



## 2015 NATIONAL CONFERENCE ON ENERGY EFFICIENCY AS A RESOURCE

Statehouse Convention Center ▪ Little Rock, AR ▪ September 20-22

*Preliminary Program (subject to change)*

Sunday, September 20		
3:00 pm to 7:00 pm	Registration	<i>Caddo Room</i>
5:00 pm to 7:00 pm	Reception	<i>Atrium</i>

Monday, September 21		
7:00 am - 8:00 pm	Registration	<i>Caddo Room</i>
7:00 am – 7:45 am	Breakfast	<i>Wally Allen Ballroom D</i>

8:00 am - 9:45 am	<b>Conference Welcome, Introductions and Keynote Address</b>	<i>Wally Allen Ballroom A-E</i>
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**Welcome & Introductions**

Welcome: **Martin Kushler**, American Council for an Energy-Efficient Economy  
**Mark Stodola**, Mayor, Little Rock, Arkansas  
**Lamar Davis**, Commissioner, Arkansas Public Service Commission

**Keynote Address**

**Energy Efficiency and the Clean Power Plan**

Introduction: **Steve Nadel**, American Council for an Energy-Efficient Economy  
 Keynote Presenter: **Janet McCabe**, Acting Assistant Administrator, Office of Air and Radiation, US Environmental Protection Agency

9:45 am - 10:00 am	<b>Break</b>	<i>Ballroom Foyer</i>
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10:00 am - 11:45 am	<b>Plenary Session</b>	<i>Wally Allen Ballroom A-E</i>
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**Regional Round-Up: Utility Energy Efficiency Highlights from around the United States**

Moderator: **Maggie Molina**, American Council for an Energy-Efficiency Economy

Presenters:

Northeast:	<b>Jim O’Reilly</b> , Northeast Energy Efficiency Partnerships
Southeast:	<b>Mandy Mahoney</b> , Southeast Energy Efficiency Alliance
Midwest	<b>Stacey Paradis</b> , Midwest Energy Efficiency Alliance
South-central	<b>Doug Lewin</b> , The South-central Partnership for Energy Efficiency as a Resource
Northwest	<b>Susan Stratton</b> , Northwest Energy Efficiency Alliance
Southwest	<b>Howard Geller</b> , Southwest Energy Efficiency Project
California	<b>Steve Schiller</b> , California Energy Efficiency Industry Council

**11:45 am - 1:15 pm****Lunch and Poster Displays***Wally Allen Ballroom D*

Boxed lunches served and the opportunity to visit the following poster presentations.

- Poster Presenters:
- Cody Taylor**, US Department of Energy  
M&V 2.0: Can Automated In-situ Measurement Provide Accurate Savings Numbers?
  - Christopher Craig**, University of Alberta, Canada  
A Comprehensive Examination of Energy Consumption in the Lower 48 States: A Dual Humanistic and Climate Approach
  - Al Armendariz**, Sierra Club  
Using Energy Efficiency to Go Beyond Coal
  - Brenda Hunt**, CLEAResult  
Simple to Sublime: Evolution of a Market Segment Program
  - Martin Bond**, Community Energy Services Corporation  
Your Energy Manager: Long Term Engagement Brings Big Energy Savings
  - Cassandra McCandless**, EnergySavvy  
Cars, Not Faster Horses: Savings Measurement Software Enables Energy Efficiency to Measure-as-you-go
  - Patricia Stanton**, CLEAResult  
It's Time to Embrace Tradable Credits: The Energy Efficiency Registry and EPA's Clean Power Plan
  - Cheryl Bowman**, CenterPoint Energy; **S. Balakrishnan**, anb Systems  
Insights from 10+ Years of Energy Efficiency Programs
  - Stephen Putnam**, Grundfos Pumps  
Pumping System Evolution: The Next Generation of Utility Programs

