed generation systems. This presenter will also discuss strategies that utilities with an advanced metering infrastructure (AMI) can use to optimize savings from PV customers.</p> <p><i>California Solar Initiative, and Distributed Customer Solar Generation at SCE</i></p> <p>Speaker Gary Barsley, Southern California Edison</p> <p>Southern California Edison and thousands of its customers participate in the California Solar Initiative, the largest solar incentive program in the country. SCE is currently processing a record number of new applications for this program, as more residential and commercial customers want to "go solar." The utility is evaluating the potential impacts of this distributed solar resource on the grid, and is planning long-term strategies to manage the future forecast growth of solar customers on the system. This presentation will also share updated information on utility solar customers, and the current market dynamics.</p>


10:30am – Noon

SESSION IV: (continued) TECHNOLOGY	RESEARCH & EVALUATION	RENEWABLES
<p><i>Spy In the Sky: Aerial Thermal Imaging for Community-Based EE</i></p> <p>Speaker Erin Buchanan, Cedar Falls Utilities</p> <p>Program sponsors are experimenting with several ways to engage consumers more actively, including community-based programs, energy reduction contests, comparison of utility bills among similar customers or neighborhoods, and through Smart Grid and dynamic pricing projects. This case study discusses the recent aerial thermal imaging for Cedar Falls, IA, which illustrates how coupling aerial thermal imaging with geographic information system (GIS) capabilities can engage customers or a community in making energy efficiency changes. It can also create a framework for utilities to track and identify high potential properties in a given area.</p>	<p>when the standardized self-report methodology is appropriate and when other methods should be used (e.g., upstream programs).</p> <p><i>For Better or Worse - Consensus-Based Statewide Evaluations</i></p> <p>Speaker Wendy Todd, National Grid</p> <p>As more states consider adopting a statewide evaluation approach, this paper investigates whether the consensus-based approach improves the evaluation process or not. Through a case study, the presenter examines two separate impact evaluations of similar programs that used identical methodologies and were conducted in neighboring markets during the same time frame. Early findings in the case study indicate that the statewide evaluation is potentially more expensive, more time consuming, yet has similar results compared to the single utility evaluation. This case study is not only an opportunity to investigate whether or not they are working and what impact they have on implementation efforts, but also an opportunity to discover best practices that may enhance the consensus evaluation process in the future.</p>	<p><i>PV Export: Shedding Light on the Sunshine Resource</i></p> <p>Speaker Collin Elliot, Itron, Inc.</p> <p>The California Solar Initiative (CSI) is the largest solar incentive program in the history of the United States. The CSI has been promoting residential and commercial photovoltaic (PV) systems in California since 2007. Many of the PV systems generate electricity in excess of the customer's consumption and result in the export of electricity to the grid during different intervals. Very little is published, however, about the frequency, magnitude, timing, or geographic location of the exported electricity. The main goal of this evaluation is to estimate and characterize residential and commercial PV export for CSI participants.</p>

Noon – 1pm

<p>Ontario, Canada Chapter Meeting – Indigo 202A</p> <p>You're invited to the AESP Ontario, Canada chapter meeting! Meet the chapter leaders and share your ideas on what the chapter can do for you. Chapter meetings are a great way to learn about regional initiatives and get involved on a local level.</p>
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Noon – 1:30pm

<p>Networking & Lunch In Expo Hall – Indigo CD Sponsored by</p>	
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1:30pm – 3pm

