

2013 ACEEE National Conference on Energy Efficiency as a Resource

Hutton Hotel ▪ Nashville, TN ▪ September 22-24, 2013

Sunday, September 22		
4:00 pm to 7:00 pm	Registration	Vista Ballroom Foyer
5:00 pm to 7:00 pm	Opening Reception	Vista Ballroom

Monday, September 23		
7:00 am to 8:00 pm	Registration	Vista Ballroom Foyer
7:00 am to 7:45 am	Breakfast	Vista Ballroom
8:00 am to 9:00 am	Conference Welcome & Introductions	Vista Ballroom

Conference Kick-Off:

Martin Kushler, American Council for an Energy-Efficient Economy (ACEEE)

Host State/Utility Welcome:

Introduction: **Molly R. Cripps**, Director, Tennessee Office of Energy Programs

Speakers: **Karl Dean**, Mayor, Nashville

Bob Martineau, Commissioner, Tennessee Department of Environment & Conservation

Bob Balzar, VP of Energy Efficiency and Demand Response, Tennessee Valley Authority (TVA)

9:00 am to 9:45 am	Keynote Address	Vista Ballroom
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Introduction: **Rich Sedano**, Regulatory Assistance Project (RAP)

Keynote: **Colette Honorable**, Chair, Arkansas Public Service Commission, First Vice President of NARUC
Counting on Energy Efficiency as a Resource, Now and in the Future

Audience Q&A

9:45 am to 10:00 am	Break	Vista Ballroom Foyer Westend
10:00 am to 11:45 am	Plenary Panel 1	Vista Ballroom

National Overview: Latest News on Energy Efficiency as a Resource in Key Regions of the Country

Speakers:

- New England: **Jim O'Reilly**, Northeast Energy Efficiency Partnerships (NEEP)
- Midwest: **Stacey Paradis**, Midwest Energy Efficiency Alliance (MEEA)
- Northwest: **Susan Stratton**, Northwest Energy Efficiency Alliance (NEEA)
- California: **Margie Gardner**, California Energy Efficiency Industry Council
- Southcentral: **Doug Lewin**, South-central Partnership for Energy Efficiency as a Resource
- Southwest: **Maureen Quaid**, Southwest Energy Efficiency Project (SWEEP)
- Southeast: **Mandy Mahoney**, Southeast Energy Efficiency Alliance (SEEA)

Moderator: **Steve Nadel**, American Council for an Energy-Efficient Economy (ACEEE)

12:00 pm to 1:00 pm	Lunch	Vista Ballroom
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Speaker: *Exemplary Awards Presentation*

Dan York, American Council for an Energy-Efficient Economy (ACEEE)

1:30 pm to 3:15 pm

Breakout Sessions 1

[Vista Ballroom AB](#)Session 1A: **Next Generation Residential EE Programs**

- Presenters: **Seth Bauer**, TopTen USA
Has Your Residential Program Moved You to Tiers?
- Chris Calwell**, Ecova
LEDs: Ready for Liftoff?
- Mitchell Rosenberg**, DNV KEMA Energy & Sustainability
The Resource Value of Whole House Retrofit and Home Performance Programs
- Seth Craig-Snell**, Applied Proactive
Where Are We Headed? A Road Map for Efficient Products Promotion
- Moderator: **George Malek**, Commonwealth Edison (ComEd)

[Vista Ballroom CD](#)Session 1B: **Energy Efficiency and Environmental Objectives**

- Presenters: **Sara Hayes**, American Council for an Energy-Efficient Economy (ACEEE)
Energy Efficiency: A Resource for Meeting Air Quality Goals While Keeping the Lights On
- Ken Colburn**, Regulatory Assistance Project (RAP)
Integrated, Multi-Pollutant Planning for Energy and Air Quality (IMPEAQ)
- Nancy Lange**, Minnesota Public Utilities Commission
Beyond Carrots and Sticks: Potential New Drivers for Energy Efficiency Resources
- Kenji Takahashi**, Synapse Energy Economics
TVA Coal in Crisis: Using Energy Efficiency to Replace TVA's Highly Non-Economic Coal Power Plants
- Moderator: **Bill Prindle**, ICF International