**1:15 pm - 3:15 pm****Breakout Sessions***Energy Efficiency Programs Track**Caraway I/II Room***Session 1A: Lighting Programs**

Moderator: **Rebecca Foster**, Vermont Energy Investment Corporation

The Great Light Bulb Exchange

Presenter: **Elizabeth Murphy**, The United Illuminating Company

One-Stop Efficiency Shop®: Hope Is Not a Strategy

Presenter: **Kristen Funk**, Center for Energy and Environment

Emerging Strategies for LED Street Lighting Conversion

Presenter: **Brian Buckley**, Northeast Energy Efficiency Partnerships

Transforming the Commercial Lighting Market

Presenter: **Andre Javier-Barry**, D&R International

*Energy Efficiency Benefits Track**Miller Room***Session 1B: Energy Efficiency as a T&D Resource**

Moderator: **Nancy Jenkins**, Southern California Edison

Targeted Energy Efficiency for Transmission and Distribution Reliability

Presenter: **Richard Aslin**, Pacific Gas and Electric

Not your Usual Suspects: How a Michigan Utility and an Environmental Group Collaboratively Developed a Pilot Project to Defer a Distribution System Upgrade with Energy Efficiency

Presenters: **Chris Neme**, Energy Futures Group; **Teri VanSumeren**, Consumers Energy

Using Geographically Targeted Energy Efficiency to Deter T&D Investment

Presenter: **Elizabeth Titus**, Northeast Energy Efficiency Partnerships

Con Edison's Integrated Demand Side Management Potential Model

Presenter: **Michael Harrington**, Con Ed

Energy Efficiency as a Resource: Regulatory Issues TrackIzard Room**Session 1C: Regulatory Mechanisms for Energy Efficiency**Moderator: **Natalie Treat**, Northeast Energy Efficiency Partnerships

Beyond Carrots for Utilities: Recent Trends in Performance Incentive Mechanisms for Utility Energy Efficiency Programs

Presenter: **Seth Nowak**, American Council for an Energy-Efficient Economy

Valuing Efficiency: A Review of Lost Revenue Adjustment Mechanisms

Presenter: **Annie Gileo**, American Council for an Energy-Efficient Economy

The Link between Revenue Decoupling Mechanisms and Increased Utility-Led Energy Efficiency

Presenters: **Will Nissen**, Fresh Energy; **Samantha Williams**, Natural Resources Defense CouncilEvaluation and Use of Data TrackPope Room**Session 1D: Evaluation, Measurement and Verification Methods Issues**Moderator: **Greg Wikler**, Navigant

What's Under the Hood? Building Transparency in Energy Efficiency Savings and Underlying EM&amp;V Methods through a Standardized, Integrated Reporting Platform

Presenter: **Patrick Wallace**, Northeast Energy Efficiency Partnerships

Showing Me the Savings: TRMs, Big Data, and EM&amp;V 2.0 as Catalysts for Energy Efficiency Savings

Presenter: **Christine Donovan**, Vermont Energy Investment Corporation

Defending Energy Efficiency as a Reliable Grid Resource

Presenters: **Isaac Wainstein**, ERS; **Michael Ihesiaba**, Con Edison

What's your kW? Defining Peak Demand in Texas

Presenters: **Lark Lee**, Tetra Tech; **Amy Martin**, Frontier AssociatesOther Key Topics TrackFulton Room**Session 1E: Energy Efficiency in the Clean Power Plan**Moderator: **Ken Colburn**, Regulatory Assistance Project

Quantifying the Value of Energy Efficiency as a Compliance Mechanism

Presenter: **Jeff West**, ICF International

Capturing Energy Efficiency Savings and Implementing Common EM&amp;V Practices to Develop a Successful Framework for EPA's Clean Power Plan

Presenter: **Robert Neumann**, Navigant

Southeastern Responses to the Clean Power Plan

Presenters: **Abby Fox**, Southeast Energy Efficiency Alliance; **Katie Southworth**, EMV Energy Solutions

