

Agenda
AESP Fall Conference
***Bridging the Gap Between Demand Response and Energy Efficiency:
Policies, Technologies and the Smart Grid***
October 4-7, 2010

Monday, October 4, 2010

- 7:00 AM** **Conference Registration Desk Opens**
- 8:30 AM – 5 PM** **Pre-conference Training Courses (additional fee)**
- Principles of Demand Response**
 Instructor: William Jackson, Paragon Consulting Services
- Introduction to the Principles of Evaluation, Measurement &
Verification (EM&V)**
 Instructor: Jane Peters, Ph.D., Research into Action
- 5:30 – 7 PM** **Opening reception in Expo Hall**
 We'll help you get your networking off to a great start with music, food,
 beverages, exhibitors and a fun (and new!) networking game!

Tuesday, October 5, 2010

- 7:15 – 8:15 AM** **Breakfast in Expo Hall**
- 8:30 -10 AM** **Welcoming Remarks and Opening Session**
 Welcome and announcements: Meg Matt, President & CEO, AESP
- Keynote Session: The Smart Grid: Challenges and Opportunities**
Introduction of Keynote Speaker and Opening Remarks: Mark S. Martinez,
 Manager, Integrated DSM Program Development, Tariff Programs & Services
 Group, Southern California Edison
- Keynote Speaker:** Stephen J. Wright, Chief Executive Officer of Bonneville
 Power Administration
- 10 – 10:30 AM** **Networking Break in Expo Hall**
- 10:30 – Noon** **Session Focus: Behavior Change/Customer Education**
 Moderator: Rick Morgan, President, Morgan Marketing Partners
- BPA and the Future of the Smart Grid**
 Speaker: Lee J. Hall, Smart Grid Program Manager, Bonneville Power
 Administration

The Bonneville Power Administration (BPA), a federal Power Marketing agency in the Pacific Northwest, markets power from 31 federal hydroelectric projects and one nuclear power plant and operates about 15,000 miles of transmission. BPA is a strong supporter and leader of several Smart Grid activities which include testing emerging technologies, exploring how to better use existing technologies, building business cases that will aid decision-makers about Smart Grid investments, and helping to identify and address policy issues. BPA has important roles in the Pacific Northwest Smart Grid Demonstration Project, which is being led by Battelle Memorial Institute. Among those roles, BPA is spearheading efforts in an outreach program with state and local governments, regulatory bodies, other regional utilities, and ultimately end-use customers.

Renewable Energy: Beyond the Early Adopters

Speaker: John Hargrove, Senior Program Manager, NV Energy

NV Energy began offering the SolarGenerations incentive program as a pilot in 2004, and expanded it to include wind and hydro incentives in 2008. Renamed RenewableGenerations, the now-permanent program has been responsible for more than three megawatts (MW) of installed renewable energy systems to date, and has approved customer applications for an additional 12 MW. This presentation will describe how customers' attitudes, concerns, and options towards renewable energy have changed as the program has moved beyond the early adopter customer. It will describe the motivations of new program participants and what the program is doing to meet these new expectations and continue to increase the use of renewable energy in Nevada.

Smart Talk about Smart Grid

Speaker: Lynn Stein, Sr. Advisor, E Source

You need more than good technology for a successful Smart Grid deployment. Customers also need to understand what the Smart Grid can do for them. This presentation looks at examples of real benefits and how utilities are presenting them in ways that appeal to customers. Equally important fears, whether rational or not, can quickly morph into significant backlash, as several utilities have recently learned. Customers are afraid of—and talking about—higher bills, privacy, intrusive utility control and health effects of electromagnetic radiation. It is critical that utilities communicate clearly with customers about these issues. We'll look at several examples of how utilities are communicating successfully about the benefits of the Smart Grid.

Noon – 1:30 PM

Lunch and Networking in Expo Hall

1:30 – 3 PM

Programs, Pilots and Technologies! Oh My!

Moderator: Tom DuBos, Western Region Manager, Apogee Interactive

Successful Integration of EE & DR Programs in the Northern California Food Processing Market

Speakers: Carlos Bravo, Director, Demand Response, Global Energy Partners

PG&E has accumulated impressive results starting in late 2009 and continuing in 2010 with customers in the food processing industry, a sector of great importance in the state. With many programs serving this sector, the outreach approach that PG&E has employed demonstrates unprecedented coordination and focus. This has resulted in more and larger energy savings and demand reduction projects and accelerated the attainment of goals across the programs. The presenters will discuss the key factors involved in building a diverse team to ensure program success; the common technologies being deployed to reach program goals, and examples/case studies of food processors who are currently implementing both EE and DR projects.

The iCanConserve Program

Speakers: Cheri A. Salmon, Manager, Energy Resource Optimization, WPS and Jessica Kurtenbach, Utility Relations Manager, WECC

Jessica

Wisconsin Public Service is working with Focus on Energy to implement a community based program called iCanConserve. This program combines demand response and energy efficiency programs. What's unique about this program is the number of technology-based tools at the customers' disposal including smart thermostats, feedback devices, Google PowerMeter and more.

The Power of Collaboration

Speaker: Paula Carvell, Manager, Energy Efficiency & Demand-Side Management, Westar Energy

Having implemented several very successful customer programs, Westar Energy has learned the secrets of working collaboratively with all of its stakeholders. This presentation describes the benefits of bringing a diverse group of players to the table for the benefit of the residential and commercial customers. Among the programs to be discussed include Westar's WattSaver A/C Cycling program, which enrolled 10,000 participants within the first nine months, as well as its Building Operator Certification Program.