[Hillsboro Ballroom 2.3](#)Session 1C: **Energy Efficiency as a Big Resource**

- Presenters: **Danielle Gidding and Ehud Ben Abadi**, Bonneville Power Administration (BPA)
The Efficient Frontier: Integrating Energy Efficiency into Resource Planning in the Pacific Northwest
- Eric Winkler**, ISO New England
Independent System Operator Planning: Forecasting Energy-Efficiency
- Jennifer Edwards**, Center for Energy and Environment (CEE)
Counting the Capacity that Didn't Hatch: The Rate Mitigation Effect of DSM Programs
- Ellen Zuckerman**, Southwest Energy Efficiency Project (SWEEP)
An Interesting Twist: Using Energy Efficiency in Resource Plans to Argue for Increased Energy Efficiency Investment
- Moderator: **Deb Sundin**, Xcel Energy

[Midtown](#)Session 1D: **Evaluation Issues and Examples**

Presenters: **Michael Li**, U.S. Department of Energy
A New Paradigm for EM&V Will Help Us Cut Energy Waste in Half

Laura Schauer, Tetra Tech
The Carrot and the Evaluator: How Financial Incentives Have Affected EM&V Practices

Lauren Gage, Bonneville Power Administration (BPA)
Show Me the Savings! Efficiently Measuring a Reliable Resource for the Skeptics and the Accountants

Jolyn Newton, DNV KEMA Energy & Sustainability
Energy Efficiency Evaluation in the Southeast States

Moderator: **Carol White**, National Grid

[Hillsboro Ballroom 1](#)Session 1E: **Future of Natural Gas Energy Efficiency**

Presenters: **Elizabeth Noll**, American Gas Association (AGA)
Next For Natural Gas Energy Efficiency Programs?

Ian Hoffman, Lawrence Berkeley National Laboratory (LBNL)
Challenges and Options for Natural Gas EE Programs in a Low-Price Context

Ryan Kerr, Gas Technology Institute (GTI)
Nicor Gas Emerging Technology Program: Creating Opportunities in the Face of Challenges

Tracy Scott, Lockheed Martin
Natural Gas Energy Efficiency in the Multifamily Market

Moderator: **Shawn White**, Xcel Energy

3:15 pm to 3:45 pm

Break

[Vista Ballroom Foyer Westend](#)

3:45 pm to 5:30 pm

Breakout Sessions 2

[Vista Ballroom AB](#)Session 2A: **Industrial Energy Efficiency Approaches (Part 1)**

Presenters: **Ethan Rogers** American Council for an Energy-Efficient Economy (ACEEE)
Great Examples of Industrial EE

Sandy Glatt, U.S. Department of Energy
Industrial Energy Efficiency Roadmap (IEE Roadmap) - A Guide to Effective Programs for Industrial Customers

Frank Gundal, NSTAR
Partnering with Large Customers to Meet Aggressive Savings Targets

Moderator: **Rick Marsh**, Industrial Energy Efficiency Network (IEEN)

[Vista Ballroom CD](#)Session 2B: **Integrating Energy Efficiency and Demand Response**

Presenters: **Matt Klosinski**, Milepost Consulting, and **Nancy Jenkins**, Southern California Edison (SCE)
Silos of Excellence: Effectively Integrating the DSM Organization for Seamless EE and DR Program Delivery

Christine Donovan, Vermont Energy Investment Corporation
Energy Efficiency and the Smart Grid: Lessons Learned from Pilot Programs Designed to Impact Energy Efficiency & Conservation Behaviors

Colleen Snee, Johnson Controls
Energy Efficiency and the Smart Grid: Successes and Lessons Learned

Ben Davis, Massachusetts Department of Public Utilities
Grid Modernization in Massachusetts: The Role of Energy Efficiency

Moderator: **William Gifford**, DNV KEMA Energy & Sustainability

[Hillsboro Ballroom 2,3](#)Session 2C: **Regulatory Mechanisms to Address Utility Economic Concerns with EE**

