# 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

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>3:00 pm to 7:00 pm</td>
<td>Registration</td>
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<tr>
<td>5:00 pm to 7:00 pm</td>
<td>Reception</td>
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## Monday, September 21

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 am - 8:00 pm</td>
<td>Registration</td>
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<tr>
<td>7:00 am – 7:45 am</td>
<td>Breakfast</td>
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### 8:00 am - 9:45 am  Conference Welcome, Introductions and Keynote Address

**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 Break

### 10:00 am - 11:45 am Plenary Session

**Regional Round-Up: Utility Energy Efficiency Highlights from around the United States**

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

Presenters:  
- Northeast: Jim O’Reilly, Northeast Energy Efficiency Partnerships  
- Southeast: Mandy Mahoney, Southeast Energy Efficiency Alliance  
- Midwest: Stacey Paradis, Midwest Energy Efficiency Alliance  
- South-central: Doug Lewin, The South-central Partnership for Energy Efficiency as a Resource  
- Northwest: Susan Stratton, Northwest Energy Efficiency Alliance  
- Southwest: Howard Geller, Southwest Energy Efficiency Project  
- California: Steve Schiller, California Energy Efficiency Industry Council
11:45 am - 1:15 pm  Lunch and Poster Displays

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  
Stephanie Putnam, Grundfos Pumps  
Pumping System Evolution: The Next Generation of Utility Programs

1:15 pm - 3:15 pm  Breakout Sessions

Energy Efficiency Programs Track

Session 1A: Lighting Programs

Moderator: TBA  
The Great Light Bulb Exchange  
Presenter: Elizabeth Murphy, The United Illuminating Company  
The CEE/Xcel Energy Small Business One-Stop Efficiency Program  
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

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 Track

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 Gilleo, 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 Council

Evaluation and Use of Data Track

Session 1D: Evaluation, Measurement and Verification Methods Issues

Moderator: Greg Wikler, Navigant

  Presenter: Patrick Wallace, Northeast Energy Efficiency Partnerships

Showing Me the Savings: TRMs, Big Data, and EM&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
  Presenter: Lark Lee, Tetra Tech

Other Key Topics Track

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&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 & 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 Track

Session 2A: Small Business Programs

Small Business Energy Savings: Onward and Upward
  Presenter: Edward Musz, ComEd

Small Business Market Engagement: Efficiency, Economy & 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 Track

Session 2B: Energy Efficiency as a T&D Resource (Examples)

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 Center

Energy Efficiency as a Resource: Regulatory Issues Track

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 Alliance

Evaluation and Use of Data Track

Session 2D: Best Practices in Potential Studies and Integrated Resource Plan

Moderator: Shawn White, Xcel Energy

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 Energy

Other Key Topics Track

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 Authority

Energy Efficiency in Arkansas: The 5th Year of Comprehensive Programs
Presenter: Wally Nixon, Arkansas Public Service Commission

Collaboration: One Key to Arkansas’s Success
Presenter: Matt Klucher, Arkansas Public Service Commission
Panelists: 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

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<tr>
<td>8:30 am – 10:00 am</td>
<td>Plenary Session</td>
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<tr>
<td><strong>The Role of Energy Efficiency in the Utility of the Future</strong></td>
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<td>Moderator: Steven Nadel, American Council for an Energy-Efficient Economy</td>
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<td>Presenters: Minnesota – Mike Bull, Center for Energy and Environment</td>
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<td>Massachusetts – TBA</td>
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<td>New York – Frank Murray, Former President of NYSERDA</td>
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<td>California – Jan Berman, Pacific Gas and Electric Company</td>
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<td>10:00 am - 10:30 am</td>
<td>Break</td>
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<td>10:30 am – 12:00 pm</td>
<td>Breakout Sessions</td>
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**Energy Efficiency Programs Track**

Session 4A: Residential Programs

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<tr>
<td>Moderator: Jeremy Townsend, CLEAResult</td>
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<td>Better Buildings Residential Program Solution Center: Learn from the Highly Effective Residential Energy Efficiency Programs</td>
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<td>Presenter: Danielle Byrnett, US Department of Energy</td>
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<td>Statewide Strategies for Localized Savings: The Illinois Home Performance Approach</td>
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<td>Presenter: Kelsey Horton, Midwest Energy Efficiency Alliance</td>
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<td>Dramatically Increase Residential HVAC Program Participation with an Upstream Approach</td>
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<td>Presenter: Jennifer C. Parsons, The United Illuminating Company</td>
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**Energy Efficiency Benefits Track**

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

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<tbody>
<tr>
<td>Moderator: Roger Baker, ComEd</td>
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<td>Promoting Energy Efficiency for What It is Really Worth</td>
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<tr>
<td>Presenter: Tim Woolf, Synapse Energy</td>
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<tr>
<td>NEBs, EULs, and Other Benefit-Cost Issues</td>
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<td>Presenter: Lisa Skumatz, Skumatz Economic Research Associates</td>
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<td>Presenter: Alireza Bozorgi, ICF International</td>
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**Energy Efficiency as a Resource: Regulatory Issues Track**

Session 4C: Integrated Resource Planning

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<tr>
<td>Moderator: Nick Minderman, Xcel Energy</td>
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<tr>
<td>Building the Energy Efficiency Power Plant: TVA’s 2015 IRP</td>
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<td>Presenter: Tom Rice, Tennessee Valley Authority</td>
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<td>Presenter: Manish Rukadikar, DTE Energy</td>
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<td>Leveraging Megawatts with Negawatts</td>
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<td>Presenter: Hossein Haeri, Cadmus</td>
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**Evaluation and Use of Data Track**

Session 4D: **National and Regional Results**

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, esource

**Other Key Topics Track**

Session 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

Keynote Speaker: Tom Eckman, Northwest Power & Conservation Council

1:15 pm – 3:15 pm  Breakout Sessions

**Energy Efficiency Programs Track**

Session 5A: **Large C&I Programs**

Moderator: Shea Richardson, CenterPoint Energy

B2B Success: Large C&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

Commercial and Industrial Energy Efficiency in Arkansas
  Presenter: Evan Bowers, CLEAResult

**Energy Efficiency Benefits Track**

Session 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 Track

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

  Presenters: Toben Galvin, Navigant; Matthew Walker, Vermont Public Service Department (invited)

How Ontario, Canada, is Putting Conservation First

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

Show Me the Money: Utility Benefits of Energy Efficiency Programs Implemented in the Southwest over the Past Decade

  Presenter: Jeff Schlegel, Southwest Energy Efficiency Project

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

  Presenter: George Lawrence, Optimal Energy

Evaluation and Use of Data Track

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 International

Other Key Topics Track

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

Building Lasting Customer Relationships that Open New Revenue (or) Creating an End-to-End Customer Experience: Leveraging Data, Personalization and On-Demand

  Presenter: Justin Segall, Simple Energy

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**

### 3:30 pm – 5:00 pm  
**Breakout Sessions**

#### Energy Efficiency Programs Track

**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

**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

**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, NORESCO; Jill Marver, Pacific Gas and Electric Company
- From VFDs to LEDs: How the American Farmer Can “Harvest” the Benefits of Energy Efficiency  
  Presenter: Cody Allen, ICF International
- Energy Efficiency and Capacity Auctions: An Update  
  Presenter: Roger Baker, ComEd

#### Evaluation and Use of Data Track

**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

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