<p>SESSION V: POLICY</p> <p><i>Savings Goals: The Sky is the Limit</i></p> <p>Indigo A</p>	<p>SESSION V: RESEARCH & EVALUATION</p> <p><i>Panel: Minimizing Free Ridership: A Successful, Focused Approach to Appliance Markdowns</i></p> <p>Indigo E</p>	<p>SESSION V: INTERACTIVE ROUNDTABLE</p> <p><i>Courtship to Commitment</i></p> <p>Aqua 306</p>
<p>Moderator Carol White, National Grid</p> <p><i>The Big Squeeze: Where Will 2020's Savings Come From?</i></p> <p>Speaker William Prindle, ICF International</p> <p>The presenter's objectives are twofold: (1) to document the "Big Squeeze," the growing gap between state energy efficiency savings targets and the energy savings available from conventional DSM measures; and (2) to describe emerging technologies and program designs that could help fill the resulting gap. This paper documents the "Big Squeeze" occurring in this decade, as efficiency standards raise baselines and narrow the energy savings available from many of the most common DSM measures. At the same time, about half of the states have Energy Efficiency Resource Standards (EERS) that mandate savings targets for utilities.</p> <p><i>Making Money with the Business of DSM</i></p> <p>Speaker Denise Smith, Tucson Electric Power</p> <p>In today's rapidly changing energy markets, the role of energy efficiency and Demand Response programs are emerging as the choice of regulators and advocates for meeting growing energy needs. But are they the choice of utility man-</p>	<p>Moderator Stan Mertz, Applied Proactive Technologies</p> <p>Panelists Alicia Forrester, Commonwealth Edison</p> <p>Paul Campbell, Sears Holdings Corp.</p> <p>Over the past decade, the mark-down funding mechanism has revolutionized the promotion of energy efficient lighting products. When implemented correctly, this model offers benefits and efficiently delivers the majority of program funding directly to benefit consumers. Until now, there have been few successful implementations of the markdown model to promote efficient appliances because: 1) per unit incentives must be considerably larger for appliances, and 2) considered broadly across ENERGY STAR appliances, using free rider-ship as a markdown model is too high to maintain cost effectiveness. This panel brings together industry partners to discuss the design and implementation of the first successful pilot program to use the markdown model to promote energy efficient appliances.</p>	<p>Roundtable Leaders Lark Lee, Tetra Tech</p> <p>Jim Holbrook, APS</p> <p>Wendy Tobiasson, KEMA</p> <p><i>Trade Ally Roundtable: Engaging this Key Marketing Arm</i></p> <p>Trade Allies (TAs) play a critical role in successful implementation of energy efficiency programs by providing a valuable connection to customers and operating as an extended sales force and/or market change agent. Well-trained TAs can improve a program's efficiency, ability to respond to changing market conditions, and cost effectiveness. This roundtable focuses on how programs engage TAs over time, the benefits of engagement to all, and solutions for further enhancing TA relations. Interact with peers to identify best practices and new ideas for working with TAs in all sectors and throughout different phases of a program's maturity.</p>

1:30pm – 3pm

SESSION V: (continued) POLICY	RESEARCH & EVALUATION	INTERACTIVE ROUNDTABLE
<p>agement? What would motivate a utility to engage in a DSM program without mandates? This paper addresses the basic essentials for a DSM business model, as well as a model that will grab the attention of the utility executive and provide the steps necessary for a paradigm shift for all stakeholders.</p> <p><i>Meeting Energy Efficiency Goals: The Massachusetts Experience</i></p> <p>Speaker Christina Halfpenny, Massachusetts Department of Energy Resources</p> <p>Energy efficiency has seen rapid and tremendous growth around the country. The increased energy savings targets and program budgets have captured the attention of legislators, regulators and stakeholders. The challenge of achieving the higher savings targets and managing the administration of larger programs is compounded by demands for better transparency, continuous information requests and competing interests. As more and more processes are developed to inform, oversee and regulate the efficiency programs, the question begs to be asked: whose programs are these? The Massachusetts experience is a balancing act that includes an advisory council comprised of 11 stakeholders, 3 regulatory agencies, and 11 utilities. Results have been successful, but the real work lies ahead to acquire more savings and improve on the multi-lateral processes in place.</p>	<p>See program description on previous page.</p>	<p>See program description on previous page.</p>

3pm – 3:30pm

Networking & Break in Expo Hall – Indigo CD

Sponsored by:



3:30pm – 5pm

<p>SESSION VI: IMPLEMENTATION <i>Playing Well With Others & Having Fun</i></p> <p>Indigo A</p>	<p>SESSION VI: MARKETING <i>Communication Channels that Increase Participation</i></p> <p>Indigo E</p>	<p>SESSION VI: PRICING & DEMAND RESPONSE <i>Creating Demand Response Programs to be Effective Utility Resources</i></p> <p>Aqua 306</p>
<p>Moderator Kendall Youngblood, PECl</p> <p><i>Examining and Promoting Energy Efficiency in Public Power</i></p> <p>Speaker Laura Cornwell, American Public Power Association</p> <p>APPA conducted a comprehensive survey of energy efficiency and demand-side management at Public Power Utilities in September 2010. The 2010 survey was divided into four main focus areas: EE/DSM Program Overview; EE/DSM Programs; Effectiveness and Popularity of EE/DSM Programs; and Utility Transmission and Distribution (T&D) Efficiency. This presentation highlights the efforts of public power utilities in these areas; provides a snapshot of energy efficiency and demand-side management activities at public power utilities; and explores obstacles that have inhibited the deployment of energy efficiency programs and T&D efficiency upgrades.</p>	<p>Moderator Sharyn Barata, Itron, Inc.</p> <p><i>More Than The Sum: How A Whole Home Program Leads To Energy Efficiency Success</i></p> <p>Speaker Sorana Ionescu, Ontario Power Authority</p> <p>In 2010 the Ontario Power Authority, in its mandate as a central electricity conservation planning agency, and a working group representing 78 local electricity utilities, worked together to consolidate five consumer programs under one umbrella. This included reinventing the marketing strategy, rebranding and relaunching initiatives under a new name and using a new communications channel – built around a one-stop website to provide information and facilitate participation. This paper will show ‘before and after’ marketing strategies and use in-market results to demonstrate how the program consolidation reinvigorated the initiatives and encouraged people to take more responsibility for the amount of electricity used in their homes.</p>	<p>Moderator Randy Altergott, Tucson Electric Power</p> <p><i>Getting People Turned Off is Exciting: Benchmarking Residential Demand Response Programs</i></p> <p>Speaker Rachel Buckley, E Source</p> <p>While residential air-conditioning direct load control programs have been around for a while, they continue to grow in importance for over 50 utilities. How are the very best programs still able to gain such high enrollment and peak impacts? This paper will take a detailed look at what kind of market penetration numbers and peak impacts the presenter is seeing from a multitude of utilities, how these leading programs market to their customers, which target segments are best, and which messaging and marketing techniques work. The utilities with the highest number of enrolled customers have learned by doing and now you can learn from them! You will hear the secrets to their success, lessons learned and best practices.</p>

3:30pm – 5pm

SESSION VI: (continued) IMPLEMENTATION	MARKETING	PRICING & DEMAND RESPONSE
<p><i>Regional Program Platforms: Building a sandbox where everyone can play!</i></p> <p>Speaker Sarah F. Moore, Bonneville Power Administration</p> <p>Designing utility energy efficiency programs across a four-state region requires flexibility and collaboration. In April 2010, BPA launched the Simple Steps, Smart Savings program to 140 public utilities in Washington, Oregon, Idaho, Montana and Wyoming. This paper will demonstrate short- and long-term benefits of regional energy efficiency product programs with multiple delivery channels. The presenter will articulate how a multiple channel offer improves the success and participation of utilities and end-users, particularly when a service territory is a mix of rural and urban. Case studies will also help illustrate benefits from this diverse model.</p> <p><i>Bringing Them Home: Rebate Agents Score Contracts for Utilities</i></p> <p>Speaker Garrick Wahlstrand, Opinion Dynamics Corporation</p> <p>This presenter examines the roles of rebate agents in the energy efficiency program market. The origins of these market actors; the number of firms; the activities and services they provide; and the range of their influence nationally will be discussed. Details will be shared on how and why the presence of rebate agents within the market affects Net-to-Gross (NTG) analysis,</p>	<p><i>Update Your Energy Status: Digital Innovation as a Marketing Catalyst</i></p> <p>Speakers Kristen Pomer, NSTAR Stephanie Blicharz, Marketing Drive</p> <p>In recent years, industry studies have proven the influence of friends and family in consumers' energy efficiency decisions. This paper details a case study of the sponsors of the Mass Save® Consumer Products Initiative's digital marketing campaign that was used to broaden program target audiences, make energy efficiency a purchase consideration for newer product categories, create sales excitement and ultimately, to drive customers to take action. The paper highlights the four successful components of the approach: social media, interactive shopping tools, social shopping and ongoing online marketing strategies. Attendees will be empowered to tap into new consumer media and shopping habits in order to effectively engage a wide range of customers.</p> <p><i>Using Microsites to Achieve Macro Results</i></p> <p>Speaker Craig Frank, Apogee Interactive</p> <p>Missouri Gas Energy needed to be able to react quickly in our promotion and support of program and rebate efforts. Often the main website is not able to accommodate the speed and flexibility that is necessary to support programs, vendors, and promotions. Effective</p>	<p><i>Two Years and 100 MW: C&I Program Design for NV Energy</i></p> <p>Speakers Michael Brown, NV Energy Kelly Marrin, EnerNOC</p> <p>This paper provides a rare look at NV Energy's portfolio program design from beginning to end. It begins with an assessment of Demand Response potential in NV Energy's southern territory for the commercial and industrial class. The initial assessment helped NV Energy to determine if the goal that they faced was realistic, and which customer groups had the most potential. In addition, this study includes several aspects that are unique, with customer interviews, cutting edge enabling technology, and EE integration as key elements of the overall program design. The study pays close attention to opportunities for integration of EE and Demand Response throughout the program design process by calling out specific opportunities within each proposed program.</p> <p><i>Money on the Table: How Utility Program Planning Practices are Failing to Harness the Full Value of Demand Response</i></p> <p>Speaker Stuart Schare, Navigant Consulting</p> <p>Demand Response is moving from a legacy or fringe utility program to an essential component of the utility and ISO resource mix—even competing head-to-head with generation in ISO markets. This paper will use benchmarking findings</p>