- Presenters: **Toben Galvin**, Navigant
Show Me The Money: A Review of Recent Utility Energy Efficiency Performance Incentive Designs
- Jill Steiner**, Cadmus Group
Decoupling Policy and Results: A Detailed Look at Actual State Experience
- Mike Weedall**, E Source
Energy Efficiency & The Evolving Utility Business Model
- Brian Hedman**, Cadmus
Leveling the Playing Field – Regulatory Treatment of DSM Savings and Expenditures
- Moderator: **Dan York**, American Council for an Energy-Efficient Economy (ACEEE)

[Midtown](#)Session 2D: **Jobs and Economic Development**

- Presenters: **Federico Garcia**, ICF International
Assessing Job Creation from a Highly Leveraged Program
- Cecily McChalicher**, Northeast Energy Efficiency Partnerships (NEEP)
Establishing a Common Platform for Tracking EE's Economic Impacts in the Northeast/Mid-Atlantic Region
- Bridget Herring** and Ben Edwards, Mathis Consulting
The Price of Business-as-Usual: The Impacts of Energy Efficiency Beyond Generation Capacity
- Moderator: **Luis Salas**, DTE Energy

[Hillsboro Ballroom 1](#)Session 2E: **Southeastern Region Examples**

- Presenters: **Gary Brinkworth**, Tennessee Valley Authority (TVA)
Energy Efficiency as a Resource at TVA
- Lana Lovick**, Entergy, & **Max Neubauer**, American Council for an Energy-Efficient Economy (ACEEE)
EE Potential and Recent Developments in AR, LA, and MS
- Natalie Mims**, Southern Alliance for Clean Energy (SACE)
The Growing Energy Efficiency Resource in the Southeast: Rankings, Successes and New Business Models
- Victoria Bloise**, Ecova & **Amy Sadler**, Duke Energy
Lighting the way for EE in the SE: How Progress Energy Found Huge Success
- Moderator: **Jenah Zweig**, Southeast Energy Efficiency Alliance (SEEA)

6:00 pm to 7:30 pm

Poster Session & Reception

Vista Ballroom Foyer Westend

Poster Presenters: **Jenifer Alldredge**, Alliance to Save Energy

Portfolio Manager--Using Students to Inspire School Districts

Jesse Ander, Grundfos Pump Corporation

Thinking Outside the Fixture: Pump and Motor Savings Concepts and Issues

Dan Bakal, California Natural Resources Agency (CERES)

Risk-Aware Electricity Regulation: Risk Mitigation Benefits of EE in Long Term Utility Investment

Kate Bushman and Bonnie Watson, Cadmus

More Power to You: A South Carolina Public Power Utility Takes Initiative to Invest in Energy Efficiency as a Resource

Kate Farley, American Council for an Energy Efficient Economy (ACEEE)

Agriculture and Energy Efficiency in the Southeast

Bridget Herring, Mathis Consulting Company

Capturing an Untapped Energy and Power Resource: Addressing the Energy Performance of Manufactured Housing in Western North Carolina

Bruce Manclark, Fluid: A Clearesult Company

Ductless Heat Pumps in the South: Driving Market Adoption of Proven Energy Efficiency Technologies

Stacey Paradis, Midwest Energy Efficiency Alliance (MEEA)

Overview of Kentucky EE Action Plan – Efficiency Savings in a Non-Mandated Environment

Jennifer Parsons, United Illuminating Company

Conversion Makes Cents with Energy Efficiency

Scott Reeves, Cadmus

Savings Check on Aisle Five: Remaining Refrigeration Potential in the Pacific Northwest

Mitchell Rosenberg, DNV KEMA Energy & Sustainability

The Resource Value of Conservation Voltage Reduction Programs

Gregory Sanders, PEI

Maintaining a Higher Standard: The Success and Opportunity of AirCare Plus

Paul Sklar, Energy Trust of Oregon (ETO)

Advancing the Art of the Supply Curve

Patricia Stanton, Conservation Services Group (CSG)

