

**2004 ACEEE/CEE National Symposium on Market Transformation**  
**“Market Transformation: Delivering Results”**

**CONCURRENT SESSIONS**

*Concurrent Session I* *Monday, March 1 10:20 to 11:50 am*

**A. Evaluation for the Non-Evaluator: Key Strategic Evaluation Results from the Past Year**

*Moderator:* *Paul DeCotis, New York State Energy Research & Development Authority*

*Presenters:* *Mimi Goldberg, KEMA-XENERGY*  
*Dan Violette, Summit Blue Consulting*  
*Lynn Hoefgen, Nexus Market Research*

*Description:* Designed for evaluators and non-evaluators alike, this session will convey the broad experience of evaluation to the larger market transformation audience. Using results from recent program evaluations, the presentations will illustrate the types of results of importance in evaluation, provide useful and accessible information, and present the most timely and relevant information about market transformation program performance and market changes. Key evaluation topics have been selected from national, regional, and state-specific programs, as well as recent studies with a multi-year and/or multi-state perspective. Specifically, the audience will hear results from the 2003 ENERGY STAR survey, the retrospective assessment of the Northwest Energy Efficiency Alliance, and the impact evaluation of Massachusetts’ ENERGY STAR Products programs.

**B. Natural Gas Efficiency Policies: Responding to the Natural Gas Crisis One Therm at a Time**

*Moderator:* *Stephen Bicker, NW Natural*

*Presenters:* *Anna Monis Shipley, American Council for an Energy-Efficient Economy*  
*Dan York, American Council for an Energy-Efficient Economy*  
*Jim Grevatt, Vermont Gas Systems*

*Description:* Natural gas efficiency programs not only yield immediate and direct savings to participating customers, but their aggregate impact can actually dampen feared price spikes and near-term supply problems. To underscore the important role of natural gas efficiency programs, findings of a recent study on the potential impacts on natural gas supply markets from increased energy efficiency will be presented. Next, results of a national survey of natural gas programs’ best practices will demonstrate that natural gas efficiency programs are alive and well. Finally, the audience will hear the perspectives and experiences of a natural gas utility with a long history of offering a comprehensive portfolio of efficiency programs.

*Concurrent Session II*

*Tuesday, March 2*

*8:00 to 10:00 am*

## **A. The Message-Learning Approach of Successful Marketing and Advertising Campaigns**

*Moderator: Kenneth James, Pacific Gas & Electric*

*Presenters: Brad McCormick, Ruder Finn, Inc.  
Chaz Miller, National Solid Wastes Management Association*

*Description:* What can the energy efficiency community learn from successful non-efficiency public education and awareness campaigns? This session will provide examples of non-efficiency campaigns (e.g., historical ad council campaigns) that successfully employed message-learning factors resulting in sustainable brand recognition by the public. These examples offer insights into how energy efficiency campaigns might best integrate message-learning factors to better engage the public in the efficiency message, further educate the public on the benefits of energy efficiency, and effectively call the public to action—to use energy-efficient measures. Presenters will cover important considerations including: who says the message; what is said; who receives the message; and how the message is delivered (e.g., television or print media). Participants will learn ways to best organize a diverse number of programs around an integrated marketing effort, barriers to planning and implementing marketing and advertising campaigns (and new program offerings), and implications for successfully branding energy efficiency nationally or at the statewide level.

## **B. Regional Roundup**

*Moderator: Marc Hoffman, Consortium for Energy Efficiency*

*Presenters: Sue Coakley, Northeast Energy Efficiency Partnerships  
Rick Gerardi, New York State Energy Research & Development Authority  
Mona Mosser, New Jersey Board of Public Utilities  
Mike Stockard, Oncor  
Alecia Ward, Midwest Energy Efficiency Alliance  
George Edgar, Wisconsin Energy Conservation Corporation  
Ken Keating, Bonneville Power Authority  
Howard Geller, Southwest Energy Efficiency Project  
Steve McCarty, Pacific Gas & Electric*

### **Full Group Presentation**

*Description:* Presenters will share the status of market transformation efforts around the United States and the outlook for the future. Topics will include regional headlines; key results and accomplishments; the status of energy efficiency efforts within the region, and the prognosis for market transformation in the coming years.

*Concurrent Session III*

*Tuesday, March 2*

*10:15 to 11:45 am*

**A. Trade Ally Perspectives on How Best to Deliver Results through Market Transformation**

*Moderator: Steven Nadel, American Council for an Energy-Efficient Economy*

*Presenters: Joe McGee, Business Council of Southwestern Connecticut (no .ppt used)  
Joe Howley, GE Lighting  
Tom Catania, Whirlpool (no .ppt used)  
Glenn Hourahan, Air Conditioning Contractors of America*

*Description:* Representatives of firms and organizations involved in markets now on the “front burner” of market transformation efforts will share their insights. Presenters will offer their perceptions of the lessons from past work with the efficiency community and their recommendations for going forward. Each member of the panel will be asked to respond to four questions, concentrating on issues now receiving extensive discussion in the market transformation field:

- Very briefly, what have been your experiences working with energy efficiency programs?
- What aspects of working with these programs have worked from your perspective and why?
- What aspects have not worked and why didn't they work? How would you suggest solving these problems?
- Looking forward, how can energy efficiency programs and firms/industries like yours best work together?

**B. Maintaining Energy Efficiency Program Funding: Lessons from the Battlegrounds**

*Moderator: Jim O'Reilly, Northeast Energy Efficiency Partnerships, Inc.*

*Presenters: Steve Cowell, Conservation Services Group  
Alecia Ward, Midwest Energy Efficiency Alliance  
George Edgar, Wisconsin Energy Conservation Corporation  
Marty Kushler, American Council for an Energy-Efficient Economy*

*Description:* In the last year, energy efficiency program funds have been targeted for reduction and/or diversion in Connecticut, Illinois, and Wisconsin. Through much hard work and the dedication of efficiency advocates, those cuts were averted or reduced. This session will highlight the strategies used to maintain energy efficiency funding in these states and relate these strategies to potential challenges in other states. The discussion will cover the fiscal and political context leading to state budget raids, the circumstances under which future threats may arise, and key lessons from successful efforts.