



Ahead of the Curve

Dec. 1-2, 2010 | Bell Harbor Conference Center | Seattle

Welcome to EFFICIENCY CONNECTIONS NORTHWEST

Our hope is that over the next two days you'll connect with your peers, learn from each other, and come away with new ideas to advance energy efficiency in the Northwest. This event is brought to you by NEEA and the region's utilities, with a very special thanks to the 2010 Program Committee:

Glenn Atwood, Seattle City Light	Elaine Miller, NEEA	Kim Thompson, BPA (Co-Chair)
Steve Bicker, Tacoma Power (Co-Chair)	Mark Rehley, NEEA	Bill Welch, Eugene Water & Electric Board
Phil Degens, Energy Trust of Oregon	Mary Smith, Snohomish County PUD	Deb Young, Northwestern Energy
Bruce Folsom, Avista Utilities	Bob Stolarski, Puget Sound Energy (Co-Chair)	

DAY ONE: Dec. 1

8:00-9:00	REGISTRATION Continental Breakfast	Lobby / Harbor
9:00-10:30	GENERAL SESSION Opening Remarks Keynote Address Anthony Williams, Coauthor of <i>Wikinomics</i> and <i>Macrowikinomics</i>	Bay Auditorium
10:30-11:00	NETWORKING BREAK	Lobby
11:00-12:30	BREAKOUT SESSIONS	
	Best Practices: Getting to Energy Codes and Standards Energy codes and standards are a utility's "endgame" to achieving cost-effective energy savings. Utility funding is used to test, develop products and delivery options, and to implement energy efficiency programs with consumers and trade allies. As a result, energy efficiency programs hasten the rate at which energy efficiency building and equipment improvements are brought to the market, which in turn helps to enable the adoption of energy codes and standards. This session will answer the questions: <ul style="list-style-type: none">▪ How can utilities support advancements in regional and local energy codes?▪ What role does the utility play in assuring that codes are enforced and implemented as intended?▪ How are savings from both codes and standards counted?▪ What is NEEA doing on behalf of the region at both a national and regional level to strengthen standards? <i>Moderator:</i> David Cohen, NEEA <i>Presenters:</i> <ul style="list-style-type: none">▪ David Cohan, NEEA▪ Chuck Murray, Washington State Department of Commerce▪ Charlie Stephens, NEEA	Sound
	Best Practices: Best in Class—Supporting Advocates of Energy Efficiency Within Your Customers' Organization Each of our customers have a unique set of goals and requirements. When utilities champion the Resource Conservation Manager role within customers' organizations it can result in improved use practices and greater attention to energy consumption. Empowering customers to track and manage their energy use and develop their own strategic energy plan has proven to be an effective strategy to increase energy savings and program participation.	Cove

Dec. 1 (cont.)

- How has the Resource Conservation Manager concept evolved in the last 15 years?
- How do utilities support this role within their customers' organizations?
- What programs exist, and how and why are they successful?

Moderator: Tom Hovde, Snohomish County PUD

Presenters:

- Lori Moen, Puget Sound Energy
- Jennifer Eskil, BPA Energy Smart Industrial
- Ric Boge, Skagit Council of Governments

Expanding Horizons: People Centered Initiatives

Bay Auditorium

A panel of experts will discuss the science behind behavioral programs and provide examples of successful programs ... followed by the million dollar question: How are savings counted?

- What types of savings can we expect to see?
- Are they real?
- Can we count on these savings from day-to-day and year-to-year as a bona fide resource?

Moderator: Linda Dethman, The Cadmus Group

Presenters:

- Linda Dethman, The Cadmus Group
- Dana Anderson, Avista Utilities
- Bobbi Wilhelm, Puget Sound Energy

Executive Session: Public Support for Energy Efficiency—Do We Have It? Does it Matter?

Inlet

Research has shown that the public has limited understanding of energy efficiency and does not perceive it as a key solution to pressing energy and environmental issues. Research also shows that a large percentage don't understand why their utility should play any role at all in energy efficiency.

This session will discuss public perceptions of energy efficiency. Do we know what the public really thinks? What are the implications? For regulatory alignment, political support, participation in programs, utility-customer relationships? We will then explore participants' experiences with engendering public support for energy efficiency and discuss what is needed in the future. Is there desire/opportunity to set a regional goal? What would you like to see happen over the next year?