The Potential for Tracking &amp; Trading Energy Efficiency under the Clean Power Plan

Presenter: **Kate Swayne Wilson**, Cadmus**3:15 pm – 3:30 pm****Break****3:30 pm to 5:30 pm****Breakout Sessions**Energy Efficiency Programs TrackCaraway I/II Room**Session 2A: Small Business Programs**

Small Business Energy Savings: Onward and Upward

Presenter: **Edward Musz**, ComEd

Small Business Market Engagement: Efficiency, Economy &amp; Equitability

Presenter: **Jake Felton**, CLEAResult

The Blitz Is On: An Innovative Customer Approach that Results in Increased Conversion Rates and Cost Effectiveness

Presenters: **Christina Crowell** and **Farra Layne Vargas**, Puget Sound Energy

Energy Efficiency Benefits TrackMiller Room**Session 2B: Energy Efficiency as a T&D Resource (Examples)**Moderator: **Todd Hillman**, MidContinent Independent System Operator

Using Energy Efficiency for Distribution System Planning

Presenter: **John Finnigan**, Environmental Defense Fund

Energy Efficiency and Reliability: Southern California Edison's Local Capacity Requirements RFO and Preferred Resources Pilot

Presenter: **Mohammed W. Aliuddin**, Southern California Edison

Energy Efficiency as a Targeted Transmission and Distribution Resource

Presenter: **Josh Bode**, Nexant

Rhode Island's System Reliability Pilot

Presenter: **William E. Dornbos**, Acadia CenterEnergy Efficiency as a Resource: Regulatory Issues TrackIzard Room**Session 2C: Other State Policies for Utility Energy Efficiency**Moderator: **Jill Steiner**, Cadmus

Implementation and Outcome from Washington State's Energy Efficiency Resource Standard

Presenter: **Glenn Blackmon**, Washington Department of Commerce

Policy in Action: How States Drive Large Investments in Energy Efficiency

Presenter: **Mike Guerard**, Optimal Energy

EERS vs. IRPs: Why States Should Not Eliminate EERS

Presenter: **Nick Dreher**, Midwest Energy Efficiency AllianceEvaluation and Use of Data TrackPope Room**Session 2D: Best Practices in Potential Studies and Integrated Resource Plan**Moderator: **Shawn White**, Xcel Energy

Searching for Best Practices for Modeling Energy Efficiency in Integrated Resource Planning

Presenter: **Kenji Takahashi**, Synapse Energy

Forecasting the Future: Quantifying Uncertainty in Emerging Technologies

Presenter: **Andrew Hudson**, Energy Trust of Oregon

Why Potential Studies Can Do More Harm than Good...and What to Do About It

Presenter: **Philip Mosenthal**, Optimal EnergyOther Key Topics TrackFulton Room**Session 2E: Energy Efficiency Developments in the South**Moderator: **Cyrus Bhedwar**, Southeast Energy Efficiency Alliance

Business Models for Utilities of the Future: Emerging Trends in the Southeast

Presenter: **John Sibley**, Southface

Energy Efficiency as a Resource

Presenter: **James Linder**, Tennessee Valley AuthorityEnergy Efficiency in Arkansas: The 5<sup>th</sup> Year of Comprehensive ProgramsPresenter: **Wally Nixon**, Arkansas Public Service Commission

Collaboration: One Key to Arkansas's Success

Presenter: **Matt Klucher**, Arkansas Public Service CommissionPanelists: **Phil Watkins**, Southwestern Electric Power Company; **Lisa Pfitzinger**, SourceGas Arkansas**6:30 pm – 8:30 pm****Welcome Reception – William J. Clinton Presidential Center**

## Tuesday, September 22

<b>7:00 am - 5:00 pm</b>	<b>Registration</b>	<i>Caddo Room</i>
<b>7:30 am - 8:30 am</b>	<b>Breakfast</b>	<i>Wally Allen Ballroom D</i>

