
**2011 National
Symposium on Market
Transformation**

**“Transition and
Transformation”**

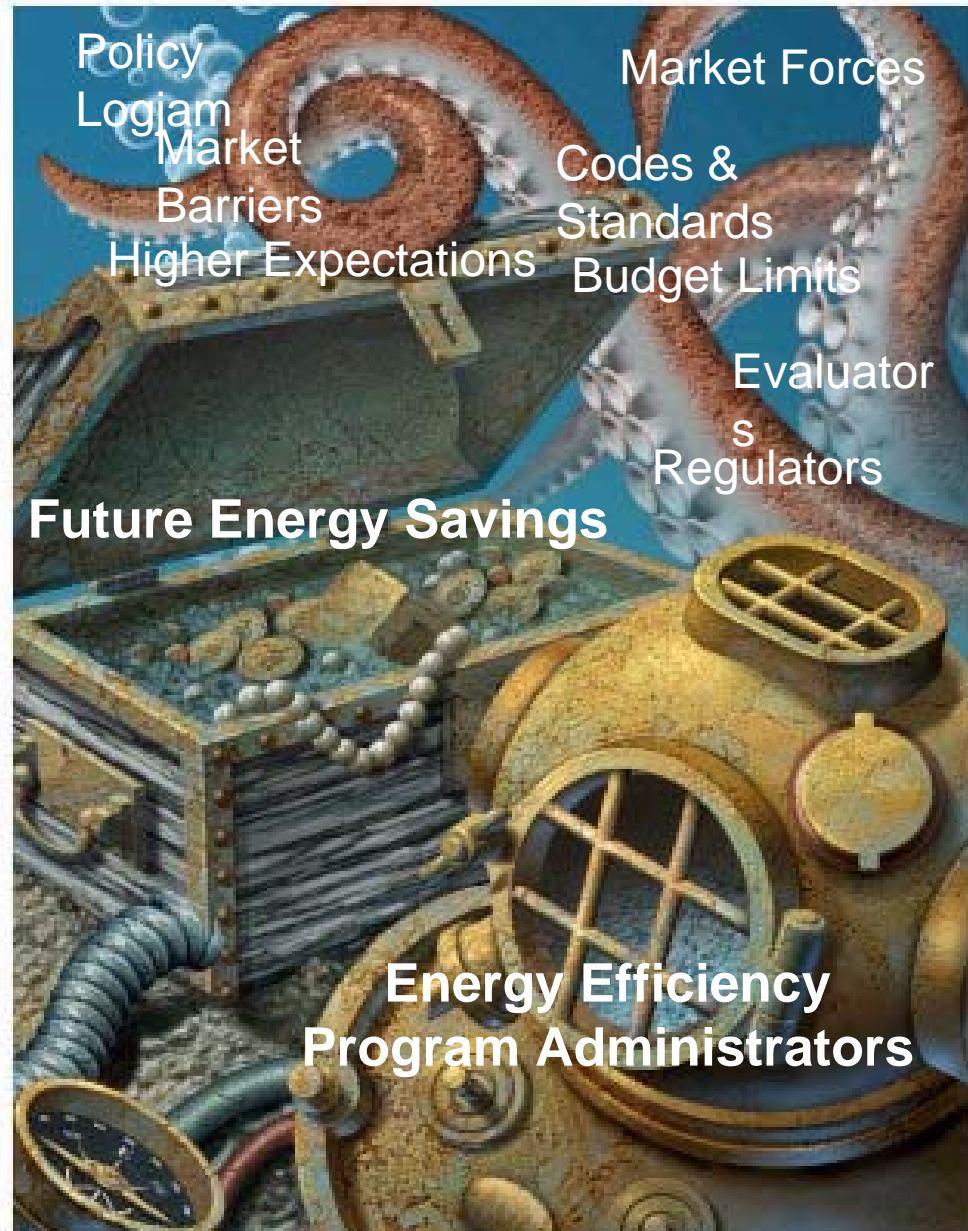
Concurrent Session:

***Clearing the Next Hurdle -
Energy Efficiency
Programs in Today's
Changing Environment***

April 11, 2011

Moderator:

Les Tumidaj
Strategic Energy Group



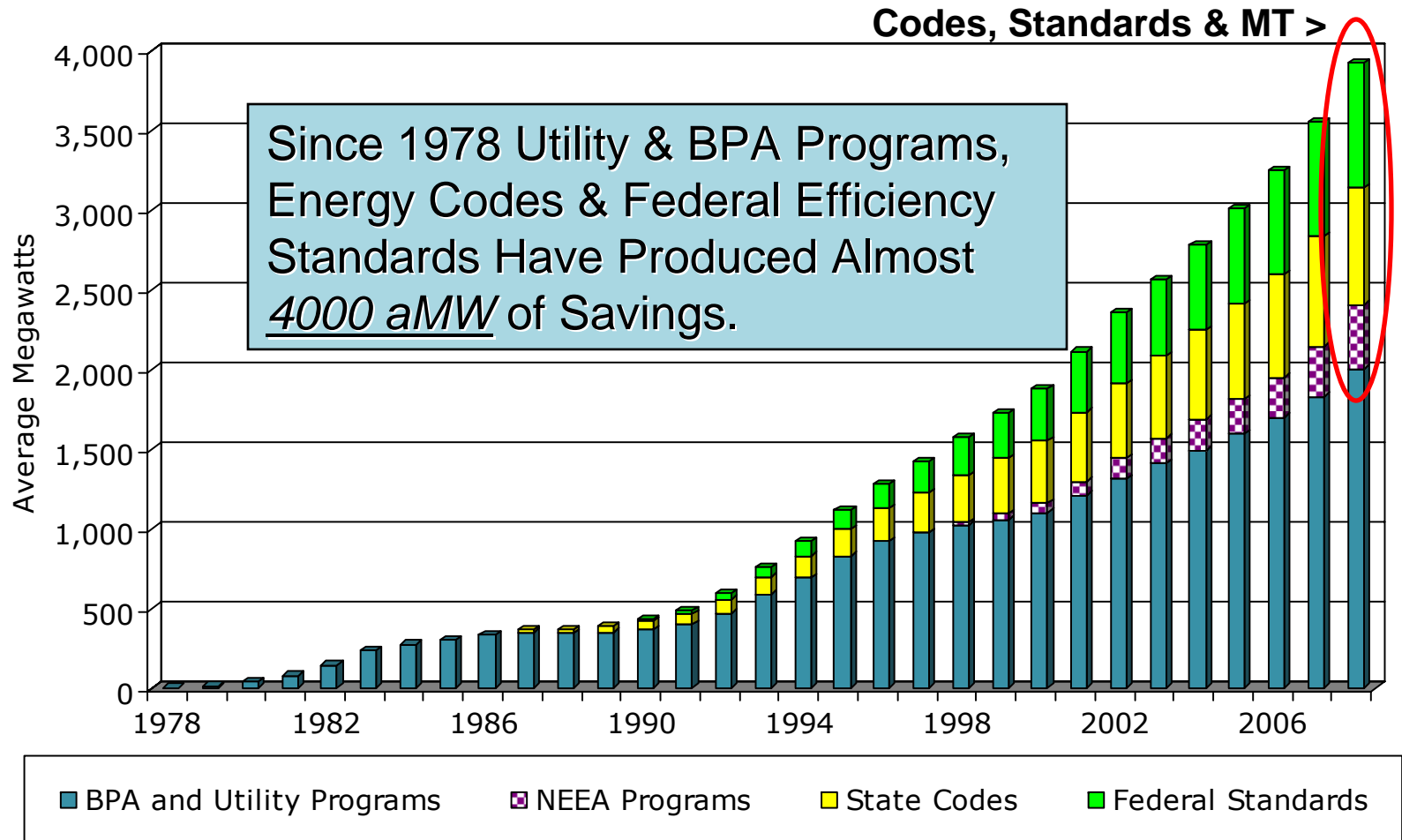
Forces of Change – The Burning Platform

Change occurs when the pain of staying the same is greater than the pain of changing

- Platform = current model
- Burning Platform = forces of change
- Are we ready to change?