Moderator: Claire Fulenwider, NEEA

Panelists:

- Margie Harris, ETO
- Bill LeBlanc, E-Source
- Jon Vincent, Montana PUC
- Steve Klein, Snohomish County PUD
- Phil Jones, WUTC
- Melinda Eden, NWPCC
- Craig Smith, Richard Heath & Associates

12:30-1:30 GENERAL SESSION / LUNCHEON

Luncheon Address

Harbor

Scott Muldavin, Founder and Executive Director, Green Building Finance Consortium

1:30-3:00 BREAKOUT SESSIONS

Best Practices: Efficiency Programs for Industrial Customers

Sound

Working with industrial facilities presents unique challenges, but these customers also offer very large, cost-effective energy savings. This session will discuss how utilities in the region have creatively addressed this customer class. Included are Tacoma Power's successful efforts to work with their customers and their compressed air systems, Puget Sound Energy's self-direct program available only to their largest customer sites and other innovative strategies.

- How have utilities successfully acquired savings from this sector by targeting specific industrial customer types?
- What other innovative approaches to this sector have produced results?

Moderator: Doug Swier, Cowlitz County PUD

Presenters:

- Gary Johnson, Tacoma Power
- David Montgomery and David Landers, Puget Sound Energy
- Bill Welch, Eugene Water & Electric Board

	<p>Expanding Horizons: Outside Our Box–Marketing Experts Weigh in on Energy Efficiency</p> <p>Energy efficiency is an invisible, intangible, and abstract concept to most of our customers. Despite a clear cost-savings opportunity, we struggle to establish mind-share, acceptance, and action. Our industry is not alone in addressing issues of perception, value propositions, experience management, and breaking through the clutter. Join us as we hear from marketing experts for how they have tackled similar challenges, and the advice they'll share with us. <i>This is a double-header session: this presentation will be followed by a Knowledge-Sharing session (Promoting Energy Efficiency) where you can engage directly with our experts and each other on marketing challenges you face.</i></p> <ul style="list-style-type: none"> ▪ What unique approaches have marketing agencies used to convert customers? ▪ What marketing strategies used in the software industry can be leveraged to encourage action by our customers? ▪ How can the science of marketing help utilities determine the right mix of rebates, messaging and pricing to acquire energy savings? <p><i>Moderator:</i> Bill LeBlanc, E Source</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ John Czarobski, North ▪ Kathy Stromberg, PECI ▪ Scott Laing and Chris Robson, Parametric Marketing 	Bay Auditorium
	<p>Executive Session: The Changing Energy Efficiency Landscape– What Does it Mean for Utility Programs and Customer Relationships?</p> <p>The current landscape is rife with uncertainty: flat load growth; growing number of players and funders in the energy efficiency market; carbon legislation; peak load constraints and integration of renewables.</p> <p>This roundtable session will begin with identification and discussion of the macro-level changes in the energy efficiency environment. What are the challenges with acquiring energy efficiency in a tough economy? What are the implications of having significant new players driving energy efficiency? What are the impacts of disjointed carbon legislation? What are the implications for energy efficiency program approaches and business models? What are the implications for utility-customer relationships? What is the relationship between energy efficiency, demand response, and current operational challenges? Participants will have the opportunity to share their ideas, experiences and plans related to these macro trends.</p> <p><i>Moderator:</i> Cal Shirley, Puget Sound Energy</p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> ▪ Stan Price, NEEC ▪ Clay Norris, EWEB ▪ Ash Awad, McKinstrey ▪ Michael Impala, Microsoft 	Cove
3:00-3:30	NETWORKING BREAK	Lobby
3:30-5:00	BREAKOUT KNOWLEDGE-SHARING SESSIONS	
	<p>The Energy Efficiency Portfolio: Now and in the Future</p> <p>Now: What are some examples of regional success stories in energy efficiency design and implementation? Who's doing new things that are bringing in huge results?</p> <p>Future: Come prepared to share examples of your Conservation Potential Assessments and efficiency planning. We'll also discuss how your utility is addressing changes set forth in the Sixth Power Plan, then brainstorm ideas with all session participants.</p> <p><i>Facilitator:</i> Jeff Harris, NEEA</p>	Sound
	<p>Multi-Family Efficiency Programs</p> <p>Across the region, multi-family buildings offer a vital opportunity to capture significant savings through energy efficiency program implementation. Multi-family housing energy consumption demands special attention because it is historically difficult to implement efficiency programs for this sector and is disproportionately occupied by low to moderate income families. Who has been successful with multi-family programs? What challenges have you faced? How can we overcome these obstacles?</p> <p><i>Facilitator:</i> Brian Simmons, Fluid Market Strategies</p>	Cove
	<p>Promoting Energy Efficiency</p> <p>You heard from experts in the "Outside Our Box–Marketing Experts Weigh in on Energy Efficiency" session. Now it's your turn to ask questions and share your experiences. What innovative marketing approaches have you used to move the needle and gain momentum?</p> <p><i>Facilitator:</i> Kerry Shroy, Avista Utilities</p>	Bay Auditorium
5:00-7:00	RECEPTION	MaritimeEvent Center

