

**(Version 8 – Nov. 18, 2009)**  
**20<sup>th</sup> National Conference**

**Agenda –**

<b>Tues. 2/9/10</b>			
8:30 – 10:30	<b>Opening Session</b>		
10:30 – 11	<b>Break</b>	<b>Break</b>	<b>Break</b>
11 – 12:30 PM	<p><b>Mkt. Res &amp; Evaluation (Paper Session)</b></p> <p><b>Social Marketing Mind Games: Influencing Customers</b></p> <p><b>Moderator:</b> Mary Sutter, Opinion Dynamics</p> <p><b>Ethnographic Research: Use in Fostering a Culture of Energy Management</b></p> <p><b>Speaker:</b> Anne Dougherty, Opinion Dynamics</p> <p><b>The Broadlands Project: Using Social Marketing Theory to Influence Behavior</b></p> <p><b>Speaker:</b> David Freeman, Skumatz Economic Research</p> <p>What Are Consumers Thinking about Energy Efficiency Today?</p> <p><b>Speaker:</b> Jane Peters, Research Into Action</p>	<p><b>Energy Technology and Services (Paper Session)</b></p> <p><b>Bright Lights and Fast Food!</b></p> <p><b>Moderator:</b> Randy Altergott, Tucson Electric Power</p> <p><b>Assessing Solid State Lighting Products and Projects for Funding</b></p> <p><b>Speaker:</b> Brian McCowan, ERS</p> <p><b>Improving The Energy Efficiency of Food Service Facilities</b></p> <p><b>Speaker:</b> Thomas Van Liew, Cadmus Group</p> <p><b>Where are CFLs Going; Where are They Taking Efficiency Programs?</b></p> <p><b>Speaker:</b> Edward Weaver, First Tracks Consulting Services</p>	<p><b>Program Design &amp; Implementation (Paper Session)</b></p> <p><b>Grabbing the Hard-to-Reach Market</b></p> <p><b>Moderator:</b> Dan Tarrence</p> <p><b>Unleashing the Power of Small Business</b></p> <p><b>Speaker:</b> Erinn Monroe, ComEd</p> <p><b>Direct Install: Examining the Methods and Results</b></p> <p><b>Speaker:</b> Michelle Negley, KEMA</p> <p><b>Trends in Comprehensive Multifamily Programs</b></p> <p><b>Speaker:</b> Julieann Summerford, Heschong Mahone Group, Inc.</p>
12:30 – 2 PM	Lunch In Expo	Lunch in Expo	Lunch in Expo
2 – 3:30 PM	<b>Policy (Panel Discussion)</b>	<b>Pricing &amp; Demand Response Track (Paper Session)</b>	<b>Marketing &amp; Communications Track (Paper Session)</b>

