



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



*Sponsored by the
American Council for an Energy-Efficient Economy (ACEEE) and the
Consortium for Energy Efficiency (CEE) with support from the
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PLENARY SESSION

Plenary Session

Monday, March 1

8:30 to 10:00 am

Conference Welcome

*Marc Hoffman, Executive Director, Consortium for Energy Efficiency
Steven Nadel, Executive Director, American Council for an Energy-Efficient Economy*

Market Transformation: Past, Present, and Future

Moderator: Sue Coakley, Northeast Energy Efficiency Partnerships

*Presenters: Steven Nadel, American Council for an Energy-Efficient Economy
Marc Hoffman, Consortium for Energy Efficiency
Ken Keating, Bonneville Power Administration*

Description: The opening plenary will provide an overview of the conference theme of Market Transformation: Delivering Results, and introduce many of the themes that will be discussed during the conference—what market transformation has accomplished and how it needs to adapt to respond to present and future challenges and needs. The session will feature a panel of three of the pioneers in the market transformation field discussing MT Past, Present, and Future. Steven Nadel, the Executive Director of ACEEE, will kick off the session with a talk on what we have accomplished over the past decade and the key lessons we have learned. Marc Hoffman, the Executive Director of CEE, will focus on current MT efforts, accomplishments, and challenges. Ken Keating, the Director of Market Transformation for BPA, will then discuss the Future of Market Transformation: Looking Past Our Success. All three talks will touch on the themes of program targets, accomplishments, and opportunities; the role of regional organizations and the importance of branding; and market transformation in a larger policy context. Following these talks, there will be substantial time for a discussion among the panelists and questions and comments from the audience.