3 -5 PM

AESP Speed Meetings!

Get ready for a fun and informative experience as AESP presents its take on "speed dating!" Attendees will break up into small groups and spend about 5 minutes with each exhibitor. When you hear the music, it's time to move on to the next booth. Collect stickers from each exhibitor and earn the chance to win some great prizes. Over \$2000 in prizes will be given away. But you must play and be present to win!

5:30 – 7 PM

Evening Reception

Catch up with colleagues and make new additions to your network at the last evening reception of the conference. Prizes drawn at 6:45 PM!

Wednesday, October 6, 2010

7:15 – 8:15 AM

Breakfast in Expo Hall

8:30 – 10 AM

Programs, Case Studies and Lessons Learned – A Panel Discussion

Moderator: Dan Violette, Ph.D., Principal, Navigant Consulting

This panel discussion will feature overviews of several programs being offered throughout the country with plenty of time for your questions. Panelists include:

- Letha McLaren, Vice President of Energy Products, iControl Networks
Ms. McLaren will discuss the emergency of broadband-based energy management and how service providers and utilities are partnering to deliver a compelling solution to consumers. What are the customer expectations? How can the industry leverage the momentum of Smart Grid deployments to generate new revenue streams that customers are demanding and that the federal government is supporting?
- Brian Dawson, Chairman & CEO, Calico Energy
Smart meters won't solve our energy problems. Why? Because most utilities struggle with what to do with the exponential increase in data that smart meters provide. The missing link in realizing the potential of smart meters is a smart grid data management strategy. The speaker will discuss how to deploy energy management systems that connect smart meters, energy monitoring devices, third-party applications and legacy back-end systems into one energy data ecosystem.
- Ted Schultz, Sr. Vice President, Strategy & Innovation, Ecos Consulting
What if we listened to customers? We would probably not be developing Web versions of the programmable thermostat or trying to convince customers to change their behavior and habits for \$2 a month. It is time to focus on solutions that work for customers which require a commitment to partnerships and new technologies that redefine the ecosystem of home services. To be successful, "back-of-mind" must take center stage.

10 – 10:30 AM

Networking break in the Expo Hall

10:30 – Noon

A Little Bit of This; A Little Bit of That!

Moderator: Katherine Johnson, President, Johnson Consulting Group

Case Study – Using AMI Technology to Promote Energy Efficiency

Speaker: Tom Stathos, Director - Customer Programs & Services, PPL Electric Utilities

Smart meters alone do not motivate residential customers to take action to use energy more efficiently. This presentation will highlight how one investor-owned utility used their AMI deployment program as a way to successfully inform, engage, empower and motivate its customers.

Smart Grid Success through the Promise of Customer Engagement

Speaker: Ogi Kavazovic, Sr. Director of Marketing & Strategy, OPOWER

The adoption of In-home Data Displays, PDAs and other new channels is projected to reach about 35 percent of utilities' customer bases by 2020. How can we immediately reach and engage the remaining 65% of customers? This session will detail what utilities can do to deliver the insights and benefits of the Smart Grid to all customer segments, without waiting for in-home devices and home area networks, through a high-touch and low-tech strategy with existing communications channels. By providing insights on how to improve home efficiency, utilities can drastically change and improve the customer experience and consequently unlock the value of the Smart Grid.

“Nudging” Homeowners to Action

Speaker: Scott Case, VP of Product Management, EnergySavvy

Using the title and subject matter from the book, “Nudge: Improving Decisions about Health, Wealth and Happiness,” by Richard H. Thaler and Prof. Cass R. Sunstein, this session looks at the cutting edge of consumer marketing today, which has evolved into a combination of behavioral economics, as well as the data-driven creative and message optimization possible on the Internet. How has this combination of social psychology and technology been applied to the challenge of pushing homeowners towards making decisions about energy efficiency? This presentation will look at qualitative and quantitative examples of works and what doesn't at the intersection of behavioral economics, online marketing and energy efficiency. The author will present several examples to illustrate his point.

Noon – 1:00 PM

Lunch in Expo Hall

1 – 2:30 PM

Closing Plenary Session

The Role of Smart Grid Technology in Integrating Energy Efficiency and Demand Response Policies: The Perspective of three Technology Specialists

Moderator: Mike Messenger, Senior Consultant, Itron

The panelists will provide an overview of the latest developments in the deployment of smart grid platforms and how these technology/network systems are likely to transform/change the way energy efficiency and demand response programs are offered to customers and evaluated. Opportunities for integration of program offerings and evaluation of their impacts at the site level will be discussed in addition to the ways these new networks may facilitate the integration of the demand side with the renewable supply side.

Each panelist will provide their vision of how smart grid deployment and the management technologies enabled by these new networks will likely effect customer's willingness to manage their energy use and or participate in energy efficiency or demand response programs.

Panelists:

Tim Wolf, Itron

Mak Tarnoff, Senior Director of Segment Marketing, Tendril

Paul Nagel, Director of Business Development, Control4 Energy Systems

2:30 PM

Conference Adjourns

2:45 -5:30 PM

AESP Post-conference Training Courses (additional fee)

Overview of Demand-side Management (DSM)

Instructor: M. Sami Khawaja, Ph.D., The Cadmus Group

E2 - Level II DSM, Economics & Evaluation

Instructors: Dan Violette, Ph.D., Navigant Consulting
Frank Stern, Navigant Consulting

Thursday, October 7, 2010

8:30 AM – 5 PM

AESP Post-conference Training Courses (continued)