DAY TWO: Dec. 2

7:00-7:45	NETWORKING BREAKFAST	
7:00-7:45	<p>Discuss topics of interest with your peers at hosted breakfast tables. Topics include:</p> <ul style="list-style-type: none"> ▪ Conduit: Utility Sharing via a New Online Community. <i>Ben Fowler, NEEA</i> ▪ Creatively Communicating the Benefits of EE, <i>Sarah Hall & Stephanie Fleming, NEEA</i> ▪ Electric Motors & Systems: Efficiency Standards & Energy Savings Opportunities, <i>Charlie Stephens, NEEA, and John Malinowski, Baldor-Marketing</i> ▪ Energy Efficiency in Data Centers. <i>David Jackson, Lockheed Martin</i> ▪ Energy Efficiency in Rural Areas. <i>Steve Achilles, PEI</i> ▪ How to Leverage Utility Incentives, Private Financing and Grants to Achieve EE. <i>Kathi Montgomery, Mont. Department of Environmental Quality</i> ▪ Making the Business Case for Energy Efficiency. <i>Lauren Shapton, PGE</i> ▪ Market Research Best Practices. <i>Aaron James & Anu Teja, NEEA</i> ▪ Putting the Social in Social Media. <i>Bryan Cohen & Carey Evenson, Colehour + Cohen</i> ▪ QA with Residential EE Contractors. <i>Dan Wildenhaus, Fluid Market Strategies</i> ▪ Rebate Processing Options. <i>Celeste Becia, Idaho Power</i> ▪ Regional Coordination of Operations & Maintenance Programs. <i>Janice Peterson, NEEA</i> ▪ Residential Behavior Programs. <i>Teri Duncan, PEI</i> ▪ Residential Energy Labeling. <i>Bob Stull, PEI</i> ▪ Residential Lighting. <i>Jenna Canseco, KEMA</i> ▪ Transmission & Distribution Efficiency. <i>Robert Decker, Mont. Public Service Commission</i> 	Harbor
7:45-9:00	GENERAL SESSION	
	<p>Keynote Address Dr. Woodrow Clark, Qualitative Economist, Clark Strategic Partners</p>	Harbor
9:00-10:30	BREAKOUT SESSIONS	
	<p>Best Practices: Evaluation as a Driver to Continuous Improvement</p> <p>Evaluation of energy efficiency and conservation programs is nothing new; however its role is evolving. Evaluation not only estimates actual energy savings realized from a program and how it is being implemented, but also to demonstrate how the program interacts with other trends and programs to assure continuous program improvement.</p> <ul style="list-style-type: none"> ▪ How does the evaluation process effectively support programs implementation and improvements? ▪ How can evaluation support program design that make them relevant in the market, leveraging existing trends and initiatives? ▪ How does evaluation support relevance of programs in a dynamic marketplace? <p><i>Moderator:</i> Syd France, Puget Sound Energy</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Sarah Castor, Energy Trust of Oregon ▪ Rob Russell, NEEA ▪ Rem Husted, Puget Sound Energy 	Sound
	<p>Best Practices: Best in Class—Management Tools for Efficiency Programs</p> <p>Utilities are challenged with operating high-volume efficiency programs with an increasing need for precise oversight. This demands professional systems and tools. Presenters in this session will discuss three tools to aid program management: two developed in-house using standard Microsoft Office applications, and a web-based enterprise software system from a third-party supplier.</p> <ul style="list-style-type: none"> ▪ What tools are available to effectively track program activity? ▪ What are the critical inputs? ▪ What are the outputs and indicators used for decision making? ▪ What challenges have utilities encountered in implementing tracking tools? ▪ How have utilities successfully used tracking tools to improve their effectiveness? ▪ How can your utility implement these tools to increase efficiency? <p><i>Moderator:</i> Deborah Reynolds, Washington Utilities and Transportation Commission</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> ▪ Jim West, Snohomish County PUD ▪ Dan Anderson, Puget Sound Energy ▪ Jennifer Eskil, BPA Energy Smart Industrial 	Cove

