

**2003 ACEEE/CEE National Symposium on Market Transformation
“Partnering to Change Markets”**

INDUSTRIAL PROGRAMS TRACK

Working Session I *Monday, April 14* *1:30 to 3:00 pm*

I1: How to Support Motor Vendors and Distributors that Offer Value-Added Services

Facilitator: [Ted Jones](#), Consortium for Energy Efficiency

Presenters: [Jon Linn](#), Northeast Energy Efficiency Partnerships
[Robert Berry](#), Rockwell Automation
[Linda Raynes](#) and [Bill Nielsen](#), EASA

Description: This session will bring market transformation administrators up-to-date on programs designed to promote motor management practices. The session will describe what program offerings are available to motor vendors and distributors and how they are being supported. A motor manufacturer and a motor service center industry representative will be asked to give their views on current market opportunities for motor management services. Discussion will focus on what successful strategies to promote adoption of motor management services should look like in the future.

Discussion Topics:

- How valued/desirable are these services to C&I customers?
- What is the energy savings potential associated with motor management and planning?
- Which aspects of motor management can be measured? Which can't?
- What are the best program strategies for supporting vendors and distributors' efforts to offer motor management?
- What particular market segments most need to adopt motor management and planning?

Working Session II *Monday, April 14* *3:30 to 5:00 pm*

I2: Innovative Program Designs to Tap Energy Savings in the Water and Wastewater Sector

Facilitator: [Neal Elliott](#), American Council for an Energy-Efficient Economy

Presenters: [Kevin James](#), Alliance to Save Energy
[Ted Jones](#), Consortium for Energy Efficiency

Discussants: Joseph Visalli, New York State Energy Research & Development Authority

Jerry Higgins, Blacksburg, Christiansburg, VPI Water Authority

Description: The water and wastewater sector presents tremendous energy savings opportunities and a host of non-energy benefits. The session will highlight a survey of CEE member programs targeting this sector with insights into program commonalities, strengths, and weaknesses. In addition, a national roadmapping effort led by ACEEE and the Alliance to Save Energy, and an R&D roadmapping effort by AWWARF will be discussed. The discussion will focus on key strategies to further improve energy efficiency in the sector, future program needs and directions, and potential strategies for moving forward on a national framework.

Discussion Topics:

- What are the barriers to realizing more efficient water and wastewater facilities?
- How should programs balance competing program demands for water supply, demand reductions, or wastewater treatment?
- What approaches to this market seem to be particularly effective: comprehensive focus, system focus, or component focus?
- What are the one or two leverage points in this market that MT-sponsored programs should focus on to really make a difference?
- What kind of industry support is available from product manufacturers and service providers?

Working Session III

Tuesday, April 15

1:00 to 2:30 pm

I3: Energy Efficiency in the Agricultural Sector: A New Market Transformation Opportunity?

Facilitator: Glee Murray, American Council for an Energy-Efficient Economy

Presenter: Elizabeth Brown, American Council for an Energy-Efficient Economy

*Discussants: Alecia Ward, Midwest Energy Efficiency Alliance
Bob Helm, Northwest Energy Efficiency Alliance*

Description: This working session will examine the energy needs of the agricultural community, availability of savings opportunities, and activities that are currently underway. The speaker will give a background on energy programs in agriculture and an overview of where USDA is attempting to help increase energy savings on farms. Group discussion will result in an outline of the opportunities and goals for market transformation in the agricultural sector.

Discussion Topics:

Focus question: Will a market transformation approach work in this sector?

- What is the goal of market transformation for this sector?
- What types of initiatives would be successful in this sector?
- Do MT programs have what is needed to deliver service to the agricultural sector?
- Are there specific aspects of the industry that should be targeted for market transformation?
- Who are the partner groups?
- Should programs partner with rural groups to facilitate delivery of energy efficiency programs?

Working Session IV

Tuesday, April 15

2:45 to 4:15 pm

I4: Management Practices for Energy Efficiency: Corporate and Plant Decision Making

Presenters: [Bob Helm](#), Northwest Energy Efficiency Alliance
[Jonathan Jutsen](#), EnVINTA

Description: This session will provide insight into decision processes and how corporate profitability, budget, timing, and strategic plans impact the decision process for energy efficiency projects. We will explore why organizational processes are key to a sustainable energy management program, why corporations must view energy as a business issue linked to business systems, and how corporate priorities and financial obstacles impact energy efficiency decisions.

Discussion Topics:

- What are current corporate priorities (security, expansion, new technology, power reliability, and power quality) for industrial market segments?
- What is the priority for energy efficiency?
- What has worked to overcome barriers to implementing energy efficiency projects?