

2013 ACEEE National Conference on Energy Efficiency as a Resource

Hutton Hotel ▪ Nashville, TN ▪ September 22-24, 2013

Sunday, September 22		
4:00 pm	Registration Open	Room
5:00 pm to 7:00 pm	Opening Reception	Room

Monday, September 23		
7:00 am	Registration Open	Room
7:00 am to 8:00 am	Breakfast	Room
8:15 am to 9:00 am	Conference Welcome & Introductions	Room

Conference Kick-Off:

Martin Kushler, American Council for an Energy-Efficient Economy

Host State/Utility Welcome:

Introduction:

Molly R. Cripps, Director, Tennessee Office of Energy Programs,

Speakers:

Karl Dean, Mayor, Nashville

Bob Balzar, Vice President of Energy Efficiency and Demand Response, TVA

9:00 am to 9:45 am	Keynote Address	Room
--------------------	-----------------	------

Introduction:

Rich Sedano, Regulatory Assistance Project

Keynote:

Colette Honorable, Chair, Arkansas Public Service Commission, First Vice President of NARUC
Counting on Energy Efficiency as a Resource, Now and in the Future

Audience Q&A

9:45 am to 10:15 am	Break	Room
---------------------	-------	------

10:15 am to 11:45 pm	Plenary Panel 1	Room
----------------------	-----------------	------

National Overview: Latest News on Energy Efficiency as a Resource in Key Regions of the Country

Speakers:

New England: **Jim O'Reilly**, Northeast Energy Efficiency Partnerships

Midwest: **Jay Wrobel**, Midwest Energy Efficiency Alliance

Northwest: **Susan Stratton**, Northwest Energy Efficiency Alliance

California: **Margie Gardner**, California Energy Efficiency Industry Council

Southwest: **Maureen Quaid**, Southwest Energy Efficiency Project

Southeast: **Mandy Mahoney**, Southeast Energy Efficiency Alliance

Moderator:

Steve Nadel, American Council for an Energy-Efficient Economy

12:00 pm to 1:00 pm	Lunch	Room
---------------------	-------	------

Speaker:

Exemplary Awards Presentation

Dan York, American Council for an Energy-Efficient Economy

1:15 pm to 3:15 pm

Breakout Sessions 1

[Room](#)**Session 1A: Next Generation Residential EE Programs**

Presenters: **Seth Bauer**, TopTen USA
Has Your Residential Program Moved You to Tiers?
Chris Calwell, Ecova
LEDs: Ready for Liftoff?
Mitchell Rosenberg, DNV KEMA
The Resource Value of Whole House Retrofit and Home Performance Programs
Seth Craigo-Snell, Applied Proactive
Where Are We Headed? A Road Map for Efficient Products Promotion

Moderator: **George Malek**, ComEd

[Room](#)**Session 1B: Energy Efficiency and Environmental Objectives**

Presenters: **Ken Colburn**, Regulatory Assistance Project (RAP)
Integrated, Multi-Pollutant Planning for Energy and Air Quality (IMPEAQ)
Kenji Takahashi, Synapse
TVA Coal in Crisis: Using Energy Efficiency to Replace TVA's Highly Non-Economic Coal Power Plants
Sara Hayes, American Council for an Energy-Efficient Economy
Presentation Title

Moderator: **Bill Prindle**, ICF

[Room](#)**Session 1C: Energy Efficiency as a Big Resource**

Presenters: **Danielle Gidding and Ehud Ben Abadi**, Bonneville Power Administration
The Efficient Frontier: Integrating Energy Efficiency into Resource Planning in the Pacific Northwest
Eric Winkler, ISO New England
Energy Efficiency Forecasting for Long Range Transmission Planning
Jennifer Edwards, Center for Energy and Environment
Counting the Capacity that Didn't Hatch: The Rate Mitigation Effect of DSM Programs
Ellen Zuckerman, Southwest Energy Efficiency Project
An Interesting Twist: Using Energy Efficiency in Resource Plans to Argue for Increased Energy Efficiency Investment

Moderator: **TBD**

[Room](#)**Session 1D: Evaluation Issues and Examples**

Presenters: **Michael Li**, DOE
A New Paradigm for EM&V Will Help Us Cut Energy Waste in Half

Laura Schauer, Tetra Tech
The Carrot and the Evaluator: How Financial Incentives Have Affected EM&V Practices

Lauren Gage, Bonneville Power Administration
Show Me the Savings! Efficiently Measuring a Reliable Resource for the Skeptics and the Accountants

Jolyn Newton, DNV KEMA
Energy Efficiency Evaluation in the Southeast States

Moderator: **Carol White**, National Grid

[Room](#)**Session 1E: Future of Natural Gas Energy Efficiency**

Presenters: **Elizabeth Noll**, American Gas Association
Next For Natural Gas Energy Efficiency Programs?