Creating Verified Carbon Standard (VCS) Offsets for Residential Energy Efficiency Projects

Yu Wang, Georgia Institute of Technology

Policy Drivers for Improving Electricity End-Use Efficiency in the US: An Economic-Engineering Analysis

Tuesday, September 24

7:00 am to 5:00 pm	Registration	Vista Ballroom Foyer
7:00 am to 7:45 am	Breakfast	Vista Ballroom
8:00 am to 9:45 am	Plenary Sessions	

[Vista Ballroom](#)**Plenary Session 3A: Perspectives on Utility Energy Efficiency in the Southeast**

Presenters: **Chuck Darville**, VP of Marketing Services, Southern Company
Lauren Kenney, VP of Regulatory Affairs, Entergy
Joe Hoagland, Sr. VP of Policy and Oversight, Tennessee Valley Authority (TVA)
Ralph Cavanagh, Sr. Attorney and Energy Program Co-Director, National Resources Defense Council (NRDC)

Moderator: **Mandy Mahoney**, Southeast Energy Efficiency Alliance (SEEA)

[Hillsboro Ballroom](#)**Plenary Session 3B: Pushing the Envelope: How Far Can We Go with Energy Efficiency as a Resource, and What Will It Take to Get There**

Presenters: **Tom Eckman**, Northwest Power and Conservation Council
Jeff Schlegel, Schlegel and Associates
Achieving Aggressive Energy Efficiency Resource Goals: Results from the Field
Gene Rodrigues, Southern California Edison (SCE)
Scott Johnstone, Vermont Energy Investment Corporation (VEIC)

Moderator: **Martin Kushler**, American Council for an Energy-Efficient Economy (ACEEE)

9:45 am to 10:15 am	Break	Vista Ballroom Foyer Westend
10:15 am to 11:45 am	Breakout Sessions 4	

[Vista Ballroom AB](#)**Session 4A: Multi-family**

Presenters: **Rachael Pendleton Fredericks**, Public Service Electric and Gas (PSE&G)
Improving the Energy Efficiency of Affordable Multifamily Housing Through PSE&G's Residential Multifamily Housing Program
Kate Johnson, American Council for an Energy-Efficient Economy (ACEEE)
Multifamily Buildings as an Essential Strategy to Meet Energy Savings Targets
John Forde, Puget Sound Energy
Multifamily Programs: How Puget Sound Energy Simplified Program Design to Maximize Results

Moderator: **Amy Bunton**, Pathway Lending

[Vista Ballroom CD](#)**Session 4B: TRC Benefit/Cost Issues**

Presenters: **Allison Spector**, Cascade Natural Gas Corporation and **Gil Peach**, H. Gil Peach and Associates
All Natural: Straightforward Ways to Acknowledge the Continued Value of Natural Gas Conservation Programs
Christina Halfpenny, Massachusetts Department of Energy Resources
The Valuation of Energy Efficiency Using Non-Energy Benefits Under the Total Resource Cost Test
Jim Lazar, Regulatory Assistance Project (RAP)
Full Valuation of Energy Efficiency – A "Layer Cake" of Benefits

Moderator: **Nick Hall**, TecMarket Works

[Hillsboro Ballroom 2,3](#)Session 4C: **Energy Efficiency Potential**

- Presenters: **Howard Geller**, Southwest Energy Efficiency Project (SWEET)
The \$20 Billion Bonanza: Best Practice Utility Energy Efficiency Programs and Their Benefits in the Southwest
- Mathias Bell**, Rocky Mountain Institute (RMI)
Going beyond 2% Savings: Investigating Opportunities for Connecticut's Comprehensive Energy Strategy
- Maggie Molina**, American Council for an Energy-Efficient Economy (ACEEE)
A National Review of the Cost of Conserved Energy in Utility EE Programs
- Moderator: **Andrea Horwath**, Southern California Edison (SCE)

