



The American Council for an Energy-Efficient Economy
and Financial Research Associates
proudly presents

The 5th Annual

Energy Efficiency Finance Forum

Tapping into a Trillion-dollar Market:
Financing, Capital & Deal Sourcing for
Energy Efficiency

May 3-4, 2011

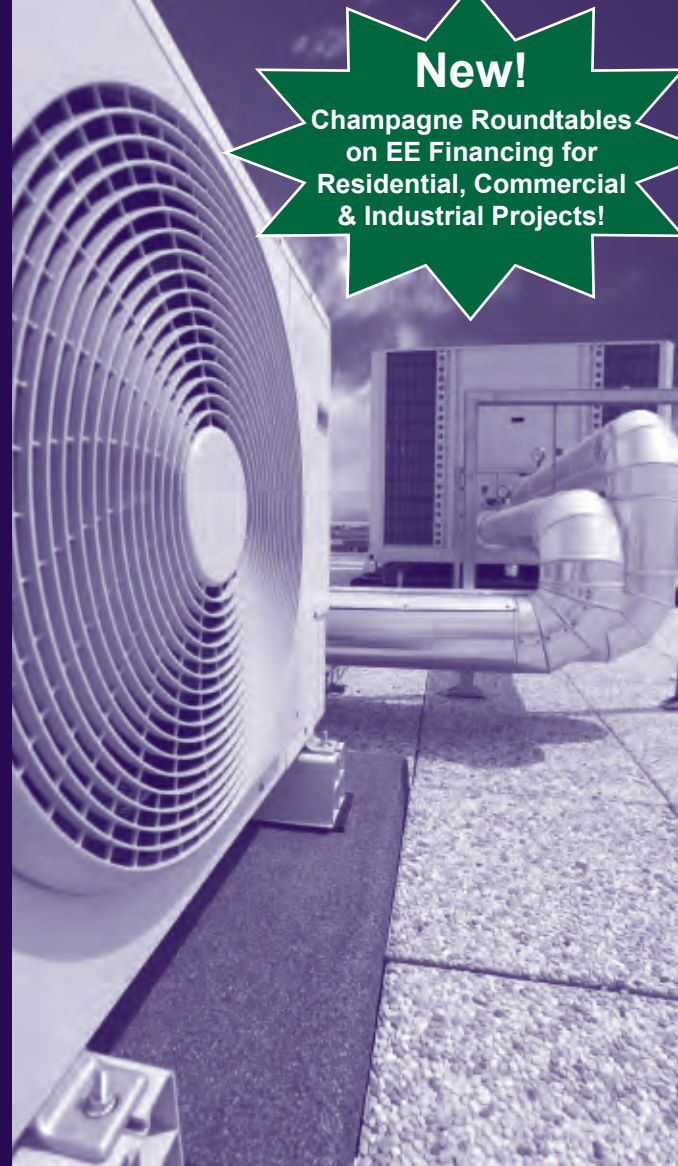
The Union League of Philadelphia

“Virtually every speaker provided information that will be of use to me.”



New!

Champagne Roundtables
on EE Financing for
Residential, Commercial
& Industrial Projects!



Highlights of the 5th Annual Energy Efficiency Finance Forum

- What's worked and what hasn't in EE financing?
- How new technology will impact financing
- New EE financing mechanisms through private equity
- Public-private partnerships: which models work and why?
- Using revolving loans and loan-loss reserves for private capital financing
- Energy conservation bonds and other tax-credit financing tools
- Secondary market options for EE loans
- The future of federal and state EE programs & policies
- On-bill financing case studies

Featuring 50 top-level faculty and unparalleled networking opportunities! This is the one EE financing event you simply can't miss!