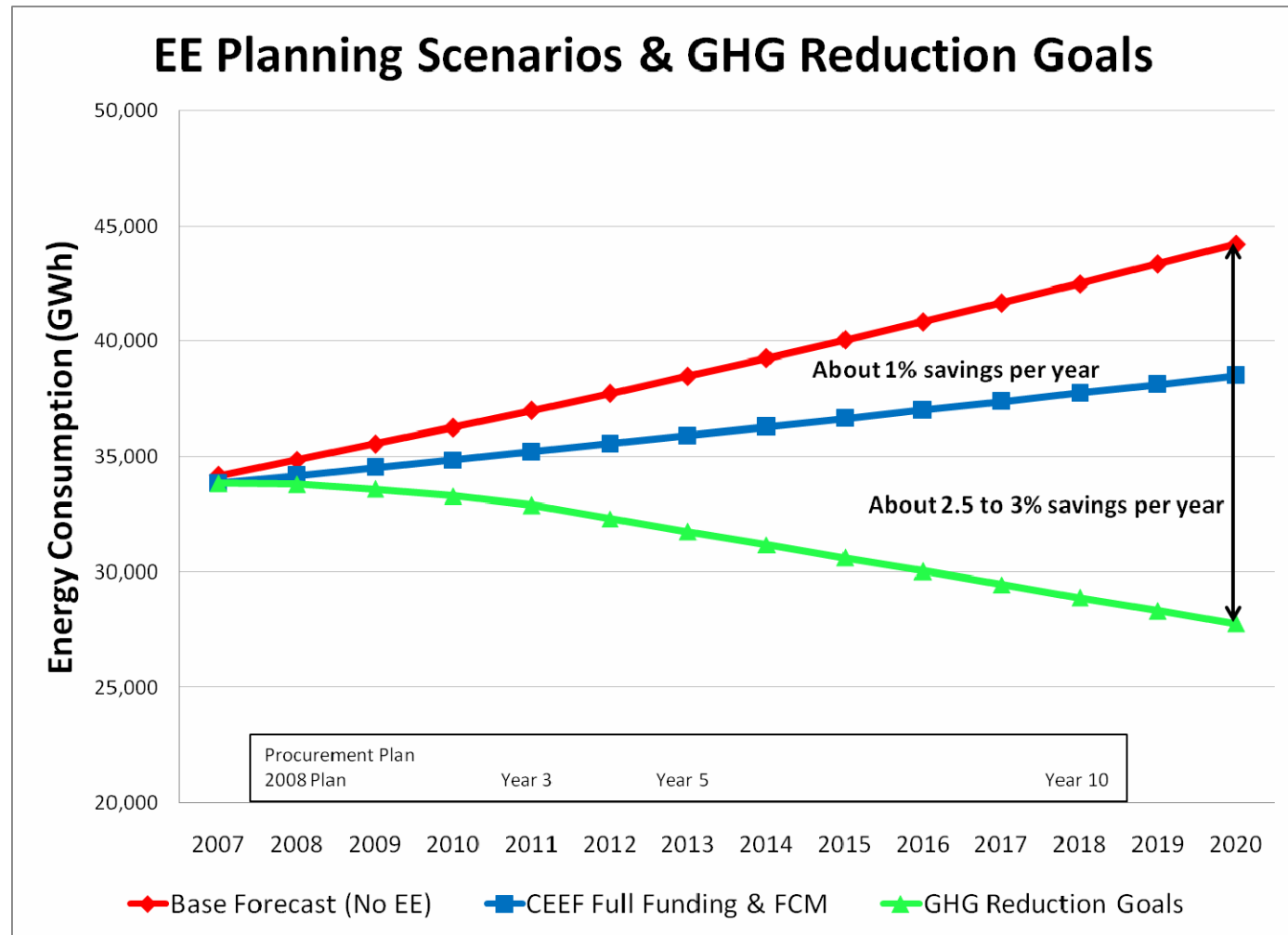


Forces of Change –Our Success!