	<p><b>EERS Goals: A Comparative Review of Electricity Savings Goals in Four States</b></p> <p><b>Moderator:</b> Mike Messenger, Itron</p> <p><b>Panelists:</b> Cheryl Hindes, Baltimore Gas &amp; Electric Val Jensen, ComEd Bob King, Good Company &amp; Associates <b>LeAndra MacDonald, Pacific Gas &amp; Electric</b></p>	<p><b>Focusing on Commercial</b></p> <p><b>Moderator:</b> Greg Wikler, Global Energy Partners</p> <p><b>It's not Double Dipping! Utility Demand Response in Restructured Markets</b> <b>Speaker:</b> David Brewster, EnerNOC</p> <p><b>Ensuring Real MWs from Your C&amp;I Demand Response Participants</b> <b>Speaker:</b> Rachel Buckley, E Source</p> <p><b>Orchestrating Duke's 'Virtual Power Plant'</b> <b>Speakers:</b> Michael Ozog, Integral Analytics Anuja Ratayake, Duke Energy</p>	<p><b>Are you Online with your Customers?</b></p> <p><b>Moderator:</b> Kendall Youngblood, Energy Trust of Oregon</p> <p><b>Online Social Media: So Easy a Kid Can Do It!</b> <b>Presenter:</b> Tom DuBos, Apogee Interactive</p> <p><b>To Tweet or Not to Tweet: That is the Question</b> <b>Presenter:</b> Lynn Belken, Focus on Energy</p> <p><b>Cool Homes Contractor Web Portal: Enhancing Communications</b> <b>Presenter:</b> Mike Schifman, KCP&amp;L</p>
3:30 – 5 PM	<b>Topic Committee Meetings</b>		
5:30 – 7:00	<b>Reception in Expo Hall</b>		
<b>Wed., 2/10/10</b>			
8:30 – 10	<p><b>Greenhouse Gas Track</b></p> <p><b>Moderator:</b> Carol White, National Grid</p> <p><b>Measuring Greenhouse Gas Benefits of Energy Efficiency Programs</b> <b>Speaker:</b> Kenneth Skinner, Integral Analytics</p> <p><b>The Climate Change Silver Bullet?</b> <b>Speaker:</b> Derrik Rebello, QuEST</p> <p><b>Reducing GHG: How do EE Programs Stack Up?</b> <b>Speaker:</b> Lisa Skumatz, SERA</p>	<p><b>Marketing &amp; Communications Track (Panel)</b></p> <p><b>Marketing 2.0: Integrated Approaches to Reaching our Customers</b></p> <p><b>Moderator and Panelist:</b> <b>Bill LeBlanc, Boulder Energy Group</b></p> <p><b>Panelists:</b> Laura Orfanedes, The Cadmus Group Cindy Marzofka, SRP <del>Bill LeBlanc, Boulder Energy Group</del> Brad Kates, Opinion Dynamics <b>Rick Morgan, Morgan Marketing Partners</b></p>	<p><b>Program Design &amp; Implementation Track (Paper Session)</b></p> <p><b>Generating Huge Energy Savings in the C&amp;I Markets</b></p> <p><b>Moderator:</b> Michael Brophy, Enbridge Gas Distribution</p> <p><b>Comprehensive DSM Program: Effectiveness of Capturing Identified Potential Energy Savings</b> <b>Speaker:</b> Brian Albert, Nexant</p> <p><b>Engaging the Industrial Sector in Efficiency and Renewable Energy Programs</b> <b>Speaker:</b> Gary Epstein, ERS</p>

			<b>Energy Efficiency Investments in the Midst of an Economic Downturn</b> <b>Speaker:</b> Wendy Tobiasson, KEMA
10 – 10:30	BREAK	BREAK	BREAK
10:30 - Noon	<b>Market Research &amp; Evaluation (Paper Session)</b>  <b>Plugging Into C&amp;I Savings</b>  <b>Moderator:</b> Elizabeth Titus, NEEP  <b>What Manufacturers Want: Implications for Electronics Program Design</b> <b>Speaker:</b> Marti Frank, Research Into Action  <b>Local Government Partnerships: Maximizing Local Energy Savings Opportunities</b> <b>Speaker:</b> Tami Rasmussen, ECONorthwest  <b>Best Practices for Delivering Plug-Load Energy Efficiency to Businesses</b> <b>Speaker:</b> Carol Sabo, PA Consulting Group	<b>Policy Topic Area (Paper Session)</b>  <b>Employment Impacts of the Stimulus Plan</b>  <b>Moderator:</b> Dick Spellman, GDS Associates  <b>Job Growth and the Green Economy</b> <b>Speaker:</b> John Davulis, GDS Associations  <b>Direct Employment Impacts of Different Power Supply Options in Colorado</b> <b>Speaker:</b> Gregg Eisenberg, Iron Mountain Consulting  <b>Removing Barriers: Getting Long-Payback EE Measures on the Street</b> <b>Speaker:</b> Dana D'Souza, Skumatz Economic Research	<b>Program Design &amp; Implementation Track (Paper Session)</b>  <b>Leveraging Human Nature</b>  <b>Moderator:</b> Stephan Gunn, Integrys Energy Group  <b>Using Behavioral Science to Drive Energy Efficiency</b> <b>Speaker:</b> Alex Laskey, Positive Energy  <b>Real-time Feedback in a Boarding School Setting: A Case Study</b> <b>Speaker:</b> Lorie Loeb, TellEmotion, Inc.  <b>Engaging with Customers on EE – Is it Monsters Inc-2?</b> <b>Speaker:</b> Everett (Chip) Perkins
Noon – 1:30	Expo Luncheon		
1:30 – 3 PM	<b>Market Research &amp; Evaluation Track (Paper Session)</b>  <b>Evaluation – Just Do It!</b>  <b>Moderator:</b> Bill Streetman, CLEAResult Consulting  <b>Inventory of Current Practices in Evaluation and Recommendations for</b>	<b>Energy Technology and Services Track (Paper Session)</b>  <b>Got Grid?</b>  <b>Moderator:</b> Fred Dreher, Franklin Energy  <b>Smart Metering: A Smart Path to Energy Efficiency</b>	<b>Policy (Panel Session)</b>  <b>Stimulus Funding's First Anniversary: Divorce Court or Marital Bliss?</b>  <b>Moderator:</b> Dulcey Simpkins, E Source  <b>Panelists:</b>  Elizabeth Titus, NEEP