To Register: Call 800-280-8440 or visit us at www.frallc.com



• The American Council for an Energy-Efficient Economy, ACEEE (www.aceee.org) is a nonprofit, 501(c)(3) organization dedicated to advancing energy

efficiency as a means of promoting economic prosperity, energy security, and environmental protection. ACEEE fulfills its mission by:

- Conducting in-depth technical and policy assessments
- Advising policymakers and program managers
- Working collaboratively with businesses, public interest groups, & other organizations
- Organizing conferences and workshops
- Publishing books, conference proceedings, and reports
- Educating consumers and businesses



Financial Research Associates provides the financial community with access to business information and networking opportunities. Offering highly targeted conferences, FRA is a preferred resource

for executives and managers seeking cutting-edge information on the next wave of business opportunities. Please visit www.frallc.com for more information on upcoming events.

Dear Executive:

Join us this May in Philadelphia for the premiere conference exploring opportunities in energy efficiency finance, the **5th Annual Energy Efficiency Finance Forum**. This event is *the* place to be to learn about the latest in financing, capital and deal-sourcing for energy efficiency.

This year's agenda is packed with need-to-know topics and discussions from leaders in both the energy efficiency and finance fields:

- New and innovative business models for EE financing
 - A look at private equity investing in EE and the next generation of cleantech
 - Evaluating various public-private partnership models and their pros and cons
 - Using revolving loans and loan-loss reserves in private capital financing for EE
 - Assessing qualified energy conservation bonds and other tax-credit financing tools
 - Secondary market options for energy efficiency loans
 - Strategies to scale EE financing from \$20B to \$100B in the next 5 years
 - Case studies in utility on-bill financing
- ...and much more!

Register today! Call 800-280-8440 or register online at www.frallc.com. We look forward to seeing you in Philadelphia!

Sincerely,

Laura Garza

Laura Garza,
Senior Vice President
**FINANCIAL RESEARCH
ASSOCIATES, LLC**

Steve Nadel

Steve Nadel,
Executive Director
**AMERICAN COUNCIL FOR
AN ENERGY-EFFICIENT
ECONOMY**

P.S. Don't miss our champagne roundtable discussions focused on EE financing for various sectors: residential, commercial and industrial.

A very special thanks to the 5th Annual Energy Efficiency Finance Advisory Board members...

for dedicating their free time, thoughts, experience, and invaluable contributions to the content and quality of our 2011 agenda.

Steven Nadel, *Executive Director*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**

Greg Kats, *Senior Director*, **GOOD ENERGIES**

Jeff Levinson, *Vice President, Infrastructure of Public Finance*, **JANNEY MONTGOMERY SCOTT**

Mark Wolfe, *Executive Director*, **ENERGY PROGRAMS CONSORTIUM**

Jeff Genzer, *Counsel*, **NATIONAL ASSOCIATION OF STATE ENERGY OFFICIALS**

Joyce M. Ferris, *Managing Partner*, **BLUE HILL PARTNERS, LLC**

Liz Robinson, *Executive Director*, **ENERGY COORDINATING AGENCY**

Our Renowned Speaking Faculty

Nels Andersen, *Vice President of Engineering*, **FRANKLIN ENERGY SERVICES**

Elizabeth Bellis, *Counsel & Tax Attorney*, **ENERGY PROGRAMS CONSORTIUM**

Ben Bixby, CEO, **EARTH AID**

Nancy Brockway, *Principal, NBrockway & Associates *Former Commissioner*, **NEW HAMPSHIRE PUBLIC UTILITIES COMMISSION**

Iain Campbell, *Vice President & General Manager, Global Energy and WorkPlace Solutions Building Efficiency*, **JOHNSON CONTROLS**

William Chandler, *President*, **TRANSITION ENERGY**, *Research Director*, **ENERGY TRANSITION RESEARCH INSTITUTE**

John J. Christmas, *Senior Vice President*, **HANNON ARMSTRONG**

Roger Clark, *Manager for Technology & Policy*, **THE REINVESTMENT FUND**

Rick Counihan, *Vice President Regulatory Affairs*, **ENERNOC, INC.**

Steve Cowell, *Chairman & Chief Executive Officer*, **CONSERVATION SERVICES GROUP**