<b>8:30 am - 10:00 am</b>	<b>Plenary Session</b>	<i>Wally Allen Ballroom A-E</i>
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### The Role of Energy Efficiency in the Utility of the Future

Moderator: **Steven Nadel**, American Council for an Energy-Efficient Economy

Presenters: Minnesota – **Mike Bull**, Center for Energy and Environment  
 Massachusetts – **TBA**  
 New York – **Frank Murray**, Former President of NYSERDA  
 California – **Jan Berman**, Pacific Gas and Electric Company

<b>10:00 am - 10:30 am</b>	<b>Break</b>	<i>Ballroom Foyer</i>
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<b>10:30 am - 12:00 pm</b>	<b>Breakout Sessions</b>	
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*Energy Efficiency Programs Track* *Caraway I/II Room*

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#### Session 4A: Residential Programs

Moderator: **Jeremy Townsend**, CLEAResult

Better Buildings Residential Program Solution Center: Learn from the Highly Effective Residential Energy Efficiency Programs

Presenter: **Danielle Byrnett**, US Department of Energy

Statewide Strategies for Localized Savings: The Illinois Home Performance Approach

Presenter: **Kelsey Horton**, Midwest Energy Efficiency Alliance

Dramatically Increase Residential HVAC Program Participation with an Upstream Approach

Presenter: **Jennifer C. Parsons**, The United Illuminating Company

*Energy Efficiency Benefits Track* *Miller Room*

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#### Session 4B: NEBs and Benefit-Cost Test Issues: Valuing the Multiple Benefits of Energy Efficiency

Moderator: **Roger Baker**, ComEd

Promoting Energy Efficiency for What It is Really Worth

Presenter: **Tim Woolf**, Synapse Energy

NEBs, EULs, and Other Benefit-Cost Issues

Presenter: **Lisa Skumatz**, Skumatz Economic Research Associates

Counting More than Energy: Preparing for Direct Measurement of Non-energy Impacts from Small Residential Energy-Efficiency Programs in New York

Presenter: **Alireza Bozorgi**, ICF International

*Energy Efficiency as a Resource: Regulatory Issues Track* *Izard Room*

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#### Session 4C: Integrated Resource Planning

Moderator: **Nick Minderman**, Xcel Energy

Building the Energy Efficiency Power Plant: TVA's 2015 IRP

Presenter: **Tom Rice**, Tennessee Valley Authority

DTE Energy's Long-term Energy Efficiency Study to Support Integrated Resource Planning Efforts

Presenter: **Manish Rukadikar**, DTE Energy

Leveraging Megawatts with Negawatts

Presenter: **Hossein Haeri**, Cadmus

Evaluation and Use of Data TrackPope RoomSession 4D: **National and Regional Results**Moderator: **Jenah Zweig**, US Department of Energy

Collecting, Aggregating, and Analyzing Energy Efficiency Savings at a Regional Level – and Beyond?

Presenters: **Danielle Gidding**, Bonneville Power Administration; **Lakin Garth**, Cadmus

How the Cost of Saving a Kilowatt-Hour Has Changed in Recent Years and How Long Are the Savings Lasting?

Presenter: **Ian Hoffman**, Lawrence Berkeley National Laboratory

Highly Effective Energy-Efficiency Programs

Presenter: **Katie Ryder**, esourceOther Key Topics TrackFulton RoomSession 4E: **Natural Gas Energy Efficiency**Moderator: **Dan Rendler**, Sempra Utilities

Meeting Increasing Gas Energy Efficiency Savings Goals in a Challenging Environment

Presenters: **Patrick Michalkiewicz**, Peoples Gas & North Shore Gas; **Paul Smith**, Franklin Energy

Breaking Good: How New Mexico Gas Company Consistently Meets Its Residential Energy Reduction Targets