Wednesday, February 8, 2012

3:30pm – 5pm

SESSION VI: (continued) IMPLEMENTATION	MARKETING	PRICING & DEMAND RESPONSE
<p>and specifically why typical NTG self-report question batteries may not appropriately capture full program impacts. The presenter will elaborate on how the presence of rebate agents may affect program development and implementation.</p>	<p>use of a website, and the tools it contains, can go a long way toward satisfying commission and program objectives. For many utilities that may be easier to achieve by creating a microsite, or dedicated specialized website to focus on a narrow area such as energy efficiency, and avoiding the bureaucratic and regulatory hurdles to being nimble.</p>	<p>from more than a dozen programs to review common utility practices for Demand Response program design and operation and to identify what utilities are doing to 1) make DR more central to utility operations and planning, and 2) create more value for the Demand Response capacity that is developed. Results will also include trends and anecdotes for what is, and what is not, working in utility DR programs. A focus will be on internal stakeholders whose integration into DR planning and operations is essential for effective programs.</p>

5pm – 7pm

Evening Special Event – Indigo Terrace Sponsored by:



Entertainment Sponsored by:



Enjoy an unforgettable evening under the stars overlooking the lights of San Diego Bay with special entertainment, food and beverages.

YOUR FEEDBACK IS IMPORTANT!

Be sure to complete the daily Evaluation Forms and drop them off at AESP's Registration Desk. Thank you!

7am – Noon

Registration Desk Hours – Indigo West Foyer

7:15am – 8:15am

Networking & Breakfast in Expo Hall – Indigo CD Sponsored by: **TOSHIBA**
Leading Innovation >>>