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Joyce M. Ferris, *Managing Partner*, **BLUE HILL PARTNERS, LLC**

Katherine Gajewski, *Director of Sustainability*, **CITY OF PHILADELPHIA**

Jeff Genzer, *Counsel*, **NATIONAL ASSOCIATION OF STATE ENERGY OFFICIALS**

Don Gilligan, *President*, **NAESCO**

Charles Gray, *Executive Director*, **NARUC**

Dian Grueneich, *Former Commissioner*, **CALIFORNIA PUBLIC UTILITIES COMMISSION**

Greg Hale, *Senior Finance Policy Specialist, Center for Market Innovation*, **NATURAL**

RESOURCES DEFENSE COUNCIL

Bob Hinkle, *President & CEO*, **METRUS ENERGY, INC.**

Chris Kaiser, *Senior Account Executive*, **NORESKO**

Greg Kats, *Senior Director*, **GOOD ENERGIES**

Phil Kaufman, *Business Manager, Industrial Energy Management*, **ROCKWELL AUTOMATION**

Peter J. Krajsa, *Chairman & CEO*, **AFC FIRST FINANCIAL CORP.**

Alex Laskey, *President & Founder*, **OPOWER**

Dr. Mark Levine, *Senior Staff Scientist and Group Leader*, **LAWRENCE BERKELEY NATIONAL LABORATORY**

Jeff Levinson, *Vice President, Infrastructure of Public Finance*, **JANNEY MONTGOMERY SCOTT**

Joseph E. Lipscomb, *Partner*, **ARBORVIEW CAPITAL LLC**

John McNeill, CEO, **RENOVATE AMERICA**

Steven Nadel, *Executive Director*, **AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY**

Bill Nesmith, *Senior Energy Advisor*, **NASEO**

Jeff J. Pitkin, *Treasurer*, **NEW YORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY (NYSERDA)**

Dan Reicher, *Professor of the Practice of Law, Executive Director of the Steyer-Taylor Center for Energy Policy & Finance*, **STANFORD LAW SCHOOL (Invited)**

Toby Rittner, EDPF, *President & CEO*, **COUNCIL OF DEVELOPMENT FINANCE AGENCIES**

Liz Robinson, *Executive Director*, **ENERGY COORDINATING AGENCY**

Jim Sinopoli, PE, LEED AP, RCDD, *Managing Principal*, **SMART BUILDINGS**

Paul M. Sotkiewicz, Ph.D., *Chief Economist, Markets*, **PJM INTERCONNECTION, LLC**

Frank Spasaro, *Energy Efficiency Partnership Manager*, **SOUTHERN CALIFORNIA GAS COMPANY**

Gilbert P. Sperling, *Senior Advisor for Policy and Programs*, **OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY**

Ivo Steklac, *Executive Vice President*, **SALES & STRATEGY, TENDRIL INC.**

David Struhs, *Council Chair*, **C3**

Tucker Twitmyer, *Managing Director*, **ENERTECH CAPITAL**

Alisa Valderrama, *Finance Policy Analyst, Center for Market Innovation*, **NATURAL RESOURCES DEFENSE COUNCIL**

Ben Weinberg, *Senior Associate*, **ELEMENT PARTNERS**

Keith Welks, *Deputy Treasurer for Fiscal Operations & Senior Policy Advisor*, **PENNSYLVANIA TREASURY DEPARTMENT**

Stockton Williams, *Senior Advisor for Energy Efficiency Markets, Office of Sustainable Homes and Communities*, **U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT**

Joshua Wolfe, *Principal*, **PES GROUP**

Mark Wolfe, *Executive Director*, **ENERGY PROGRAMS CONSORTIUM**

Audrey Zibelman, *President and CEO*, **VIRIDITY ENERGY, INC**

Mark Zimring, *Senior Research Associate*, **LAWRENCE BERKELEY NATIONAL LABORATORY**

To Register: Call 800-280-8440 or visit us at www.frallc.com

Rave Reviews from Past Energy Efficiency Finance Conferences:

“No way I could have been exposed to so much in so short a time period!”

