



The 6th Annual ACEEE Energy Efficiency Finance Forum

“Scaling Programs”
Omni Parker House • Boston, MA • May 7-8, 2012

Sunday, May 6

3:00 pm to 6:30 pm

Registration Open

Hotel Lobby

Monday, May 7

7:30 am to 5:00 pm

Registration Open

Ballroom Foyer

7:30 am to 8:00 am

Continental Breakfast

Rooftop Ballroom

8:00 am to 10:45 am

PLENARY SESSION

Press Room

8:00 am Co-Chairs Welcome

Greg Kats, *Capital-E*

Joel Freehling, *Shaw Environmental*

8:20 am Introduction

Steve Nadel, *American Council for an Energy-Efficient Economy*

8:30 am Keynote Address

The Honorable Deval Patrick, *Governor of Massachusetts* (invited)

9:15 am What's New in EE Finance

Session Coordinator/Moderator: Harvey Michaels, *MIT*

Presenters: Sean Neill, *Transcend*

Duane Desidario, *Real Estate Roundtable*

Jeanne Clinton, *California PUC*

Steven Hawkes, *Matrix Corporate Capital*

Description: This opening plenary is an opportunity to showcase some new and exciting initiatives in the EE financing space. Programs selected for this panel should showcase some of the most viable and innovative recent trends in EE finance.

10:45 am to 11:15 am

AM Break

Rooftop Ballroom

Session 1A**King Room****Driving Corporate Energy Efficiency Commitments**Session Coordinator/Moderator: **Clay Nesler**, *Johnson Controls, Inc.*Presenters: **Arah Shuur**, *U.S. Department of Energy*
Greg Hale, *NRDC*
Peter Scarpelli, *CBRE*
Jeremy Lemieux, *Diversey*

Description: Energy efficiency investments are thought to be cost-effective and low risk, yet many barriers to adoption still exist from the business perspective. This panel will explore ways to build the business case for energy efficiency investments.

Session 1B**Wheatley Terrace****Sustaining Programs in a Post-ARRA Environment**Session Coordinator/Moderator: **Jeff Genzer**, *NASEO*Presenters: **Craig Diamond**, *Clean Energy Finance Center*
Mark Sylvia, *Massachusetts Commissioner of Energy*
Elizabeth Bellis, *Energy Programs Consortium*
Steve Cowell, *Conservation Services Group*

Description: ARRA funds have gone a long way towards getting the ball rolling for energy efficiency finance. However, we are unlikely to see a continued influx of federal grant dollars in the current economic environment.

Session 1C**Press Room****Building Attractive Products for Energy Efficiency Finance**Session Coordinator/Moderator: **Geoffrey Phillips**, *NSTAR*Presenters: **Birud Jhaveri**, *Massachusetts Department of Energy Resources*
Tilak Subrahmanian, *NSTAR Electric & Gas*
Joseph Bator, *Eastern Bank*
Dennis O'Connor, *United Illuminating*

Description: There are many models for financing energy efficiency projects. Massachusetts has developed a unique financing model that integrates local lenders and provides market based mechanisms to provide the proper amount of capital to finance energy efficiency measures without capital constraints. Connecticut also has a very successful program that uses zero-percent loans and on-bill-financing to great success. The panel will describe their programs and help distill elements of effective and attractive energy efficiency finance products.

2:00 pm to 3:30 pm

MONDAY CONCURRENT SESSIONS

Session 2A

Press Room

Regulated Financial Institutions

Session Coordinator/Moderator: **Joel Freehling**, *Shaw Environmental*

Presenters: **Brian Schneidermann**, *Self Help Credit Union*

Darren Van't Hof, *US Bank*

Dick Jones, *Boston Community Capital*

Description: This panel will explore constraints faced by regulated financial institutions that are barriers to engagement in the EE finance space, and explore possible avenues to reduce these barriers.

Session 2B

Wheatley Terrace

Selling Energy Efficiency As a Service

Session Coordinator/Moderator: **Gil Sperling**, *U.S. Department of Energy*

Presenters: **Bob Hinkle**, *Metrus Energy*

Bob Anderson, *Green Campus Partners*

Brian Murrell, *Deloitte*

J. Stephen Gossett Jr., *SCIEnergy*

Description: There appears to be some disparity between energy efficiency programs that see a great deal of uptake, and those that struggle to reach their goals. This panel will attempt to distill elements of effective and attractive financial products, and share techniques for stimulating customer demand.