8:30am – 10am

<p>SESSION VII: IMPLEMENTATION <i>We're Going Retro</i></p> <p>Indigo A</p>	<p>SESSION VII: POLICY <i>Federal Dollars on the Job</i></p> <p>Indigo E</p>	<p>SESSION VII: INTERACTIVE ROUNDTABLE <i>Let's Continue with the Nitty Gritty Discussions on RFPs</i></p> <p>Aqua 306</p>
<p>Moderator Vicki Nichols, Georgia Power</p> <p><i>Commercial Audits and their Impact on Project Implementation</i></p> <p>Speakers Kristy Tyra, Oncor Amanda Townsend, Geavista Group</p> <p>Utilities continue to look for innovative and cost-effective ways to achieve energy savings. Through Oncor's Commercial Energy Audit Program, the company is able to test the value and impact of commercial energy audits on converting knowledge into actual energy savings. The program is designed to increase participation in Oncor's incentive-based commercial programs by helping customers identify eligible energy efficiency projects. The program also seeks to overcome market barriers by providing education and customer support to underserved and financially constrained markets such as small businesses.</p>	<p>Moderator Sue Hanson, Tetra Tech</p> <p><i>Powering Prosperity: How EnergySmart Jobs Generated Energy Savings, Stimulated Local Business and Created Jobs in California</i></p> <p>Speaker Allison Bially, PECI</p> <p>The EnergySmart Jobs program is an innovative new model that is creating jobs, saving energy and rate-payer costs, and building energy efficiency awareness throughout California. Leveraging ARRA funds, the program generates sustainable economic influence and works to achieve market transformation by marrying training, best-in-class technology, public and private partnerships and inventive marketing techniques. This presentation will demonstrate how a comprehensive program model and marketing strategies bring utilities across the state together with government- and privately-funded entities. The connection between these program participants enables EnergySmart Jobs to engage contractors and manufacturers in a way that provides a career</p>	<p>Roundtable Leader Laura Schauer, Tetra Tech</p> <p>There is a necessary separation between those issuing and responding to RFPs. The spirited and good-natured tone of last year's roundtable illustrated the importance for contractors and their vendors to engage in these types of discussions. This interactive roundtable is a continuation of the important topic of RFPs. Attendees will leave with a much better understanding of the "other side." Topics will include:</p> <ol style="list-style-type: none"> 1. Identifying the most qualified proposal responses: what are the best types of questions to ask? 2. Implications of multi-stakeholder RFP processes on contractors and vendors 3. To provide or not provide a budget value: what's the right approach? 4. Successful approaches for reviewing and scoring RFP responses


8:30am – 10am

SESSION VII: (continued) IMPLEMENTATION	POLICY	INTERACTIVE ROUNDTABLE
<p><i>Innovation in Retro-Commissioning Program Design: The Value of Customer Partnerships</i></p> <p>Speaker Elaine Bryant, Public Service Electric & Gas Company</p> <p>Supermarkets are among the most energy intensive commercial customers. PSE&G has partnered with the New Jersey Institute of Technology (NJIT), in the design and implementation of its Retro-Commissioning Pilot Program targeted to the unique needs and motivations of supermarkets and their service contractors. This paper discusses the pilot program and its unique approach to reach a large market segment deemed most likely to yield the greatest savings from a retro-commissioning based program. Program design, implementation and results are discussed, as well as the applicability of the pilot approach to other market segments which could benefit from a targeted market-specific methodology to retro-commissioning.</p> <p><i>Retro-Commissioning for Compressed Air Systems: A Case Study for Customer Commitment-Based Assessment Incentives</i></p> <p>Speaker Nate Altfeather, SAIC</p> <p>Retro-commissioning of automated commercial HVAC systems has become popular and leading DSM programs have leveraged this popularity by designing incentives to offset the cost of these assessments. This paper discusses the lessons learned by the Wisconsin Focus on Energy program in administering a Pilot Industrial Retrocommissioning Program that</p>	<p>path for California's at-risk youth, while at the same time saving California businesses millions of dollars in energy costs.</p> <p><i>Interactions between Energy Efficiency Programs Funded Under the Recovery Act and Utility Customer-Funded Energy Efficiency Programs</i></p> <p>Speaker Elizabeth Stuart, Lawrence Berkeley National Laboratory</p> <p>Some ARRA solutions may persist as important new elements in the future of U.S. energy efficiency. How those programs interacted with existing utility customer-funded programs is the subject of this report from Lawrence Berkeley National Laboratory. The authors interviewed more than 80 national experts, program administrators, and regulatory commissions. It also focuses on the approaches taken in 12 case study states, summarizes trends and highlights issues that policy-makers and ARRA program evaluators may want to examine in more depth.</p> <p><i>Findings, Challenges and Lessons Learned from the Evaluation of ARRA-Funded Programs for the Colorado Governor's Energy Office</i></p> <p>Speakers Lynn Roy, Nexant, Inc. Ryan Bliss, Research Into Action</p> <p>The Colorado Governor's Energy Office recently contracted with Nexant, Inc. and its subcontractors to conduct an ARRA Program Measurement and Verification</p>	<p>See program description on previous page.</p>