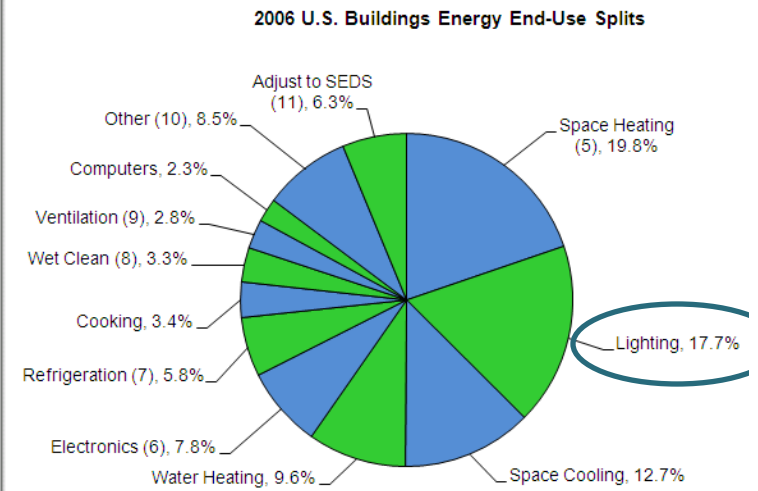
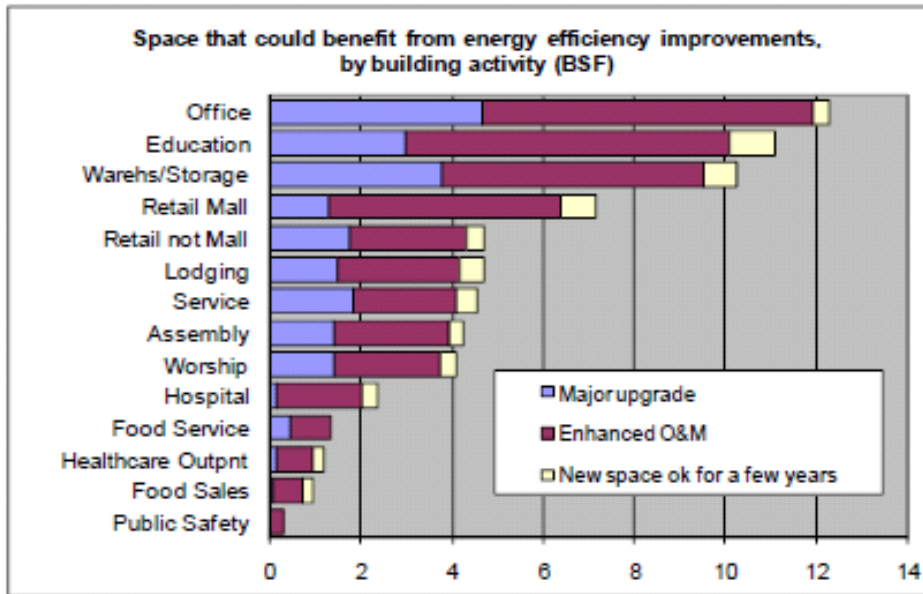
PNW Energy Efficiency Achievements 1978 – 2008

(Much) More Is Being Asked of Us

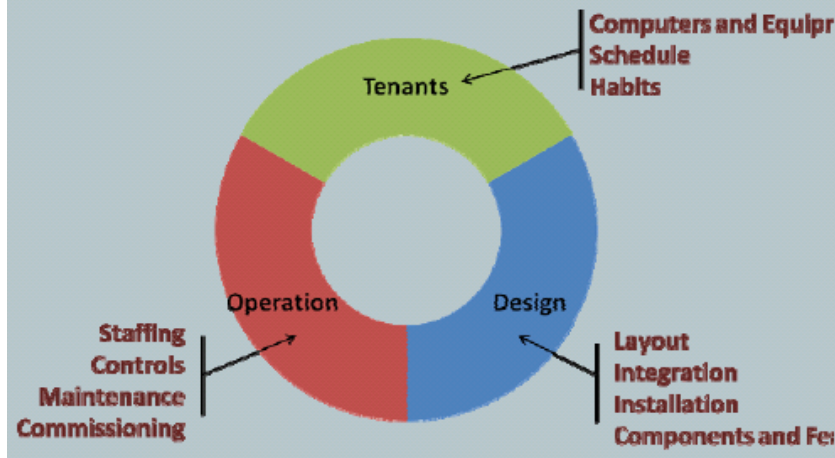


Energy Efficiency's Inexorable March

to get)



What Drives Building Performance?