“Lots of useful material; not much fluff!”

“Lots of great info—almost too much to absorb!”

“Even the segments that didn’t apply to our purpose added information and perspective that will be useful”

“Great depth and breadth of data and perspective.”

Top Reasons to Attend

- Take a look at the future of EE financing from the eyes of the industry’s gurus
- Uncover how new technologies are impacting the interaction between utilities and customers—and how financing is affected
- Discover the latest trends in private investments in EE and the outlook for the next generation of cleantech
- Assess which public-private partnerships in EE have worked—and find out why
- Attend a two-part discussion on private debt, exploring revolving loans, loan-loss reserves, qualified energy conservation bonds and other tax-credit financing tools
- Evaluating secondary market options for energy efficiency loans
- Learn lessons directly from the pros about utility on-bill financing
- Explore new and innovative EE financing strategies
- Determine what’s in the regulatory pipeline and how EE financing may be affected
- Find out what’s next for PACE programs
- Discuss how to assess the performance and return of EE financing projects
- Get a glimpse into China’s investment in EE and U.S. collaborations
- Network with the best in the business

Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event.

To learn more about sponsorship opportunities, please contact Kathie Eberhard at 704-341-2439.

Official Publications and Media Partners



Who Should Attend?

- Venture Capitalists
- Private Equity Firms
- Investment & Commercial Banks
- Project Finance Executives
- Public and Private Utilities
- Third Party Financiers
- Energy Efficiency Specialists
- Institutional Investors
- ESCOs
- Oil & Gas Producers
- Policy, Regulatory, & Government Leaders
- Technology Developer and Manufacturers
- Consultants
- Attorneys



To Register: Call 800-280-8440 or visit us at www.frallc.com

DAY ONE: Tuesday, May 3, 2011

7:45-8:20

Registration & Continental Breakfast & Exhibitor Set-Up

8:20

Chairs' Opening Remarks:

Steven Nadel, *Executive Director*

AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY

Joyce M. Ferris, *Managing Partner*

BLUE HILL PARTNERS, LLC

Greg Kats, *Senior Director*

GOOD ENERGIES

8:45 – 9:30 **Opening Keynote Panel:**

Tapping into a Trillion Dollar Industry: How to Increase Energy Efficiency Financing by 2015

- Industry trends and hot buttons
- Energy efficiency financing: What has worked and what hasn't?
- Taking a closer look at commodity pricing and its impact on EE financing
- New and innovative business models for EE financing
- Looking at the impact of changing accounting rules
- What constitutes a good EE program?

John J. Christmas, *Senior Vice President*

HANNON ARMSTRONG

Dian Grueneich, *Former Commissioner*

CALIFORNIA PUBLIC UTILITIES COMMISSION

Iain Campbell, *Vice President & General Manager, Global Energy and WorkPlace Solutions Building Efficiency*

JOHNSON CONTROLS

Paul M. Sotkiewicz, Ph.D., *Chief Economist, Markets*

PJM INTERCONNECTION, LLC

9:30 –10:15 **Technology Panel:**

Emergence of New Technology & Its Impact on Financing

As Peter Fox Penner describes in "Smart Power," the utility industry is in a period of substantial change, transitioning from a focus on generation, transmission, and distribution of energy to new services, like distributed generation, electric vehicle charging, energy efficiency, and AMI implementation.

- Customer relations & technology interface
- Utility partnerships for more effective and efficient results
- User interface for wifi thermostats, EVs, and DR will all be incredibly important in driving engagement and participation in those new technologies
- Expanding the utility-customer relationship
- Partnering with third parties to market energy products and services will allow the utility to improve its relationships and drive value-added services for customers
- Enabling, benchmarking, and monitoring software technology
- What is it about new technology that impacts financing?
- What is the relevance of new technology?