[Midtown](#)Session 4D: **T&D Benefits of Energy Efficiency**

- Presenters: **Walter Poor**, Vermont Public Service Dept. and **John Plunkett**, Green Energy Economics Group
Integrating Energy Efficiency Geotargeting with Resource Planning in Vermont
- Dave Canny**, Pacific Gas & Electric (PG&E)
The T&D Challenge: How PG&E is Using Smart Grid Technologies and New Data Analytic Tools to Defer T&D Costs
- Patricia Stanton**, Conservation Services Group (CSG)
Innovative Demand Response Strategies Leverage Traditional Energy Efficiency Programs
- Moderator: **Chris Neme**, Energy Futures Group

[Hillsboro Ballroom 1](#)Session 4E: **Good Examples of Utilities Ramping Up**

- Presenters: **Vicki Campbell**, DTE Energy
An overview of DTE Energy's Aggressive Ramp Up of Energy Efficiency
- Wayne Dobberpuhl**, Arizona Public Service (APS)
- George Malek**, Commonwealth Edison (ComEd)
The Ramp Up of Energy Efficiency at ComEd
- Moderator: **David Jacot**, Los Angeles Department of Water & Power (LADWP)

12:05 pm to 1:05 pm**Lunch****Vista Ballroom**

- Introduction: **Robert Balzar**, Tennessee Valley Authority (TVA)
- Speaker: **Bill Johnson**, President and CEO of Tennessee Valley Authority (TVA)

1:30 pm to 3:15 pm

Breakout Sessions 5

[Vista Ballroom AB](#)Session 5A: **Commercial Programs**

- Presenters: **Steve Nadel**, American Council for an Energy-Efficient Economy (ACEEE)
The Next Big Things: New Opportunities for Energy Savings in the Commercial Sector
- Alexander Castro**, Lime Energy
From New York to the Southeast: EERS Paves the Way for the Next Generation of Small Business Direct Install Programs
- Josiah Adams**, Ecology Action
Deep and Cheap - Innovative Program Model Delivers Deep and Cost-Effective Energy Savings to the Small and Medium Commercial Market
- Rick Tonielli**, Commonwealth Edison (ComEd)
Maximizing Whole-Building Energy Savings With ComEd's Smart Ideas For Your Business Retro-Commissioning
- Moderator: **Dave Canny**, Pacific Gas & Electric (PG&E)

[Vista Ballroom CD](#)Session 5B: **Advocate Issues: Making the Case for Energy Efficiency in Challenging Circumstances**

- Presenter: **John Wilson**, Southern Alliance for Clean Energy
Benefits of Energy Efficiency Resources in Southeastern IRPs: Even Greater than We Expected
- James VanNostrand**, West Virginia University
Starting from Scratch: Promoting Energy Efficiency without the Foundations of IRP or an EERS
- Casey DeMoss Roberts**, Alliance for Affordable Energy
The Tail Wagging the Dog, Integrated Resource Planning in New Orleans
- Moderator: **Erin Carroll**, Vermont Energy Investment Corporation (VEIC)

[Hillsboro Ballroom 2,3](#)Session 5C: **Advanced Issues in Assessing the Resource Value of Energy Efficiency**

- Presenter: **Phil Mosenthal**, Optimal Energy
Restructuring Energy Efficiency Portfolio Standards to Avoid Perverse Incentives for Short Lived Resources
- Tim Woolf**, Synapse
Using Rate, Bill and Participation Analyses to Support Efficiency Programs
- Rick Hornby**, Synapse, and **Max Neubauer**, American Council for an Energy-Efficient Economy (ACEEE)
Demonstrating How EE in Ohio Saves Money for All Ratepayers
- Steve Schiller**, Lawrence Berkeley National Lab (LBNL)
4,000 (Program) Years of Efficiency: Results of a Program Level Analysis of the Cost of Saved Energy
- Moderator: **George Edgar**, WECC

[Midtown](#)Session 5D: **Unlocking the Potential of Behavior Programs**

Presenters: **Anne Dougherty**, Illume Advising, LLC
The Promise and Reality of Behavior Programs: Are They a Reliable Resource?