8:30am – 10am

SESSION VII: (continued) IMPLEMENTATION	POLICY	INTERACTIVE ROUNDTABLE
<p>incorporates customer implementation obligations in order to capture savings from a study and justify higher, more impactful incentives. This paper will explain the design of the incentive, walk through the details of each completed study and accompanying projects, share lessons learned during the pilot, and discuss how this approach can be expanded beyond compressed air.</p>	<p>Project for each of the three ARRA funding streams. The main purpose is to determine the actual energy savings associated with each funding stream. Learn about the team's overall evaluation approach, key findings from the evaluation, challenges that were faced throughout the project, how those challenges were overcome, and lessons learned. With only a few ARRA-funded program streams being evaluated, the experience of this team will help shape the direction for future ARRA program evaluations.</p>	<p>See program description on page 31.</p>

10am – 10:30am

Networking & Break in Expo Hall – Indigo CD Sponsored by:  **TOSHIBA**
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10:30am – Noon

SESSION VIII: IMPLEMENTATION	SESSION VIII: RESEARCH & EVALUATION	SESSION VIII: PRICING & DEMAND RESPONSE
<p><i>Panel: Residential Retrofit Programs: What's Working? Perspectives from National Program Leaders</i></p> <p>Indigo A</p> <p>Moderator Sara Van de Grift, Opinion Dynamics Corporation</p> <p>Panelists Kerrie Cunningham, WECC Mark Dyen, Conservation Services Group Bob Stull, PECO Jim Grevatt, Vermont Energy Efficient Corporation</p> <p>Residential retrofit programs are increasing nationwide and have even gained federal support for continued growth. Join the panel for a dialogue centered around the different regional and national</p>	<p><i>Savings from C&I Markets</i></p> <p>Indigo E</p> <p>Moderator Katherine Johnson, Johnson Consulting Group</p> <p><i>Evaluation of Smart Grid Projects Presents Challenges But Promises Rewards</i></p> <p>Speaker Erik Gilbert, Navigant Consulting</p> <p>Smart Grid project evaluation requires new approaches to collecting, managing and analyzing the large volume of data that is generated by Smart Grid technology. At the same time, new types of data</p>	<p><i>Innovations in Demand Response Technologies & Markets</i></p> <p>Aqua 306</p> <p>Moderator Mark Martinez, Southern California Edison</p> <p><i>Getting Ahead of the Demand Curve: A Customer-focused Approach to Energy Savings through Automated Demand Response</i></p> <p>Speaker Clay Collier, Akuacom</p> <p>This case study of the Automated Demand Response (ADR) program will profile an innovative technology from the perspective of the customer,</p>