Session 2C

King Room

Funding Greening Cities

Session Coordinator/Moderator: **Greg Kats**, *Capital-E*

Presenters: **Will Wynn**, *Former Mayor of Austin*

Sam Brooks, *Access Green*

James Hunt, *City of Boston*

Description: The greening of urban infrastructures has the potential for high-impact energy savings and improved quality of life for residents. There is a high possibility of achieving large scale in capital flows. Yet without the proper public/private partnerships there is a risk of not fully achieving this potential. This panel will discuss considerations for optimizing impact while ensuring that constraints such as consumer protections are given due consideration.

3:30 pm to 4:00 pm

PM Break – *Sponsored by Wilson Sonsini Goodrich & Rosati*

Rooftop Ballroom

Session 3A**King Room****Financial Innovation for Underserved Customers**Session Coordinator: **Joel Freehling**, *Shaw Environmental*Moderator: **Mark Zimring**, *Lawrence Berkeley National Lab*Presenters: **Bob Van Meter**, *Greater Boston Local Initiatives Support Coalition*
Michael Bodaken, *National Housing Trust*
Sadie McKeown, *CPC*
John Warner, *Blue Tree Strategies*

Description: Energy efficiency improvements are a cost-effective means for enhancing building comfort and lowering utility bills. Yet, small businesses and multifamily households are among several markets that are traditionally underserved by energy efficiency finance. This panel will discuss ways to design programs and products that tap into the potential of underserved markets.

Session 3B**Wheatley Terrace****Overcoming Barriers to Commercial Third-Party Financing**Session Coordinator/Moderator: **Suzanne Watson**, *ACEEE*Presenters: **Granville Martin**, *JP Morgan*
Austin Whitman, *MJ Bradley*
Bill Codner, *National Grid*

Description: Energy efficiency investments in the commercial building market may have the potential to attract investors, yet there are still obstacles to overcome in demonstrating the potential value of this market. This panel will discuss specific barriers to unlocking the full potential to this market including gaps in data and information, and provide some thoughts on how these barriers might be surmounted.

Session 3C**Press Room****The Latest on PACE**Session Coordinator/Moderator: **Tim Stout**, *E-Source*Presenters: **John Kinney**, *Clean Fund*
Sheridan Pauker, *Wilson Sonsini*
David Gabrielson, *PACENow*

Description: This panel will provide some perspectives on some of the latest developments in Property Assessed Clean Energy Financing, including a shift toward a commercial focus and the consent vs. non-consent debate.

Tuesday, May 8
7:30 am to 3:00 pm
Registration Open **Ballroom Foyer**

7:30 am to 8:00 am
Continental Breakfast **Rooftop Ballroom**

8:00 am to 10:45 am **PLENARY SESSION** **Press Room**

8:00 am Recap and Announcements
Steve Nadel, *American Council for an Energy-Efficient Economy*

8:15 am Venture Capital Perspective on Energy Efficiency Finance
Session Coordinators/Moderators: **Joyce Ferris**, *Blue Hill Partners* and **Greg Kats**, *Capital-E*

Presenters: **Zaid Ashai**, *Point Judith Capital*
Chuck McDermott, *Rockport Capital*
Travis Putnam, *Navitas*

Description: VCs are demonstrating increased interest in energy efficiency. Several VC firms provide their perspective on what's hot and what's not.

9:30 am Loan Pool Structuring and Credit Enhancements

Session Coordinator/Moderator: **Casey Bell**, *ACEEE*

Presenters: **Mark Shanahan**, *New Morning Energy*
Chuck Laven, *Forsyth Investors*
Jeff Pitkin, *NYSERDA*

Description: Strategic program design can play a critical role in the growth and sustainability of financing programs. This panel will explore how loan pool structuring and credit enhancements are improving the viability and prospects for energy efficiency financing programs.