Moderator:

Rick Counihan, *Vice President Regulatory Affairs*

ENERNOC, INC.

Panelists:

Alex Laskey, *President & Founder*

OPOWER

David Struhs, *Council Chair*

C3

Phil Kaufman, *Business Manager, Industrial Energy Management*

ROCKWELL AUTOMATION

10:15 – 11:00 **Private Equity Investors' Roundtable:**

Evaluating Financial Options & Exploring New Financial Mechanisms Using Private Equity

- What do private equity investors need to see before they provide funds?
- What are the latest trends?
- How is private investment shifting? What does the 3rd generation of cleantech hold?
- What is the Republican agenda and how will it affect private investing?
- How do private-public partnerships work from the private side?
- How is the "valley of death" getting crossed?
- Proving the customer ROI value proposition
- Valuation expectations: keeping things realistic

Ben Weinberg, *Senior Associate*

ELEMENT PARTNERS

Tucker Twitmyer, *Managing Director*

ENERTECH CAPITAL

Joseph E. Lipscomb, *Partner*

ARBORVIEW CAPITAL LLC

11:00 – 11:15

Morning Break

11:15 – 12:00 **Public-Private Partnership Case Study:**

Effectively Developing Public-Private Partnerships: Pitfalls, Triumphs, and Lessons Learned

- What models exist and are they successful?
- Which models have the best/worst track record?
- Structuring a public-private collaboration
- What type of equity investors are interested in public-private partnerships?
- Service providers: Managing or developing projects
- Infrastructure construction opportunities

Moderator:

Liz Robinson, *Executive Director*

ENERGY COORDINATING AGENCY

Panelists:

Greg Hale, *Senior Finance Policy Specialist, Center for Market Innovation*

NATURAL RESOURCES DEFENSE COUNCIL

Katherine Gajewski, *Director of Sustainability*

CITY OF PHILADELPHIA

Don Gilligan, *President*

NAESCO

The 5th Annual Energy Efficiency Forum will provide you with answers for the following critical questions:

1. What does the future hold for federal and state efficiency programs and policies?
2. How are utilities using on-bill financing?
3. What are all of the latest finance options for EE including Public-Private Partnerships, Private Equity, Private Debt, and so much more?
4. What is the impact of new technology on the EE market?
5. How will you effectively tap into this trillion dollar industry?

To Register: Call 800-280-8440 or visit us at www.frallc.com

12:00 – 1:15

Luncheon for all attendees & speakers

1:15 – 2:15 A Two-Part Private Debt Discussion:
Private Debt Part I: Exploring the Effectiveness of Private Capital Financing Options through Revolving Loans and Loan-Loss Reserves

Jeff J. Pitkin, *Treasurer*
NEW YORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY (NYSERDA)

Private Debt Part II:
Qualified Energy Conservation Bonds & Other Tax-Credit Financing Tools

Elizabeth Bellis, *Counsel & Tax Attorney*
ENERGY PROGRAMS CONSORTIUM

Jeff Levinson, *Vice President, Infrastructure of Public Finance*
JANNEY MONTGOMERY SCOTT

Bill Nesmith, *Senior Energy Advisor*
NASEO

2:15 – 2:30

Afternoon Break

2:30 – 3:15
Creating Proper Secondary Market Options for Energy Efficiency Loans

- Standardize the underlying loan product and underwriting process
- Build up several years of operating history, or rely on operating history of a very compatible product
- Enlist a known servicer to monitor, collect and report on loan portfolio
- Enlist reputable banks (and eventually ratings agencies) on securitized transaction
- Structure initial sales with high levels of credit enhancement
- Continue to uphold rigorous underwriting and servicing to prove the product and its asset-backed securitized over the first several years

Jeff J. Pitkin, *Treasurer*
NEW YORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY (NYSERDA)

Keith Welks, *Deputy Treasurer for Fiscal Operations & Senior Policy Advisor*
PENNSYLVANIA TREASURY DEPARTMENT

Mark Wolfe, *Executive Director*
ENERGY PROGRAMS CONSORTIUM



3:15 – 4:30A Three-Part Champagne Roundtable:

Chose A-B-C for Financing Commercial/Institutional vs. Residential vs. Industrial Projects

Please choose which interactive champagne roundtable you want to be a part of. These roundtables will hone in on the latest trends, opportunities, and challenges affecting each category. Chose which topic is best for you and enjoy the interactive dialogue as you sip champagne.