Ian Hoffman, Lawrence Berkeley National Laboratory
Challenges and Options for Natural Gas EE Programs in a Low-Price Context

Ryan Kerr, organization
Nicor Gas Emerging Technology Program: Creating Opportunities in the Face of Challenges

TBD
Natural Gas Energy Efficiency in the Multifamily Market

Moderator: **TBD**

3:15 pm to 3:45 pm

Break

[Room](#)

3:45 pm to 5:30 pm

Breakout Sessions 2

[Room](#)**Session 2A: Industrial Energy Efficiency Approaches (Part 1)**

Presenters: **Ethan Rogers** American Council for an Energy-Efficient Economy
Great Examples of Industrial EE

Sandy Glatt, U.S. DOE
Industrial Energy Efficiency Roadmap (IEE Roadmap) - A Guide to Effective Programs for Industrial Customers

Kristin Rusk, NSTAR
Partnering with Large Customers to Meet Aggressive Savings Targets

Moderator: **Rick Marsh**, Industrial Energy Efficiency Network (IEEN)

[Room](#)**Session 2B: Jobs and Economic Development**

Presenters: **Jennifer Meissner**, NYSERDA
Assessing Job Creation from a Highly Leveraged Program

Cecily McChalicher, NEEP
Establishing a Common Platform for Tracking EE's Economic Impacts in the Northeast/Mid-Atlantic Region

Bridget Herring, Mathis Consulting
The Price of Business-as-Usual: The Impacts of Energy Efficiency Beyond Generation Capacity

Moderator: **TBD**

[Room](#)**Session 2C: Regulatory Mechanisms to Address Utility Economic Concerns with EE**

Presenters: **Toben Galvin**, Navigant
Show Me The Money: A Review of Recent Utility Energy Efficiency Performance Incentive Designs

Pamela Morgan, Graceful Systems, LLC
Decoupling Policy and Results: A Detailed Look at Actual State Experience

Mike Weedall, E Source
Energy Efficiency & The Evolving Utility Business Model

Brian Hedman, organization
Leveling the Playing Field – Regulatory Treatment of DSM Savings and Expenditures

Moderator: **Dan York**, American Council for an Energy-Efficient Economy

[Room](#)**Session 2D: Integrating Energy Efficiency and Demand Response**

Presenters: **Dune Ives**, Milepost Consulting
Silos of Excellence: Effectively Integrating the DSM Organization for Seamless EE and DR Program Delivery

Christine Donovan, Vermont Energy Investment Corporation
Energy Efficiency and the Smart Grid: Lessons Learned from Pilot Programs Designed to Impact Energy Efficiency & Conservation Behaviors

Colleen Snee, Johnson Controls
Energy Efficiency and the Smart Grid: Successes and Lessons Learned

Natalie Hildt Treat, Northeast Energy Efficiency Partnerships (NEEP)
Grid Modernization in Massachusetts: The Role of Energy Efficiency

Moderator: **Will Gifford**, DNV KEMA

[Room](#)**Session 2E: Southeastern Region Examples**

Presenters: **Gary Brinkworth**, TVA
Energy Efficiency as a Resource at TVA

Lana Lovick, Entergy, & **Max Neubauer**, American Council for an Energy-Efficient Economy
EE Potential and Recent Developments in AR, LA, and MS

Natalie Mims, Southern Alliance for Clean Energy
The Growing Energy Efficiency Resource in the Southeast: Rankings, Successes and New Business Models

Victoria Bloise, ECOVA & **Amy Sadler**, Progress Energy
Lighting the way for EE in the SE: How Progress Energy Found Huge Success

Moderator: **Jenah Zweig**, Southeast Energy Efficiency Alliance

5:30 pm to 7:30 pm**Poster Session & Reception****Room**

Poster Presenters : **TBD** [Planning for ~ 20 posters]

Tuesday, September 24

7:00 am	Registration Open	Room
7:00 am to 8:00 am	Breakfast	Room
8:00 am to 9:45 am	Plenary Sessions	

[Room](#)

Plenary Session 3A: **Perspectives on Utility Energy Efficiency in the Southeast**