	<p><b>Improvement</b>  <b>Speaker:</b> Mike Messenger, Itron</p> <p><b>A California Non-Residential Lighting Logger Palooza!</b>  <b>Speaker:</b> Bob Ramirez, Itron</p> <p><b>The Earlier, the Better - An Upstream Program Evaluation Method</b>  <b>Speaker:</b> Tsosie Reyhner, PG&amp;E</p>	<p><b>Speaker:</b> Tom Stathos, PPL Electric Utilities</p> <p><b>Smart-Grid Enabled Energy Feedback: Opportunities for Customer Action</b>  <b>Speaker:</b> Carol Stimmel, E Source</p> <p><b>Building DSM (Energy Efficiency and Demand Response) on a Smart Grid Platform</b>  <b>Speaker:</b> Dan Violette, Summit Blue</p>	<p>Robin Boudreau, AZ. Dept. of Commerce</p> <p>Bruce Folsom, Avista</p>
3 – 3:30	Break	Break	Break
3:30 – 5 PM	<p><b>Market Research &amp; Evaluation Track (Paper Session)</b></p> <p><b>The Bottom Line: Evaluation Results</b>  <b>Moderator:</b> Bob Collins, Ontario Power Authority</p> <p><b>Quantifying Market Transformation Impacts when Results Really Matter</b>  <b>Speaker:</b> Bob Russell, Northwest Energy Efficiency Alliance</p> <p><b>Real World Results from Residential Energy Efficiency Programs</b>  <b>Speaker:</b> Shaun Hassel, Advanced Energy</p> <p><b>Enabling Residential Energy Conservation Behaviors</b>  <b>Speaker:</b> Ken Tiedemann, BC Hydro</p>	<p><b>Pricing &amp; Demand Response Track (Paper Session)</b></p> <p><b>Focused on the Community</b>  <b>Moderator:</b> George Phillips, Morgan Marketing Partners</p> <p><b>Estimating Hourly Loads for 50 States (by Customer Segment)</b>  <b>Speaker:</b> Josh Bode, Freeman, Sullivan &amp; Company</p> <p><b>Achieving Energy Savings in Capacity Constrained Areas of Northern Nevada</b>  <b>Speaker:</b> Adam Grant, NV Energy</p> <p><b>PowercentsDC Program: A Case Study in Customer-driven Demand Response</b>  <b>Speaker:</b> Chris King, eMeter Corporation</p>	<p><b>Marketing &amp; Communications Track (Paper Session)</b>  <b>Speaking Their Language: Targeting Messages to Reach All Your Customer Types</b>  <b>Moderator:</b> Corey Diamond, Summerhill</p> <p><b>Just do it: Best Practices in Energy Efficiency Advertisements</b>  <b>Presenter:</b> Matthew Burks, E Source</p> <p><b>Moving Beyond Awareness: Using Segmentation to Drive a Movement</b>  <b>Presenter:</b> Caroline Wilson, Opinion Dynamics</p> <p><b>Integrated Demand Side Management and Customer Segmentation</b>  <b>Presenter:</b> Duane Larson, PG&amp;E</p>