Part A:
Financing Residential Projects: Strengths & Weaknesses of Keystone HELP Loans

Keith Welks, *Deputy Treasurer for Fiscal Operations & Senior Policy Advisor*
PENNSYLVANIA TREASURY DEPARTMENT

Stockton Williams, *Senior Advisor for Energy Efficiency Markets, Office of Sustainable Homes and Communities*
U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Peter J. Krajsa, *Chairman & CEO*
AFC FIRST FINANCIAL CORP.

Part B:
Financing Commercial Projects, The Reinvestment Fund & PACE Updates

Roger Clark, *Manager for Technology & Policy*
THE REINVESTMENT FUND

Bob Hinkle, *President & CEO*
METRUS ENERGY, INC.

Part C:
Financing Industrial Projects

Nels Andersen, *Vice President of Engineering*
FRANKLIN ENERGY SERVICES

Toby Rittner, *EDFP, President & CEO*
COUNCIL OF DEVELOPMENT FINANCE AGENCIES

4:30-6:00
Cocktail Reception Immediately Following

Contact Kathie Eberhard for more information on our sponsorship opportunities at keberhard@frallc.com or 704-341-2439

About the Historical and Grand Union League of Philadelphia - a Top Five Platinum Club of America



The Union League of Philadelphia is a shining jewel of history in the heart of the cultural and commercial district of Philadelphia, a city defined by such treasure. Founded in 1862 as a patriotic society to support the Union and the policies of President Abraham Lincoln, it laid the philosophical foundation of other Union Leagues across a nation torn by Civil War. The Union League has hosted U.S. presidents, heads of state, industrialists, entertainers and visiting dignitaries from around the globe. The classic French Renaissance-styled League building, with its brick and brownstone façade and dramatic twin circular staircases leading to the main entrance on Broad Street, dates to 1865.

For all of you history buffs – visit <http://www.unionleague.org/timeline.php> to see the historical timeline.

For all of you art lovers – Adorning the walls and hallways is the League's distinguished collection of art and artifacts. The collection is a rich, historical chronicle of Philadelphia's unique imprint upon the American landscape from the 19th century to today and is recognized by historians and art experts as valuable components of our shared American history.

To Register: Call 800-280-8440 or visit us at www.frallc.com

DAY TWO: Wednesday, May 4, 2011

7:45-8:30

Continental Breakfast

8:30 – 8:45

Recap of Day One

Steven Nadel, *Executive Director*

AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY

Joyce M. Ferris, *Managing Partner*

BLUE HILL PARTNERS, LLC

Greg Kats, *Senior Director*

GOOD ENERGIES

8:45 – 9:30 **Voice of Property Owners:**

A Case Study for Property Owners

- What types of EE investments are property owners thinking about in the short-, medium- and long-terms?
- What are property owner perspectives on various EE financing options?
- What are some "red flags" for property owners when they are considering projects?