Presenters: **Jeff Burleson**, VP of System Planning, Southern Company
Lauren Kenney, VP of Regulatory Affairs, Entergy
Joe Hoagland, Sr. VP of Policy and Oversight, TVA
Ralph Cavanagh, Sr. Attorney and Energy Program Co-Director, NRDC

Moderator: **Mandy Mahoney**, Southeast Energy Efficiency Alliance

[Room](#)

Plenary Session 3B: **Pushing the Envelope: How Far Can We Go with Energy Efficiency as a Resource, and What Will It Take to Get There**

Presenters: **Tom Eckman**, Northwest Power and Conservation Council
Jeff Schlegel, Schlegel and Associates
Achieving Aggressive Energy Efficiency Resource Goals: Results from the Field
Gene Rodrigues, Southern California Edison

Moderator: **Martin Kushler**, American Council for an Energy-Efficient Economy

9:45 am to 10:15 am	Break	Room
10:15 am to 11:45 am	Breakout Sessions 4	

[Room](#)

Session 4A: **Multi-family**

Presenters: **Rachael Pendleton Fredericks**, Public Service Electric and Gas (PSE&G)
Improving the Energy Efficiency of Affordable Multifamily Housing Through PSE&G's Residential Multifamily Housing Program
Kate Johnson, American Council for an Energy-Efficient Economy
Multifamily Buildings as an Essential Strategy to Meet Energy Savings Targets
TBD, Puget Sound Energy
Multifamily Programs: How Puget Sound Energy Simplified Program Design to Maximize Results

Moderator: **TBD**

[Room](#)

Session 4B: **T&D Benefits of Energy Efficiency**

Presenters: **Walter Poor**, organization
Integrating Energy Efficiency Geotargeting with Resource Planning in Vermont
Janice Berman, PG&E
The T&D Challenge: How PG&E is Using Smart Grid Technologies and New Data Analytic Tools to Defer T&D Costs
Patricia Stanton, CSG
Innovative Demand Response Strategies Leverage Traditional Energy Efficiency Programs

Moderator: **TBD**

[Room](#)**Session 4C: Energy Efficiency Potential**

Presenters: **Howard Geller**, SWEEP
The \$20 Billion Bonanza: Best Practice Utility Energy Efficiency Programs and Their Benefits in the Southwest

Mathias Bell, organization
Going beyond 2% Savings: Investigating Opportunities for Connecticut's Comprehensive Energy Strategy

Maggie Molina, ACEEE
A National Review of the Cost of Conserved Energy in Utility EE Programs

Moderator: **TBD**

[Room](#)**Session 4D: TRC Benefit/Cost Issues**

Presenters: **Allison Spector**, organization
The Value of Natural Gas Energy Efficiency Programs

Christina Halfpenny, organization
The Valuation of Energy Efficiency Using Non-Energy Benefits Under the Total Resource Cost Test

Jim Lazar, Regulatory Assistance Project (RAP)
Full Valuation of Energy Efficiency – A “Layer Cake” of Benefits

Moderator: **Nick Hall**, TecMarket Works

[Room](#)**Session 4E: Good Examples of Utilities Ramping Up**

Presenters: **Vicki Campbell**, DTE Energy
An overview of DTE Energy's aggressive ramp up of Energy Efficiency

Wayne Dobberpuhl, Arizona Public Service

George Malek, Commonwealth Edison (ComEd)
The Ramp Up of Energy Efficiency at ComEd

TBD

Moderator: **TBD**

12:00 pm to 1:00 pm**Lunch****Room**

Introduction: **Robert Balzar**, Tennessee Valley Authority (TVA)

Speaker: **Bill Johnson**, President and CEO of TVA
Presentation Title

1:15 pm to 3:00 pm

Breakout Sessions 5

[Room](#)Session 5A: **Commercial Programs**

Presenters:

Steve Nadel, American Council for an Energy-Efficient Economy*The Next Big Things: New Opportunities for Energy Savings in the Commercial Sector***Alexander Castro**, Lime Energy*From New York to the Southeast: EERS Paves the Way for the Next Generation of Small Business Direct Install Programs***Josiah Adams**, organization*Deep and Cheap - Innovative Program Model Delivers Deep and Cost-Effective Energy Savings to the Small and Medium Commercial Market***Rick Tonielli**, ComEd*Maximizing Whole-Building Energy Savings With ComEd's Smart Ideas For Your Business Retro-Commissioning*Moderator: **TBD**[Room](#)Session 5B: **Advocate Issues: Making the Case for Energy Efficiency**

Presenter:

John Wilson, organization*Benefits of Energy Efficiency Resources in Southeastern IRPs: Even Greater than We Expected***James VanNostrand**, West Virginia University*Starting from Scratch: Promoting Energy Efficiency without the Foundations of IRP or an EERS***Casey DeMoss Roberts**, organization*The Tail Wagging the Dog, Integrated Resource Planning in New Orleans*Moderator: **Erin Carroll**, Vermont Energy Investment Corporation (VEIC)[Room](#)Session 5C: **Advanced Issues in Assessing the Resource Value of Energy Efficiency**

Presenter:

Phil Mosenthal, Optimal Energy*Restructuring Energy Efficiency Portfolio Standards to Avoid Perverse Incentives for Short Lived Resources***Tim Woolf**, Synapse*Using Rate, Bill and Participation Analyses to Support Efficiency Programs***Rick Hornby**, Synapse, and **Max Neubauer**, American Council for an Energy-Efficient Economy*Demonstrating How EE in Ohio Saves Money for All Ratepayers*Moderator: **George Edgar**, WECC

[Room](#)**Session 5D: Unlocking the Potential of Behavior Programs**

Presenters: **Tyler Schlegel**, organization
The Promise and Reality of Behavior Programs: Are They a Reliable Resource?

Gerardo Galdamez, Entergy Arkansas
Lessons Learned and Evaluated Impacts from an Innovative Residential Rewards Program Targeted at Low and Moderate Income Customers

Ali Bozorgi, organization
Easing the Squeeze in DSM Portfolio Planning: A Quantitative Analysis of Potential Impacts of Feedback/Behavior-Based Programs

Jim Kapsis, Opower
Long Term Treatment of Behavioral Energy Efficiency in EERS

Moderator: **Susan Mazur-Stommen**, American Council for an Energy-Efficient Economy

[Room](#)**Session 5E: Energy Efficiency Programs in Public Power**

Presenters: **Dan Ridings**, CS Group
Revitalizing a Legacy of Energy Efficiency: From 0 to 50,000 in 4 Years

John-Michael Cross, Environmental and Energy Study Institute & **Lindsey Smith**, The Electric Cooperatives of South Carolina
On-Bill Financing Can Become a Replicable Solution for Rural Electric Cooperatives

Ed Jerome, organization
Fixin' to make EE mainstream in Mississippi

Cynthia S. Barber & David Byrne, City of Tallahassee
Energy Smart PLUS (e+): A Comprehensive Approach to Energy Efficiency & Conservation

Moderator: **TBD**

3:00 pm to 3:15 pm

Break

[Room](#)

3:15 pm to 4:45 pm

Breakout Sessions 6

[Room](#)[Room](#)**Session 6A: Examining the Industrial "Self-Direct" Issue**

Presenters: **TBD**

Moderator: **Neal Elliott**, American Council for an Energy-Efficient Economy

[Room](#)**Session 6B: Low-Income Panel**

Presenters:

Chad Miller, Consumers Energy, Sr. Programs Manager

Cara Dolly, Ameren Missouri, Residential Programs Manager

Jerry Oppenheim, Low Income Advocate and Counsel to Massachusetts Weatherization Providers

Moderator: **Jamie Drakos and Bonnie Watson**, Cadmus

[Room](#)**Session 6C: Building the Business Case for Utility Financing Programs**

Presenters: **Geoff Phillips**, Northeast Utilities
Cisco DeVries

Moderator: **Casey Bell**, American Council for an Energy-Efficient Economy

[Room](#)

Session 6D: Big Data

- Presenters: **Steven Meyers**, EnerPath
Using 'Big Data' to Achieve Both Broad and Deep Savings in Hard-to-Reach Customer Segments
- Marvin Horowitz**, Demand Research, LLC
Improving Outcomes with Geographic Energy Efficiency Planning and Evaluation
- James Bradford**, Mesa Point Energy
Pros and Cons of the Use of Technical Reference Manuals for DSM program performance measurement
- Dan Teague**, Antenna Group
Tracking & Benchmarking for Maximum Savings: Using New Data Tools in a Massachusetts Utility Efficiency Program
- Moderator: **Sharyn Barata**, Itron

[Room](#)

Session 6E: Natural Gas Programs

- Presenters: **Theo Love**, Green Energy Economics Group
EnergySense: PGW's Experience Acquiring Cost-Effective Natural Gas Energy Efficiency Resources
- Scott Stroup**, organization
Innovative Approach to Driving Projects to Utility Gas Programs
- Sheri Borrelli**, The United Illuminating Company
- Moderator: **Todd Berreman**, CenterPoint Energy