Gerardo Galdamez, Entergy Arkansas, Inc.
Lessons Learned and Evaluated Impacts from an Innovative Residential Rewards Program Targeted at Low and Moderate Income Customers

Ali Bozorgi, ICF International
Easing the Squeeze in DSM Portfolio Planning: A Quantitative Analysis of Potential Impacts of Feedback/Behavior-Based Programs

Jim Kapsis, Opower
Long Term Treatment of Behavioral Energy Efficiency in EERS

Moderator: **Elizabeth Stuart**, Lawrence Berkeley National Lab (LBNL)

[Hillsboro Ballroom 1](#)Session 5E: **Energy Efficiency Programs in Public Power**

Presenters: **Dan Ridings**, Conservation Services Group (CSG)
Revitalizing a Legacy of Energy Efficiency: From 0 to 50,000 in 4 Years

John-Michael Cross, Environmental and Energy Study Institute & **Lindsey Smith**, The Electric Cooperatives of South Carolina
On-Bill Financing Can Become a Replicable Solution for Rural Electric Cooperatives

Ed Jerome, *Enernoc*
Making EE Mainstream in Mississippi

David Byrne, City of Tallahassee
Energy Smart PLUS (+): A Comprehensive Approach to Energy Efficiency & Conservation

Moderator: **Steve Starks**, Los Angeles Department of Water & Power (LADWP)

3:15 pm to 3:30 pm

Break

[Vista Ballroom Westend](#)

3:30 pm to 5:00 pm

Breakout Sessions 6

[Vista Ballroom AB](#)Session 6A: **Building the Business Case for Utility Financing Programs**

Presenters: **Geoff Phillips**, Northeast Utilities
Distributed Lending As A Model for Energy Efficiency Financing

Cisco DeVries, Renewable Funding
WHEEL: Scale, Leverage, and Uniformity for Utility Financing Programs

Monica Curtis, WECC

Moderator: **Casey Bell**, American Council for an Energy-Efficient Economy (ACEEE)

[Vista Ballroom CD](#)Session 6B: **Resources and Opportunities for Utility Low-Income Programs: Standing in the Wake of the Recovery Act**

Panelists: **1. Chad Miller**, Consumers Energy

2. Cara Dolly, Ameren Missouri

3. Jerry Oppenheim, Low Income Advocate and Counsel to Massachusetts Weatherization Providers

Moderator: **Jamie Drakos and Bonnie Watson**, Cadmus

[Hillsboro Ballroom 2,3](#)Session 6C: **Examining the Industrial "Self-Direct" Issue**

Presenters: **Mike Ambrosio**, Applied Energy Group, Inc.

John Seryak, representing Ohio Manufacturers Association

Moderator: **Neal Elliott**, American Council for an Energy-Efficient Economy (ACEEE)

[Midtown](#)

Session 6D: **Big Data**

- Presenters: **Steven Meyers**, EnerPath
 Using 'Big Data' to Achieve Both Broad and Deep Savings in Hard-to-Reach Customer Segments
- Marvin Horowitz**, Demand Research, LLC
 Improving Outcomes with Geographic Energy Efficiency Planning and Evaluation
- James Bradford**, Mesa Point Energy
 Pros and Cons of the Use of Technical Reference Manuals for DSM Program Performance Measurement
- Dan Teague**, WegoWise
 Tracking & Benchmarking for Maximum Savings: Using New Data Tools in a Massachusetts Utility Efficiency Program
- Moderator: **Sharyn Barata**, Itron

[Hillsboro Ballroom 1](#)

Session 6E: **Natural Gas Programs**

- Presenters: **Elliott Gold**, Philadelphia Gas Works (PGW)
 EnergySense: PGW's Experience Acquiring Cost-Effective Natural Gas Energy Efficiency Resources
- Scott Stroup**, Airometrix Manufacturing, Inc.
 Innovative Approach to Driving Projects to Utility Gas Programs
- Sheri Borrelli**, The United Illuminating Company
 Working Together: Electric and Gas Utilities Partner for Efficiency
- Moderator: **Todd Berreman**, CenterPoint Energy