

Day	SESSIONS	LEAD AUTHOR/ORGANIZATION	TITLE
Mon 8/22	Session 1 8:30 am - 10:00 am Aggregated Market Voice to Achieve Grand Transformation	Peter Banwell, U.S. EPA	ENERGY STAR's National Retail Focus: A Profit Enhancing Mid-Stream Approach
		Julie-Ann Vincent, Dunsky Energy Consulting	Influencing Smaller Markets: Can Residential Midstream and Upstream Incentive Models Succeed?
		Rishi Sondhi, Eversource Energy	Are We There Yet? Upstream 2.0: The Future of Upstream Energy Efficiency Programs
		Emily Moore, Northwest Energy Efficiency Alliance	Creating Order from Chaos: Achieving Consensus and Collaboration in a Crowded Market
	Session 2 10:30 am - 12:00 pm Data-Driven Decision- making: Real World Success Stories	Nick Leritz, Northwest Energy Efficiency Alliance	Advancing ENERGY STAR Specifications through Improved Retail Sales Data Analytics
		Erin Beddingfield, Institute for Market Transformation	Putting Data to Work: Using Building Energy Performance Data to Expand the Market for Energy Efficiency in Buildings
		Michael Jarrett, ACEEE	Achieving High Participation in Multifamily Programs: How Utilities are Reaching Building Owners
		Ria Langheim, Center for Sustainable Energy	Accelerating Decision-Making and Transforming Markets with Data Visualizations
Tues 8/23	Session 1 8:30 am - 10:00 am Building Influence through Better Partnerships	Howard Merson, Vermont Energy Investment Corporation	Driving Upstream Markets through Strategic Partnerships and Excellence in Supply Chain Management
		Laura Tabor, Navigant Consulting	Together, Are We Greater Than the Sum of Our Parts?
		Gavin Dillingham, HARC	How Private Sector Led Partnerships Can Drive Energy Efficiency Investment in Global Cities
		Rupal Bain, The Energy Coalition	Implementing Energy Efficiency with Speed and Scale - A Model for Success
	Session 2 10:30 am - 12:00 pm New Financing Approaches/Mechanisms to Remove First Cost Barrier	Paul Mathew, Lawrence Berkeley National Laboratory	Commercial Mortgages: An Underutilized Channel for Scaling Energy Efficiency Investments?
		Katherine Johnson, Johnson Consulting Group LLC	Digging Deeper for Energy Savings: A Look at Successful Residential Financing Program Designs
		Chris Kramer, Energy Futures Group	Growing the Pie? Assessing Financing's Achievable Savings Potential
		Patrick Oneill, Northwrite Inc.	New Business Model for Large Scale Deployments of Small Commercial Energy Efficiency Projects

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Wed 8/24	Session 1 8:30 am - 10:00 am From Innovation to Action: Getting Emerging Technologies to Market	Rebecca Foster, Vermont Energy Investment Corporation	Sowing the Seeds of Savings: Lessons from Vermont's Work to Develop and Deploy New Savings Opportunities
		Teddy Kisch, Energy Solutions	Accelerated Commercialization Programs: Addressing Market Barriers for Emerging Technologies through Scaled Deployments
		Kate Cheesbrough, National Renewable Energy Laboratory	Innovative Commercialization Efforts Underway at the National Renewable Energy Laboratory
		Elizabeth Titus, NEEP	Emerging Technologies: What Will Be the Cost of the Next Generation of Efficiency?
		Mudit Saxena, Vistar Energy Consulting	Savings for the Program, Savings for the Participant: Developing a Consistent and Scalable Methodology to Estimate Savings for Advanced Lighting Controls
	Session 2 10:30 am - 12:00 pm Alternative/Novel Approaches to "Standard" Incentives Model	Alexandra Dunn, Research Into Action	Paradigm Shift Needed! Without It, Midstream Lift Yields NTG Woes for Plug Load Programs
		Jim Heffron, Franklin Energy Services, LLC	Driving Adoption of Marginally Cost Effective Measures through Customer Copay
		Matthew Socks, Optimal Energy	The Energy Efficiency Extra Value Menu: Streamlining Energy Efficiency Delivery
		Jane Kruse, PG&E	Market Transformation Program Design: How Forward-Looking Product Specifications, Strategic Engagement and Competition
		Stephen Bickel, D&R International	Swimming to Midstream: New Residential HVAC Programs Models and Tools
Thurs 8/25	Session 1 8:30 am - 10:00 am Lighting the Way Forward: What's Ahead for Residential Lighting	Peter Cleff, PPL Corporation	Two Million LEDs and Counting: Experiences of the First Utility to Offer an LED-only Upstream Program
		Kristina Kelly, DNV GL	Just Some Light Reading: The Story of LED Market Adoption in Comparison to CFLs
		Jennifer Canseco, DNV GL	Troubling Trends in Residential Lighting: Are CFLs Losing Ground to Halogen Lamps?
	Session 2 10:30 am - 12:00 pm Residential & Commercial Benchmarking, EE in a Realty Context - Valuation and Reflection in Pricing	Elizabeth Stuart, Lawrence Berkeley National Laboratory	How Energy Efficiency Programs Can Help Capture Efficiency in Residential Real Estate Transactions
		Alex Hill, Dunsky Energy Consulting	Predicting Home Energy Rating and Disclosure Program Impacts for North American Jurisdictions
		Joan Glickman, USDOE	Scaling Up Energy Ratings, Labels, and Scores: Latest Trends to Promote Widespread Adoption
		Elena Alschuler, U.S. Department of Energy	Appraising Green: Show Me the Market Value

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Fri 8/26	Session 1 8:30 am - 10:00 am Commercial Building Benchmarking, Auditing - Once Mandated - How to Make It Happen, Sorting through Mountains of Data and How to Tap into It and Turn t into Action	Lauren Zullo, Natural Resources Economics	Putting City Energy Benchmarking Data into Action
		Ric Cochrane, Milepost Consulting	Speaking Their Language: Seattle Takes a Collaborative Approach to Data-Driven Customer Engagement
		Deborah Philbrick, Elevate Energy	Using Energy Data Transparency in the Real Estate Market to Fuel Change
		Andrew Schulte, ICF International	Leveraging DSM Programs to Deliver on the Promise of Benchmarking and Disclosure Policies
	Session 2 10:30 am - 12:00 pm Segmentation, selfies, and behavior, oh my! Selling Efficiency to a Whole New Generation	Ashley England, Milepost Consulting	From #Selfies to Sustainability: Program Design in the Age of Millennials
		Katie Elliott	Water Conservation is the New Lifestyle in California...Can We Make Energy Efficiency Part of that New Mindset, Too?
		Christopher Russell, ACEEE	Leveraging Energy Efficiency's Multiple Benefits through Market Segmentation
		Hannah Arnold, Opinion Dynamics Corporation	Does Marketing Make a Difference? The Influence of Marketing, Education and Outreach Initiatives on Consumer Knowledge and Energy Saving Actions
		Kara Rodgers, Eversource	Preaching to the Choir: Using Utility Data to Create Relevant Promotions for Energy Efficiency Programs