Presenter: **Dru Jones**, Teco Energy New Mexico Gas Company

Program Design: Best Practices of Multi-Fuel Programs

Presenter: **Greg Wassel**, GoodCents**12:00 pm - 1:15 pm****Lunch and Keynote***Wally Allen Ballroom D*Keynote Speaker: **Tom Eckman**, Northwest Power & Conservation Council**1:15 pm – 3:15 pm****Breakout Sessions**Energy Efficiency Programs TrackCaraway I/II RoomSession 5A: **Large C&I Programs**Moderator: **Shea Richardson**, CenterPoint Energy

B2B Success: Large C&amp;I – Shake Hands with Your Energy Management Team

Presenters: **Tim Perrin** and **Greg Baker**, Efficiency Vermont

Leveraging Energy Efficiency in Data Centers: Highly-Effective Program Design for Specialized Large Customers

Presenters: **Dan Comperchio**, Willdan Energy Solutions; **Travis Nelson**, ComEd

Increasing the Value of EE Services for Industrial Customers (and Avoiding Opt Outs)

Presenters: **Neil Beup**, United Technologies; **Matt Gibbs**, Eversource

Commercial and Industrial Energy Efficiency in Arkansas

Presenter: **Evan Bowers**, CLEAResultEnergy Efficiency Benefits TrackMiller RoomSession 5B: **Low-Income: Hard to Reach**Moderator: **Lauren Ross**, American Council for an Energy-Efficient Economy

Duct Hunting: Developing a Comprehensive Statewide Strategy Targeting Hard-to-Reach Customers

Presenter: **Katherine Johnson**, Johnson Consulting Group

Reinvigorating Manufactured Home Retrofit Programs

Presenter: **Monica Curtis**, WECC

How to Address Weatherization within the Energy Efficiency Resource Acquisition Model

Presenter: **Jamie Howland**, Acadia Center

Energy Efficiency as a Resource: Regulatory Issues TrackIzard Room**Session 5C: Aggressive Energy Efficiency Portfolios**Moderator: **Luis Salas**, DTE Energy

View from the Northeast: Benchmarking the Costs and Savings from the Most Aggressive Energy-Efficiency Programs

Presenter: **Toben Galvin**, Navigant

How Ontario, Canada, is Putting Conservation First

Presenter: **Ni Schruder**, Independent Electricity System Operator (IESO)

Delivering High Levels of Energy Savings for Utility Programs: Strategies from Arizona

Presenter: **Ellen Zuckerman**, Southwest Energy Efficiency Project

When Achievement Exceeds Potential: High Savings in Massachusetts and Rhode Island

Presenter: **George Lawrence**, Optimal EnergyEvaluation and Use of Data TrackPope Room**Session 5D: Local Government/Utility Partnership**Moderator: **Nick Mark**, CenterPoint Energy

STEP-ing Into Savings: A Self-Install Program Approach Designed to Draw in Hard-to-Reach Facilities

Presenter: **Catherine Krasner**, Midwest Energy Efficiency Alliance

Realizing Energy Efficiency through Direct Collaboration between Utilities and Communities

Presenter: **Thomas Quasius**, CB&I

SCORE/CitySmart: Lessons from the Institutional Sector

Presenter: **Michael Sciortino**, CLEAResult

Advancing Municipal Energy Efficiency through Technical Support and Guidance

Presenters: **Diana McCarthy-Bercury**, Eversource; **Marianne Graham**, ICF InternationalOther Key Topics TrackFulton Room**Session 5E: Lightning Session on Behavior & EE/DR Integration**

Proactive Consumer Engagement for Efficiency Gains, Increased Satisfaction, and Transformation

Presenter: **Steve Nguyen**, Bidgely Inc.

Allow Us to Reintroduce Ourselves: Effective Tools for Engaging Customers to Leverage Smart Meter Data Analytics and Energy Efficiency

Presenter: **Carrie Harkness**, Consumers Energy (invited)

Customers Know Best When It Comes to Behavior Change: Are You Listening?