5:30 – 7:30	<b>Night Out</b>		
<b>Thurs. 2/11/10</b>	<b>AM Breakfast in Expo Hall (Exhibitors Tear Down After Breakfast)</b>		
8:30 – 10	<b>Renewables Track (Paper Session)</b>  <b>Renewing Your Portfolio</b>  <b>Moderator:</b> John Hargrove, NV Energy  <b>Passive Solar: A Key to Reach Net Zero</b> <b>Speaker:</b> Bruce Baccei, SMUD  <b>Renewables and Cap &amp; Trade</b> <b>Speaker:</b> Hugh Schmidt, Wisconsin Department of Natural Resources  <b>Making the Carbon Connection: Empowering Customers to take Action</b> <b>Speaker:</b> Chris Drake, Avista	<b>Pricing &amp; Demand Response Track (Paper Session)</b>  <b>Moderator:</b> Brent Barkett, Summit Blue Consulting  <b>Understanding Customer Decisions Associated with Default Dynamic Pricing</b> <b>Speaker:</b> Stephen George, Freeman, Sullivan & Co.  <b>Residential Real-time Pricing Program Achieves Savings for Utility and Customers</b> <b>Speaker:</b> Marjorie Isaacson, CNT  <b>Enabling Price-responsive Demand Response using Legacy Load-management Technologies</b> <b>Speaker:</b> Dan Merilatt, Cooper Power Systems	<b>Program Design &amp; Implementation Track (Paper Session)</b>  <b>Moderator,</b> Sue Nathan, Applied Energy Group  <b>The Holistic Team Approach to Residential Program Design</b> <b>Speaker:</b> Anita Hart, NV Energy  <b>Program Design for Dummies: Parameter-driven Program Design</b> <b>Speaker:</b> Robert St. Amand, Lockheed Martin  <b>Partnering for Success: Colorado's Public-private Collaboration for Program Implementation</b> <b>Speaker:</b> Eric Stern, CLEAResult Consulting
10 – 10:30	BREAK		
10:30 – Noon	<b>Policy (Paper Session)</b>  <b>Pros &amp; Cons of Mandatory Approaches</b>  <b>Moderator:</b> Rick Morgan, Morgan Marketing Partners  <b>Mandatory Energy Disclosure for Existing Buildings: A New Policy Opportunity</b> <b>Speaker:</b> Philippe Dunskey, Dunskey Energy Consulting  <b>Securing Outside Capital: Supporting On-bill Financing and Reducing</b>	<b>Program Design &amp; Implementation Track (Paper Session)</b>  <b>Home Performance for this Leaky House</b>  <b>Moderator:</b> Katherine Johnson, Johnson Consulting Group  <b>Enhancing the Effectiveness of Home Energy Audits</b> <b>Speaker:</b> Jennifer Amann, ACEEE  <b>Home Performance: Lessons Learned from Three Innovative Pilot Programs</b>	<b>Marketing &amp; Communications Track (Paper Session)</b>  <b>Moderator:</b> Sara Van de Grift, WECC  <b>Working with Communities, Towns, and Neighborhoods...Oh My!</b>  #171499 – “Inspiring Communities to Become Champions of Energy Efficiency” <b>Presenter:</b> Claire Saddler, ComEd  #171896 – “Inspiring Marshfield’s Success: If you Build It, They will Come” <b>Presenter:</b> Kathleen DeVito, CSG

	<p><b>Program Costs</b>  <b>Speaker:</b> Jeff Schlegel, Schlegel &amp; Associates</p> <p><b>Arizona's Emerging Energy Efficiency Resource Standard: Positions and Process to Date</b>  <b>Speaker:</b> Toben Galvin, Summit Blue Consulting</p>	<p><b>Speaker:</b> Sue Hanson, WECC</p> <p><b>Making Home Performance Accessible to Everyone: A New Initiative</b>  <b>Speaker:</b> Tina Jayaweera</p>	<p>#171304 – Neighborhood Outreach: Effective Approach for Reaching Lower-income Urban Populations?  <b>Presenter:</b> Elaine Bryant, PSE&amp;G</p>
Noon – 2:30	<p>Closing Plenary Session (Buffet Lunch)</p> <ul style="list-style-type: none"> <li>• Business of AESP (announce officers, new board members)</li> <li>• TC Topic Reports</li> <li>• Closing Plenary Session</li> </ul>		
2:30 PM	<b>Adjourn</b>		