	<p>Expanding Horizons: Getting to Know You: Market Segmentation for Results Recent regional collaboration on residential market segmentation research and analysis provided guidance on what customers needed to understand and accept efficiency programs offers. This session will provide a review of the research, regional results and how these results have been applied to increase effectiveness.</p> <ul style="list-style-type: none"> What regional residential market segmentation research is relevant to your utility? How have utilities applied segmentation research to their programs? What tools are available to help translate the research into practical program and marketing tactics? <p><i>Moderator:</i> Grant Ringel, Puget Sound Energy</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> Bill Hopkins, Puget Sound Energy Kim Thompson, Bonneville Power Administration Lisa Hunnewell, Snohomish County PUD 	Maritime Event Center
10:30-11:00	NETWORKING BREAK	Lobby
11:00-12:30	BREAKOUT SESSIONS	
	<p>Best Practices: Utility/Contractor Relationships Trade ally contractors are true partners with utilities when it comes to energy efficiency. Often, contractors implementing utility programs are the only utility representative a customer ever sees. This session will discuss:</p> <ul style="list-style-type: none"> What win-win-win partnerships are utilities using to meet their targets and the needs of contractors and customers? How have utilities extended their marketing efforts by working with their contractor partners? How have utilities increased customer satisfaction with contractors implementing their programs? <p><i>Moderator:</i> Steve Bicker, Tacoma Power</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> Tom Beverly, Energy Trust of Oregon Kyle Webley, Puget Sound Energy Rodd Walker, Blue Flame Heating and Conditioning 	Sound
	<p>Best Practices: Leveraging ARRA Funds for Additional Savings American Recovery and Reform Act (ARRA) grants are being distributed across the region for energy efficiency and to create jobs. Some of these funds specifically target cities and towns, some are allocated to low- income agencies and to states, others are competitively bid to energy-services providers. In all cases, achieving energy savings is a major part of the objective.</p> <ul style="list-style-type: none"> How can utilities evaluate an opportunity and rely on savings? What lessons learned from ARRA-funded projects can be applied to future programs once federal funds are no longer available? What successful utility efforts have been implemented, and how can others apply those successes at their utility? How can utilities and grant recipients align their goals to deliver savings that count? <p><i>Moderator:</i> Mary Smith, Snohomish County PUD</p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> Tony Usibelli, Washington State Department of Commerce, Energy Policy Division Andria Jacobs, City of Portland, Bureau of Planning and Sustainability Lauren Shapton, Portland General Electric Suzanne Frew, Snohomish County PUD 	Cove
	<p>Expanding Horizons: New Technology Pipeline–The Path to Primetime Programs What happens when good programs achieve widespread adoption? We look for new technologies to take their place in order to save more energy for the region. Emerging technology efforts are in full swing around the region to fill the pipeline for new programs. This session will explore these questions:</p> <ul style="list-style-type: none"> What organizations are developing emerging technologies for the region? How are technologies transferred to programs when they are market ready? What are some examples of technologies that have been transitioned into programs? What can we learn from those successes and failures? 	Maritime Event Center

Dec. 2 (cont.)

Moderator: Graham Parker, Pacific Northwest National Laboratory

Presenters:

- Ryan Fedie, Bonneville Power Administration
- Jeff Harris, NEEA
- Charlie Grist, Northwest Power and Conservation Council
- Irfan Rehmanji, BC Hydro

12:30-1:45 GENERAL SESSION / LUNCHEON

Harbor

Luncheon Address

Kevin K. Brown, Vice President, Chief Marketing Officer, Home Appliance
Sears Holding Corporation

1:45-3:15 BREAKOUT KNOWLEDGE-SHARING SESSIONS

NEEA Market Transformation Initiatives and Utility Program Management

Sound

NEEA accelerates the innovation and adoption of energy-efficient products, services and practices. But what does that mean to a utility program manager? How does NEEA use the collective market power of the region to advance energy efficiency, and how can utilities leverage that power? An overview of NEEA initiatives will be provided, along with ample time to discuss how these initiatives support utility programs, including areas for improvement.

Facilitator: Karen Horkitz, NEEA

Community-Based Programs

Cove

What community based programs have been successful? What's worked, what are the results, what savings can we measure? Avista Utilities, Puget Sound Energy, Snohomish County PUD and other regional utilities have promoted community-based programs. Are there other examples of leveraging community organizations to encourage energy efficiency? Bring examples of your efforts to share with your peers.

Facilitator: Teri Duncan, PEI, Coordinator-Regional Marketing Coordinating Council

Solid-State Lighting

Maritime Event
Center

This session will include market realities as well as technical performance, and a discussion of the magnitude of savings expected in the Sixth Power Plan supply curves. Where does pricing for this technology need to be in order to be competitive in the market? What differences do we see in adoption and installation between commercial, industrial, residential markets? In what sectors are we ahead of the curve and where do we need to catch up? How do we address commercial and industrial customers who have already upgraded to fluorescent lighting?

Facilitator: Roger Peery, Tacoma Power

3:15 CONFERENCE ENDS

Don't forget: Turn in your conference evaluation at the registration desk for a special gift.

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See you in 2011!

Presentations will be available after Dec. 9, 2010 at www.encyciencyconnectionsww.com

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NEEA is funded by:



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