

## 2005 National Symposium on Market Transformation

**Sunday, March 13, 2005**  
**Registration Open 5:30 to 8:00 pm**  
**Opening Reception 6:00 to 8:00 pm, Hampton Ballroom**

### Monday, March 14, 2005 Morning Program

	8:00	8:30 - 10:00	10:00 - 10:30	10:30 - 12:00
<b>Introduction and Plenary Session</b>	<b>Registration</b>		<b>Break</b>	
Market Transformation: Expanding Boundaries		Hampton Ballroom		
<b>Concurrent Session I</b>				
A. MT on a Shoestring: Achieving Large Impacts with Limited Resources				Hampton Ballroom
B. Natural Gas Efficiency as a Strategic Resource: Policies, Programs, and Market Impacts				Blue Prefunction Room

A special Hospitality Suite offering refreshments will be available throughout the day courtesy of **TraynorKirk & Co**. Participants are encouraged to use the room for their small meetings, conversations, and cell phone calls. (Embassy Room)

## Lunch 12:00 to 1:15 pm, Blue Ballroom

### Introducing the ENERGY STAR® Challenge

### Monday, March 14, 2005 Afternoon Program

	1:30 - 3:00	3:00 - 3:30	3:30 - 5:00	5:00 - 6:00	6:00 - 7:30
<b>Working Session I</b>		<b>Break: Sponsored by Honeywell</b>		<b>Break</b>	
R1. New Homes: Adjusting to Increased Baselines	Hampton Ballroom				
C1. Lighting: Emerging Near- and Mid-Term Opportunities in Commercial Buildings	Blue Prefunction Room				
I1. Latest on Industrial Fans and Pumps	Calvert Room				
E1. Evaluation Results: Building the Case for Market-Based Programs	Capitol Room				
CC1. Energy Star and Beyond: Developing a Full MT Strategy for Electronics	Governors Room				
<b>Working Session II</b>					
R2. Fixtures vs. Lamps: Which Should We Be Emphasizing?			Hampton Ballroom		
C2. Getting on the Same Page: Defining High Performance Commercial Buildings for New Construction			Blue Prefunction Room		
I2: Using MT to Save Both Water and Energy: A Look at Water Systems and End Uses			Calvert Room		
E2. Motivating Residential Customers: What Works?			Capitol Room		
CC2. Tips on Reaching the Hard-to-Reach Small Business Customer			Governors Room		
<b>Cocktail Reception - Sponsored by ICF Consulting</b>					Blue Ballroom

R = Residential Programs Track  
 C = Commercial Programs Track

I = Industrial Programs Track  
 E = Evaluation and Market Research Track

CC = Cross-Cutting Topics Track

# 2005 National Symposium on Market Transformation

**Tuesday, March 15, 2005  
Morning Program**

	8:00 - 10:00	10:00 - 10:30	10:30 - 12:00
<b>Concurrent Session II</b>		<b>Break:</b> Sponsored by KEMA Inc.	
A. Regional Roundup: A Regional Look at Opportunities to Use MT to Achieve Mutual Objectives	Hampton Ballroom		
B. Next Big Ideas	Blue Prefunction Room		
<b>Concurrent Session III</b>			
A. News from the North: Breaking Down International Barriers for MT			Hampton Ballroom
B. Securing Funds for Energy Efficiency: Strategies that Work with Regulators		Blue Prefunction Room	

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## Lunch 12:00 - 1:00 Blue Ballroom

**Tuesday, March 15, 2005  
Afternoon Program**

	1:15 - 2:45	2:45 - 3:00	3:00 - 4:30
<b>Working Session III</b>		<b>Break</b>	
R3. Consumer Trends: The Growing Appetite for Bigger Homes/More Appliances--Implications for Efficiency Programs	Hampton Ballroom		
C3. Targeting Commercial Buildings in Energy Intensive Sectors: Hospitals and Food Service Facilities	Blue Prefunction Room		
I3. Industrial Sector Strategies	Calvert Room		
E3. The Latest in Cost-Effectiveness Screening for MT	Capitol Room		
CC3: State Appliance Efficiency Standards: Impacts on Market Transformation	Governors Room		
<b>Working Session IV</b>			
R4. The Face of HVAC Programs in 2007: Implications of Proposed ENERGY STAR Specifications			Hampton Ballroom
C4. Charting the Course: Moving Together Towards Whole Building Performance			Blue Prefunction Room
I4. Exploring a National Approach to Promoting ASDs in C&I Applications			Calvert Room
E4. Energy Efficiency Program Best Practices: What Have We Learned?			Capitol Room
CC4. Energy and the Environment: The Role of Energy Efficiency in Regional Environmental Initiatives			Governors Room

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