

## PANEL 5 SESSION SCHEDULE

Monday, August 18	
<b>8:30 am - 10:00 am SESSION 1</b>	
	<b>Building the EE Portfolio One Niche at a Time (Rafael Friedmann)</b>
<i>Title:</i>	<i>Motivating Utility Customers to Adopt Multiple Energy-Efficient Measures</i>
<i>Lead Author:</i>	<i>Lee Ann Head, Shelton Group</i>
<i>Title:</i>	<i>Massachusetts Green Communities: A Model Program for Energy Efficiency</i>
<i>Lead Author:</i>	<i>Aimee Powelka, Mass. Department of Energy Resources</i>
<i>Title:</i>	<i>Data Center Growth Challenges Implementation Programs</i>
<i>Lead Author:</i>	<i>Tarek Salameh, DNV GL</i>
<b>10:30 am - 12:00 pm SESSION 2</b>	
	<b>Putting the Value in Evaluation - Making What Counts Matter (Rich Hackner)</b>
<i>Title:</i>	<i>Evolution of EM&amp;V: Moving Towards a Systems Design</i>
<i>Lead Author:</i>	<i>Brandy Brown, CLEAResult</i>
<i>Title:</i>	<i>Evaluating HVAC Programs as Part of a System for Change: Comparing Traditional Process Evaluation with the Developmental Evaluation Approach</i>
<i>Lead Author:</i>	<i>Kara Crohn, EMI Consulting</i>
<i>Title:</i>	<i>Show Me Your Moves: Making Business as Usual the Focus of Large Customer (C/I&amp;I) Self-Report Surveys</i>
<i>Lead Author:</i>	<i>Marc Collins, Itron</i>
<i>Title:</i>	<i>Could What that ESCO Claims Really Be True? Savings Realization Rates in ESPC versus Other Federal projects</i>
<i>Lead Author:</i>	<i>Philip Coleman, Lawrence Berkeley National Laboratory</i>
Tuesday, August 19	
<b>8:30 am - 10:00 am SESSION 1</b>	
	<b>How's your 401k Doing? Reaching for Higher Returns from EE Portfolios (Rich Hackner)</b>
<i>Title:</i>	<i>Savings You Can Count On: Can Reported Savings Be Used to Compare Program Performance across States?</i>
<i>Lead Author:</i>	<i>Scott Kessler, TRC Energy Services</i>
<i>Title:</i>	<i>Finding Strength in Diversity: How Utility Differences Affect Efficiency Program Outcomes</i>
<i>Lead Author:</i>	<i>Shawn Bodmann, DNV GL (Wendy Todd presenting)</i>
<i>Title:</i>	<i>Price Effects as a Benefit of Energy-Efficiency Programs</i>
<i>Lead Author:</i>	<i>Paul Chernick, Resource Insight</i>
<b>10:30 am - 12:00 pm SESSION 2</b>	
	<b>On the Road: Energy Efficiency Across the Land (Rafael Friedmann)</b>
<i>Title:</i>	<i>Maintaining High Levels of Energy Savings in Utility Energy Efficiency Programs: Strategies from the Southwest</i>
<i>Lead Author:</i>	<i>Howard Geller, Southwest Energy Efficiency Project</i>
<i>Title:</i>	<i>Effective Change Management during Program Transitions</i>
<i>Lead Author:</i>	<i>Catalina Lamadrid, Inova Energy Group</i>
<i>Title:</i>	<i>BPA's "Case for Conservation": Helping Public Power Utilities Assess the Business Case for Energy Efficiency</i>
<i>Lead Author:</i>	<i>Matt Tidwell, Bonneville Power Administration</i>