Moderator:

Iain Campbell, *Vice President & General Manager, Global Energy and WorkPlace Solutions Building Efficiency*

JOHNSON CONTROLS

Panelists:

UNIVERSITY OF PENNSYLVANIA (*Invited*)

THOMAS JEFFERSON UNIVERSITY HEALTH SYSTEM (*Invited*)

LIBERTY PROPERTY TRUST (*Invited*)

9:30- 10:00

Evaluating Financial Options & Exploring New Financial Mechanisms

- What should EE financing learn from PV financing?
- What are the most promising strategies to scale annual energy efficiency financing from \$20 billion to \$100 billion in the next 5 years?
- Recognizing the full financial benefits of efficient and green buildings

Greg Kats, *Senior Director*

GOOD ENERGIES

Dan Reicher, *Professor of the Practice of Law, Executive Director of the Steyer-Taylor Center for Energy Policy & Finance*

STANFORD LAW SCHOOL (*Invited*)

10:00-11:00 **Case Study from Multiple Utilities:**

Utility On-Bill Financing: Exploiting a Tool with Great Potential – Lessons Learned from the Pros

- Consumer protection
- Circumventing potential problems
- What are the pros and cons?
- What is the track record to date?
- Why hasn't on-bill financing taken flight?

Moderator:

Charles Gray, *Executive Director*

NARUC

Utility Case Study #1:

Nancy Brockway, *Principal*

NBROCKWAY & ASSOCIATES

Former Commissioner

NEW HAMPSHIRE PUBLIC UTILITIES COMMISSION

Utility Case Study #2:

Frank Spasaro, *Energy Efficiency Partnership Manager*

SOUTHERN CALIFORNIA GAS COMPANY

Panelist #3:

Steve Cowell, *Chairman & Chief Executive Officer*

CONSERVATION SERVICES GROUP

11:00-11:15

Morning Break

11:15 – 12:15

Federal & State Efficiency Programs & Policies: What Does the Future Hold?

- ARRA status and lessons learned
- What's in play for the 112th Congress?
- What's the prognosis for legislation to address greenhouse gas emissions in the longer-term?
- What states are particularly active and what are they doing?
- What states are poised to take action in the next few years?

Steven Nadel, *Executive Director*

AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY

Stockton Williams, *Senior Advisor for Energy Efficiency Markets, Office of Sustainable Homes and Communities*

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Jeff Genzer, *Counsel*

NATIONAL ASSOCIATION OF STATE ENERGY OFFICIALS

Gilbert P. Sperling, *Senior Advisor for Policy and Programs*

OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY

12:15 – 1:30

Luncheon for all attendees & speakers

1:30 – 2:15

PACE Updates & Setbacks: What's the Latest & What's Next for Commercial Projects?

- Updates on the legislative and legal efforts to restore residential PACE, including the latest Court rulings
- The latest on commercial PACE programs around the country, including programs already underway
- What local and state governments are doing to fill the hole left by PACE, including case studies from California and elsewhere
- International efforts: PACE programs are getting started in Canada and Australia
- PACE impact on communities
- FHFA, Fannie and Freddie update
- Residential, commercial and industrial update

Francisco DeVries, *President*

RENEWABLE FUNDING

Mark Zimring, *Senior Research Associate*

LAWRENCE BERKELEY NATIONAL LABORATORY

John McNeill, *CEO*

RENOVATE AMERICA

2:15 – 3:00

Searching for Scalable & Proven Results: Performance Measurement Verification & Emerging Trends

- Are there any long-term evaluations for loan performance or energy efficiency measures?
- How can investors thoroughly assess risk?
- Are various energy efficient measures performing as expected?
- Program evaluations
- What works and what hasn't worked?
- Seeking scalable evidence
- Transferrable results
- How to best approach the potential market

Joshua Wolfe, *Principal*

PES GROUP

Ben Bixby, *CEO*

EARTH AID

Chris Kaiser, *Senior Account Executive*

NORESCO

To Register: Call 800-280-8440 or visit us at www.frallc.com

3:15 –4:00**Utilizing Smart Grids for Improved Energy Efficiency Initiatives**

The presentation will cover Smart Energy - a term used to describe a spectrum of products and services that enable consumers to derive better value from the energy they consume, while enabling energy providers to better match supply with demand, integrate renewable resources, and improve capacity utilization. The key to Smart Energy is engaging consumers with information and options that allow the consumer to discriminate the overall value and utility of the energy they consume. Learn how to bring about Smart Energy through integrated energy awareness, efficiency, demand response, renewables, and home energy management program. Additional topics include:

- What is a Microgrid?
- What are the key attributes & benefits?
- How are Smart Microgrids used to leverage energy efficiency investments while producing environmental and economic benefits for consumers and the public?
- How buildings communicate with the grid
- Making money from DR
- The M&V of curtailment strategy

Audrey Zibelman, *President and CEO*
VIRIDITY ENERGY, INC

Ivo Steklac, *Executive Vice President, Sales & Strategy*
TENDRIL INC.

Jim Sinopoli, PE, LEED AP, RCDD, *Managing Principal*
SMART BUILDINGS

4:00 – 4:45**China's Investments in Energy Efficiency & U.S. Collaborations**

- Broad efforts in both countries to increase energy efficiency
- Key components of NRDCs contribution to current China Energy Research Collaboration- Buildings Energy Efficiency (CERC-BEE) program launched by US DOE
- Design and implementation of market survey to capture size of market for energy efficiency technologies in China
- Codes and standards- what is the state of these measures in each country- what is needed?
- China's high economic growth rate and its impact on new technologies
- Constraints on debt lending
- Foreign exchange: pitfalls and benefits
- New policies and reducing barriers to debt financing and foreign equity for increased success

Moderator:
Bill Nesmith, *Senior Energy Advisor*
NASEO

Panelists:
William Chandler, *President*, **TRANSITION ENERGY**
Research Director, **ENERGY TRANSITION RESEARCH INSTITUTE**

Dr. Mark Levine, *Senior Staff Scientist and Group Leader*
LAWRENCE BERKELEY NATIONAL LABORATORY

Alisa Valderrama, *Finance Policy Analyst, Center for Market Innovation*
NATURAL RESOURCES DEFENSE COUNCIL

4:45 *End of Conference*

Important Information

To Register:

Fax: 704-341-2640

Mail: Financial Research Associates
18705 NE Cedar Drive
Battle Ground, WA 98604

Phone: 800-280-8440

Online: www.frallc.com

The 5th Annual Energy Efficiency Finance Forum

May 3-4, 2011

The Union League of Philadelphia

140 South Broad Street
Philadelphia, PA 19102
p: 215-587-5570
f: 215-587-5562

A block of rooms have been reserved with The Union League of Philadelphia at a rate of \$209 per night (suites \$249). To secure a room at the negotiated group rate mention ACEEE when placing your reservation. The negotiated rate expires on April 1, 2011. **Book early. The block is expected to sell out!**

PLEASE NOTE:

A dress code is observed at the Union League of Philadelphia. The dress code is business casual for men, which means jacket and collared shirt, comparable dress expected for women. For complete dress code details please refer to <http://www.unionleague.org/dress-code.php>

Fees and Payments:

The fee for attendance at the **5th Annual Energy Efficiency Finance Forum** is:
Standard rate: \$1795
Government/Academic: \$795

Please make checks payable to Financial Research Associates, and write code B783 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than **April 26, 2011.**

Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please call Kathie Eberhard at 704-341-2439.

SOFT DOLLAR YOUR CONFERENCE REGISTRATION!

This FRA conference may be eligible under section 28(e) of the Securities Exchange Act of 1934 for payment via soft dollars. For further information or a Soft Dollar Application form, please visit our Web site www.frallc.com/softdollars.aspx.

Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$250.00 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$250.00 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

Please Note: For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

To Register: Call 800-280-8440 or visit us at www.frallc.com

The 5th Annual Energy Efficiency Finance Forum

To Register:

Fax: 704-341-2640
Call: 800-280-8440
Online: www.frallc.com

Mail: Financial Research Associates
18705 NE Cedar Drive
Battle Ground, WA 98604



Financial Research Associates
11121 Carmel Commons Blvd., Ste.300
Charlotte, NC 28226

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