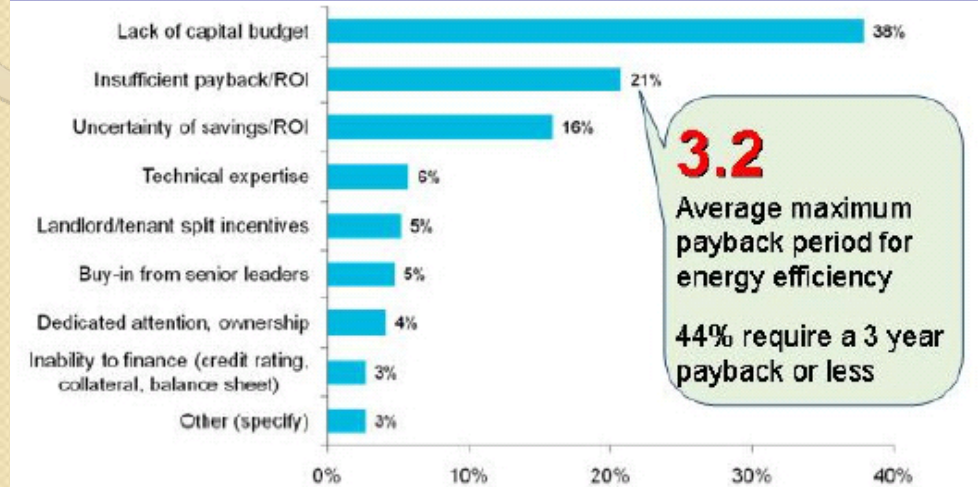


US DOE

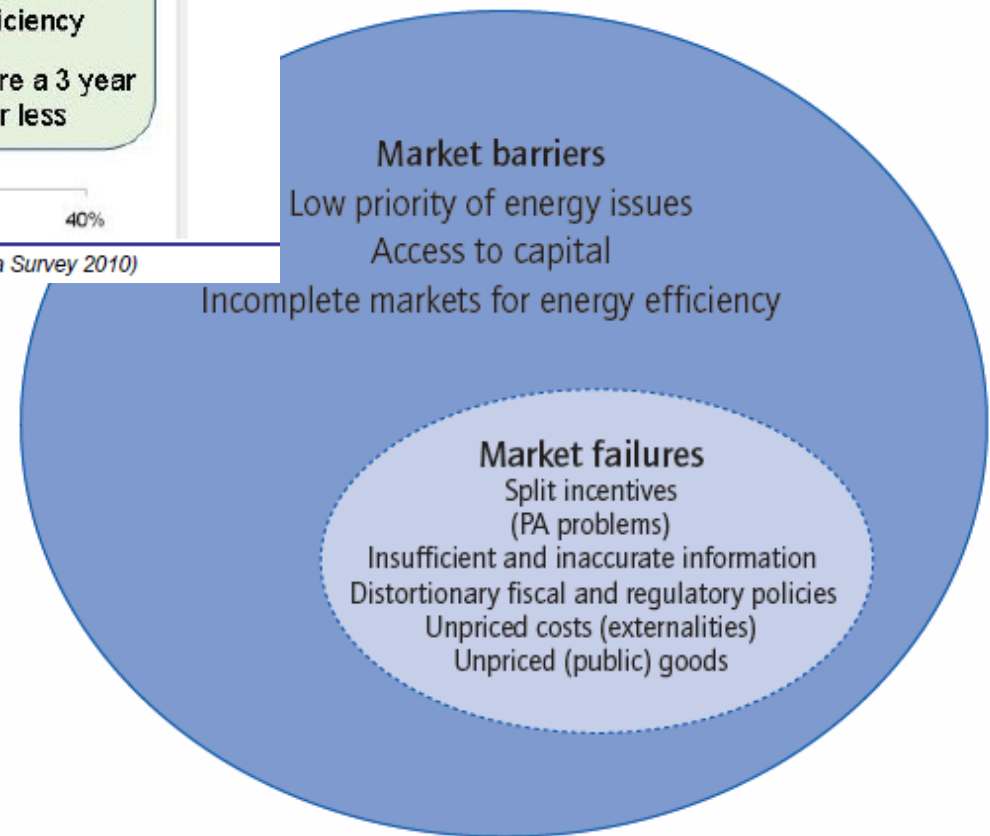
New Buildings Institute

Those Pesky Market Barriers

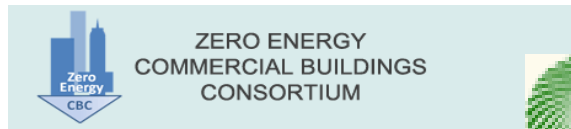
Top Barrier to Capturing Energy Savings for Your Organization (Survey Results)



(Source: Energy Efficiency Indicator North America Survey 2010)



Increasingly Complex Market





Increasing Strains On The Energy Policy & Regulatory Framework

Jeffrey Immelt's Rant (CEO of GE)

GE's Immelt Says U.S. Policy Deadlock Holds Back Clean Energy Development

Sep 27, 2010 *New York Times*

"It's just stupid what we have here today," "The rest of the world is moving 10 times faster than we are."

"The whole energy regulatory system, if we're really serious about it, is a relicIt has fundamentally no basis in the modern world."

Melting Platform?

or



Brave New Future?

*The best way to
predict the future
is to create it*





Our Presenters

Rebecca Craft

Consolidated Edison

Fred Gordon

Energy Trust of Oregon

Athena Besa,

Sempra Utilities



Discussion Structure

- Panelists Presentations
 - Organizational perspective
 - Most pressing challenges (and opportunities)
 - Forward-looking responses
- Panel Discussion
- Audience Participation