

| Day | SESSIONS | LEAD AUTHOR/ORGANIZATION | TITLE |
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| 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? |
| | | Roland Hunziker, WBCSD | 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 |

| Day | SESSIONS | LEAD AUTHOR/ORGANIZATION | TITLE |
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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 |