10:45 am to 11:15 am
AM Break **Rooftop Ballroom**

11:15 am to 12:45 pm **TUESDAY CONCURRENT SESSIONS**

Session 4A **King Room**

Tapping Socially Responsible Investment Markets

Session Coordinator/Moderator: **Joel Freehling**, *Shaw Environmental*

Moderator: **Steve Lydenberg**, *Domini Social Investments*

Presenters: **Amy Brusiloff**, *Bank of America*
Matt Patsky, *Trillium Asset Management*
Chris McNett, *State Street*
Lydia Cutrer, *Calvert Foundation*

Description: Allies for energy efficiency finance are often found in innovative markets that are focused on socially responsible investments. Practitioners in this evolving space discuss their interest in EE finance and opportunities to bring programs to scale.

11:15 am to 12:45 pm

TUESDAY CONCURRENT SESSIONS

Session 4B

Wheatley Terrace

Recognizing Higher Value in Efficient Buildings

Session Coordinator/Moderator: **Jeff Schlegel**, *Independent Consultant*

Presenters: **Anthony Guma**, *CoStar Group*
Bob Sahadi, *IMT*
Jonathan Avery, *The Appraisal Institute*

Description: This discussion will explore strategies for recognizing the overall value of energy efficiency investment in existing building stock.

Session 4C

Press Room

Scaling On-bill Programs

Session Coordinator/Moderator: **John Maclean**, *Energy Efficiency Finance Corporation*

Presenters: **Brad Copithorne**, *Environmental Defense Fund*
David Carey, *Harcourt, Brown & Carey*
Carol Mulholland, *Cadmus Group*

Description: On-bill financing is quickly becoming a popular tool for energy efficiency lending programs. This panel will explore current efforts to bring these programs to scale.

12:45 pm to 2:00 pm

Lunch

Rooftop Ballroom

Keynote Address: **William Abolt**, *Shaw Environmental & Infrastructure, Inc.*

2:00 pm to 3:30 pm

TUESDAY CONCURRENT SESSIONS

Session 5A

King Room

Financing for Large Industrial Customers

Session Coordinators/Moderators: **Patrick D'Addario**, *Institute for Industrial Productivity*

Presenters: **Bob Hinkle**, *Metrus Energy*
Nels Andersen, *Franklin Energy*
R. Neal Elliott, *ACEEE*

Description: While energy efficiency has been shown to reduce operating costs in the manufacturing sector, obtaining financing to implement those projects has proven to be a challenge. Energy projects have to face high internal hurdle rates and compete with capacity expansion projects, among other challenges. This panel will explore what utilities are doing to engage industrial customers in this space, and how customers are responding.

2:00 pm to 3:30 pm

TUESDAY CONCURRENT SESSIONS

Session 5B

Press Room

Defining an Asset: Exploring a Secondary Market for Energy Efficiency Finance

Session Coordinator/Moderator: **Dan Byrd**, *Progressive Energy Group*

Presenters: **Michael Karlosky**, *Wells Fargo*
Mark Fulton, *Deutsche Bank*
Kerry O'Neill, *Clean Energy Finance Center*

Description: The creation of a secondary market for energy efficiency loans is likely a critical step in bringing programs to scale. This discussion will explore how such products perform as an asset, and will offer insights into how to overcome barriers to bundling energy efficiency loans.

Session 5C

Wheatley Terrace

Creation of New Organizational Models for Scaling Energy Efficiency Finance

Session Coordinator/Moderator: **Elena Alschuler**, MIT

Presenters: **John Byrne**, *Delaware Sustainable Energy Utility*
Elizabeth Chant, *VEIC*
Al Gaspari, *Greater Cincinnati Energy Alliance*

Description: There appears to be a growing recognition that new entities, complementing and coordinating the roles of utilities, private capital, local/state governments and building owners are necessary to scale EE demand and investment. Learn more about these efforts in this panel.

3:30 pm to 3:45 pm

PM Break

Rooftop Ballroom

3:45 pm to 5:00 pm

PLENARY SESSION

Press Room

3:45 pm What's Possible Today, and How Do We Set the Stage for Tomorrow?

Session Coordinator: **Bruce Schlein**, *Citi*

Session Moderator: **Marshal Salant**, *Citi*

Presenters: **Michael McAteer**, *National Grid*
Susan Leeds, *NYCEEC*
Mike Zimmerman, *Building IQ*

Description: There has been a great deal of activity in energy efficiency finance over the past several years, and innovative ideas abound. Often it is difficult to assess where we should be focusing our efforts to optimize results. The focus of this panel is setting priorities for program implementation, and ensuring that a firm foundation is in place for what is possible in the future.

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Thank You!