## PANEL 5 SESSION SCHEDULE

Wednesday, August 20	
<b>8:30 am - 10:00 am SESSION 1</b>	
	<b>Looking Under the Rocks? Using Data to Improve Program Design &amp; Implementation (Rich Hackner)</b>
<i>Title:</i>	<i>Reap What You Sow: Why We Need to Invest in Integrated DSM Design for More Innovative, Aggressive, and Successful Energy Efficiency Programs</i>
<i>Lead Author:</i>	<i>Toben Galvin, Navigant Consulting</i>
<i>Title:</i>	<i>A Deeper Look into Participant Saving Patterns and Underlying Reasons to Enhance Targeting and Messaging</i>
<i>Lead Author:</i>	<i>Kessie Aseikova, Opinion Dynamics Corporation (Megan Campbell presenting)</i>
<i>Title:</i>	<i>Making Efficiency Efficient: Using Energy Data to Prioritize Projects and Optimize Program Savings</i>
<i>Lead Author:</i>	<i>Kelly Smith, WegoWise</i>
<b>10:30 am - 12:00 pm SESSION 2</b>	
	<b>What's Next: From Simple to Complex (Rich Hackner)</b>
<i>Title:</i>	<i>Using Energy Efficiency to Meet Flexible Resource Needs and Integrate High Levels of Renewables into the Grid</i>
<i>Lead Author:</i>	<i>Sierra Martinez, Natural Resources Defense Council</i>
<i>Title:</i>	<i>LED Program Strategies: Synthesizing Recent Research</i>
<i>Lead Author:</i>	<i>Marian Goebes, TRC Energy Services Group</i>
<i>Title:</i>	<i>Leveraging Financing for Comprehensive Efficiency in the Public Sector</i>
<i>Lead Author:</i>	<i>Matthew Socks, Optimal Energy</i>
Thursday, August 21	
<b>8:30 am - 10:00 am SESSION 1</b>	
	<b>Why Can't You Just Do What I Say? Aligning Behavior Programs to What Customers Want (Rafael Friedmann)</b>
<i>Title:</i>	<i>Finding the X-Factor: Designing Programs So Customers Actually Care</i>
<i>Lead Author:</i>	<i>William LeBlanc, E Source</i>
<i>Title:</i>	<i>Unlocking the Potential of Behavioral Energy Efficiency: Methodology for Calculating Technical, Economic, and Achievable Savings Potential</i>
<i>Lead Author:</i>	<i>Rachel Kane, OPOWER</i>
<i>Title:</i>	<i>"What Will It Cost?" Exploring Energy Efficiency Measure Costs over Time and across Regions</i>
<i>Lead Author:</i>	<i>Joseph St. John, DNV GL (Joe Teng presenting)</i>
<b>10:30 am - 12:00 pm SESSION 2</b>	
	<b>Tomorrow's Utility: To Infinity and Beyond (Rich Hackner)</b>
<i>Title:</i>	<i>Designing a New Utility Business Model? Better Understand the Traditional One First</i>
<i>Lead Author:</i>	<i>Steve Kihm, Energy Center of Wisconsin</i>
<i>Title:</i>	<i>Insights on Shifting Trends in the Segmentation and Dynamics of Utility-Funded Energy Efficiency Programs</i>
<i>Lead Author:</i>	<i>Mark Brown, QuadROI</i>
<i>Title:</i>	<i>Making the Business Case for Energy Efficiency: Utility Performance with Supportive Regulation</i>
<i>Lead Author:</i>	<i>Dan York, ACEEE</i>
<i>Title:</i>	<i>Zeroing in on Zero: The 2014 Net Zero Energy Status Report Findings</i>
<i>Lead Author:</i>	<i>Amy Cortese, New Buildings Institute (Cathy Higgins presenting)</i>

## PANEL 5 SESSION SCHEDULE

Friday, August 22	
<b>8:30 am - 10:00 am SESSION 1</b>	
	<b>It's no longer 1984. Demand Response Comes of Age (Rafael Friedmann)</b>
<i>Title:</i>	<i>Moving on Up(stream) with Automated Demand Response Technologies</i>
<i>Lead Author:</i>	<i>Kitty Wang, Energy Solutions (Carey Oster presenting)</i>
<i>Title:</i>	<i>The Power of Ten: A Decade of Growth for Emerging Technologies Programs in California</i>
<i>Lead Author:</i>	<i>Edwin Hornquist, Southern California Edison</i>
<i>Title:</i>	<i>Faster, Cheaper, Better: Can Utilities Keep Up? New EM&amp;V and Program Approaches for Smart Connected Devices</i>
<i>Lead Author:</i>	<i>Jack Callahan, Bonneville Power Administration</i>
<b>10:30 am - 12:00 pm SESSION 2</b>	
	<b>Leveraging Savings Through Partnerships (Rafael Friedmann)</b>
<i>Title:</i>	<i>Creating a One-Stop Shop for Resource Efficiency: A Public-Private Partnership in the Delivery of Energy and Water Efficiency Programs</i>
<i>Lead Author:</i>	<i>Mark Drake, Southern California Gas Company</i>
<i>Title:</i>	<i>Energy Design Assistance Project Tracker (EDAPT): A Web-Based Tool for Utility Design Assistance Program Management 2</i>
<i>Lead Author:</i>	<i>Jennifer Elling, Xcel Energy</i>
<i>Title:</i>	<i>Moving Beyond Low Hanging Fruit: Successful Energy Efficiency Program Outreach Strategies for Commercial and Industrial Facilities</i>
<i>Lead Author:</i>	<i>Peter Serian, ERS</i>