Presenter: **Ashlie Ossege**, Direct Options

Why Bundling Makes Sense: EE, DR and the Smart Grid

Presenter: **Matthew Plante**, EcoFactor

The Behavioral Layer Cake: How Layering Peak Day Messaging Increases the Value of Behavioral Energy Efficiency

Presenter: **Nick Payton**, Opower

Increasing the Potential of Energy Efficiency through Integrated Demand Management Programs

Presenter: **Steve Hambric**, Comverge

**3:15 pm – 3:30 pm****Break***Rotunda***3:30 pm – 5:00 pm****Breakout Sessions***Energy Efficiency Programs Track**Caraway I/II Room***Session 6A: CHP Programs**

From Threat to Asset: How CHP Can Benefit Utilities

Presenter: **Anne Hampson**, ICF International

Transforming the Market for CHP: How Maryland Created the Market

Presenter: **Tim Witting**, Lockheed Martin

CHP - All Sizes Fit One (Program): Turning the Agony to Ecstasy with Micro CHP as a Conservation Resource

Presenter: **Jon Feldman**, Independent Electricity System Operator (IESO)*Energy Efficiency Benefits Track**Miller Room***Session 6B: Multi-Family Programs**Moderator: **Michael Jarrett**, American Council for an Energy-Efficient Economy

Lighting Up Energy Savings in the Multi-Family Market

Presenter: **Brody Vance**, Franklin Energy

Energy Efficiency for All: Quantifying and Capturing the Large Efficiency Potential in the Multi-family Affordable Housing Sector

Presenter: **Annika Brink**, National Housing Trust

Bridging the Gap: Leveraging Energy Efficiency, Financing, and Utility Incentives for Moderate Rehab Projects

Presenters: **Elizabeth Glynn**, Center for Sustainable Energy; **Mark Pignatelli**, ICF International*Energy Efficiency as a Resource: Regulatory Issues Track**Izard Room***Session 6C: Promising Areas of Utility Energy Efficiency Expansion**Moderator: **Dan York**, American Council for an Energy-Efficient Economy

Creating Best Practices for Energy Code Compliance in California

Presenters: **Sally Blair**, NORESO; **Jill Marver**, Pacific Gas and Electric Company

From VFDs to LEDs: How the American Farmer Can “Harvest” the Benefits of Energy Efficiency

Presenters: **Cody Allen**, ICF International; **Beau Blankenship**, Entergy

Energy Efficiency and Capacity Auctions: An Update

Presenter: **Roger Baker**, ComEd*Evaluation and Use of Data Track**Pope Room***Session 6D: Innovative Approaches**Moderator: **Amy Ellsworth**, Cadmus

Don't Be Fooled Again: Smart Thermostats and Residential Demand Response – Market Review, Design Considerations, and Early Findings of Savings Potential

Presenter: **Pace Goodman**, Navigant

Groundbreaking Healthcare Program Generates Innovative Approach to Accessing Hard-to-Reach Customers

Presenters: **Katie Wilson**, Willdan Energy Solutions; **Gerard Nesbitt**, Southern California Edison

Whole Food Market and NSTAR: Employing Custom and Streamlined Incentives to Achieve Real Energy Savings

Presenter: **Mike Guldenstern**, e2s



Other Key Topics

Track

Fulton Room

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Session 6E: **Public Power**

Energy Efficiency in the Municipal Utility World

Presenter: **Brendon Baatz**, American Council for an Energy-Efficient Economy

Lowering Costs and Improving Stakeholder Experiences in Energy Efficiency Programs

Presenters: **Dan Ridings**, CLEAResult; **Frank Rapley**, Tennessee Valley Authority

On-Bill Financing and Collection of Energy Efficiency Improvements

Presenter: **Mark Cayce**, Ouachita Electric Cooperative