10:30am – Noon

SESSION VIII: (continued) IMPLEMENTATION	RESEARCH & EVALUATION	PRICING & DEMAND RESPONSE
<p>trends in home retrofit programs; identify best practices and challenges; and debate the effectiveness of these approaches, as well as the multitude of tools, federal programs, and certifications available. Managed as a highly interactive session, the group will engage the audience in discussions about the different types of program models offered and will share program successes, pitfalls to avoid, and lessons learned. The panel will also discuss what it takes to implement scalable, cost-effective home retrofit models that achieve the goals set forth by clients, administrators, or policy makers.</p>	<p>provide the potential for rapid and powerful analyses and valuable new insights (e.g. better understanding of customer behavior). The paper will leverage real-world examples from at least three ongoing utility Smart Grid pilot projects to illustrate various challenges and will present insights gained through analysis of Smart Grid generated data. New techniques can leverage data to enhance traditional impact analysis, as well as to perform analyses that have not previously been possible.</p> <p><i>Leveraging EPACK and Financing for Commercial Lighting Direct Install Programs</i></p> <p>Speaker Barry Henck, Central Hudson Gas & Electric</p> <p>To lower the cost to customers and decrease the payback period, Central Hudson Gas & Electric reinvented its commercial electric program in 2010 by focusing on lighting, hiring a direct installer and offering financing. By leveraging the EPACK tax deduction, Central Hudson was able to make the program free for municipal buildings including public schools. The paper covers the economic climate, and what did not work for commercial electric energy efficiency; how the EPACK tax deduction can be leveraged for municipal customers and the positive results of the reinvented program.</p>	<p>utility, government agency and program administrator. Leveraging funding by an ARRA grant, and in partnership with Southern California Edison and Pacific Gas and Electric, the program will enable nearly 300 commercial and industrial customers to automatically control costs by reducing consumption through pre-set strategies based on the customer's priorities. The ADR program is a customized solution designed to shed load as efficiently as possible while giving customers complete control of how they respond to fluctuating energy prices.</p> <p><i>Tales from the Heartland: Demand Response in the Agricultural Sector</i></p> <p>Speakers Anthony Saucedo, Southern California Edison Richard Milward, Global Energy Partners/EnerNOC</p> <p>This paper brings together aspects of two very different agricultural projects, a Demand Response potential assessment and an Auto-DR implementation project, to look at the life-cycle of pioneering Demand Response programs for agricultural customers. From program potential, development to implementation, the presenters address each aspect of DR program planning with respect to the unique characteristics and opportunities for agricultural customers. Find out the results and best practices from two projects: the Agricultural and Pumping Demand Response Potential Study for Southern California Edison (SCE); and an agriculture-focused AUTO-DR program for Pacific Gas and Electric (PG&E).</p>

10:30am – Noon

SESSION VIII: (continued) IMPLEMENTATION	RESEARCH & EVALUATION	PRICING & DEMAND RESPONSE
<p>See program description on previous page.</p>	<p><i>SDG&E's Smart Grid – Smart Meter Customer Data and Future Plans</i></p> <p>Speaker Ted Reguly, San Diego Gas & Electric</p> <p>During this session, SDG&E will present their plans to leverage their smart meter investment and data to provide customers with useful information and tips on how to better monitor and use energy. SDG&E is currently 98 percent complete with its smart meter deployment, and is one of the industry leaders in working with its customers to find ways for customers to benefit from the technology. SDG&E's work to date in this area, along with its plans for the future will be discussed.</p>	<p><i>The Challenges of Implementing DLC Programs in Rural Areas</i></p> <p>Speaker Kate Bushman, The Cadmus Group</p> <p>This paper discusses lessons learned from the implementation of a direct load control (DLC) program in rural northern Idaho. The social and cultural characteristics of rural communities influence customer perception of utilities and energy-efficiency programs. Marketing and implementation strategies that have succeeded in urban areas may not be appropriate in this different context. This paper examines the barriers encountered with a rural DLC program and the successful strategies employed to overcome the challenges.</p>

Noon – 2:30pm

Closing Session & Buffet Lunch – Indigo CD

Moderator
John Hargrove, NV Energy

Topic Committee Reports

Topic Committee Chairs

- Implementation
- Marketing
- Pricing & Demand Response
- Tools & Technology
- Market Research, Evaluation & GHG
- DSM Business Issues & Models

State of the Industry Update

Katherine Johnson, Johnson Consulting Group

Closing Presentation: 2011 Utility Print, TV, Radio & Web Advertising Review

Speakers

Matthew Burks, E Source and Chad Garrett, E Source

There is no question that technology and program design are critical to an effective energy efficiency program, but marketing is also essential to success. We can't save kilowatt hours without participants, and after all, everyone appreciates a great advertisement. The objective of this session is to analyze the E Source warehouse of North American utility energy efficiency print, television, radio, and web ads from 2011. We'll highlight the standout advertisements aimed at both residential and business customers and discuss the self-reported objectives, tactics, and targets. We will also examine quantitative and qualitative measures of effectiveness including whether they are memorable, thought provoking, cutting-edge and actionable. Finally, we'll take a trip through the utility advertising time machine and look back at top ads from 2010 and 2009 for perspective.

AESP Foundation Fundraiser: GE Appliance Drawing

Sponsored by



Drawing for a Toshiba THRIVE Tablet

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2:30pm

Conference Adjourns

2:45pm – 5:30pm Post-conference Training Course (Extra Fee)