



Energy Efficiency as a Resource Conference Program

Grand Hyatt Denver | Denver, CO | October 7–9, 2025

Tuesday, October 7

2:00 – 7:00 pm Registration GHCC Foyer

3:00 – 5:00 pm Concurrent Workshops

Residential Thermal Energy Storage for Load Shifting: A Collaborative Ideation Session on Utility Strategies to Deliver Value to Customers and the Grid Mt. Elbert A

Thermal Energy Storage (TES) can enable load shifting of heating and cooling loads in buildings, helping utilities free up peak electricity for strategic priorities such as manufacturing or data centers, while helping customers save on their electric bills. We will summarize the latest research on the state of utility TES deployment, then bring together the expertise of the attendees to identify possible improvements to programs, rates, incentives, or other solutions that can help customers and utilities capture the benefits of residential TES.

Speakers: **Matt Malinowski**, Buildings Director; American Council for an Energy-Efficient Economy

Available as an add-on to registration. Cost: \$50.

Closing the Equity Gap in Utility Energy Efficiency Programming Mt. Elbert B

Research suggests that low- to moderate-income (LMI) customers are often underserved by most utility energy efficiency programs, despite having the greatest financial need. This workshop will convene utility program administrators and implementers to share best practices and case studies related to scaling low-income energy efficiency programs effectively. ACEEE moderators will present short introductions to a range of challenges in LMI programming, highlight utility successes, and facilitate breakout discussions. All workshop participants will receive a written summary of findings and key themes following the event.

Available as an add-on to registration. Cost: \$25.

5:00 – 7:00 pm IEPEC/EER Joint Reception Capitol Peak Ballroom

Wednesday, October 8

7:00 am – 7:00 pm	Registration	Colorado Foyer
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7:00 – 8:15 am	Breakfast	Aspen Ballroom
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8:30 – 9:45 am	Welcome & Keynote: Spotlight on Colorado Energy Policy Leadership	Colorado Ballroom
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Welcome: **Forest Bradley-Wright**, State and Utility Policy Director, American Council for an Energy-Efficient Economy

[About Groundwork Denver](#): **Lorenzo Sanchez**, Energy Director, Groundwork Denver

Google Welcome: **Ellen Zuckerman**, Head of Energy Market Development for North and South America, Google

Keynote Speakers: **Colorado Governor Jared Polis**

Will Toor, Executive Director for the Colorado Energy Office

9:45 – 10:00 am	Networking Break	Colorado Foyer
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10:00 – 11:30 am	Plenary Panel – Regional Roundup	Colorado Ballroom
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Regional Roundup: Highlighting Recent Utility Energy Efficiency Wins and Spotting Challenges on the Horizon

Gain perspective on how utility energy efficiency goals and challenges vary across the country in this fast-paced and engaging panel. Regional energy efficiency organizations from across the United States will each share their top recent accomplishments and wins, as well as upcoming challenges they face in the coming years.

Moderator: **Mark Kresowik**, Policy Director, American Council for an Energy-Efficient Economy

Panelists:

- [Paige Knutsen](#), Executive Director, Midwest Energy Efficiency Alliance (MEEA)
- [Becca Yates](#), Executive Director, Northwest Energy Efficiency Alliance (NEEA)
- [Maggie Molina](#), Executive Director, Northeast Energy Efficiency Partnerships (NEEP)
- [Ashley McBride](#), Policy Director, Southeast Energy Efficiency Alliance (SEEA)
- [Todd McAlister](#), Chief Executive Officer, South-central Partnership for Energy Efficiency as a Resource (SPEER)
- [Elise Jones](#), Executive Director, Southwest Energy Efficiency Project (SWEEP)

11:30 – 12:45 pm	Lunch & Keynote Address	Aspen Ballroom
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Lunch Keynote: [Integrative Policy Strategies in Illinois to Deliver Efficient and Affordable Energy to Consumers](#)

Doug Scott, chair of the Illinois Commerce Commission, will share lessons learned in Illinois, a state leading the way on future-looking energy policy, as the state has worked to braid together a range of regulatory, legislative, and administrative strategies to increase energy efficiency, move towards clean heating and transportation, and make sure the benefits of these policies reach low-income families.

Introduction: **Forest Bradley-Wright**, State and Utility Policy Director, American Council for an Energy-Efficient Economy

Keynote Speaker: **Doug Scott**, Chair, Illinois Commerce Commission

12:45 – 1:45 pm **Concurrent Sessions**

1A. Intelligent and Efficient Approaches to Data Centers

Mt. Sopris A

Moderator: **Kristen Driskell**, 2050 Partners

[Future-Proofing Data Centers: Advanced Strategies for Energy Efficiency in an AI World](#)

Andrew Volent, Guidehouse

[Data Centers: Power Needs and Clean Energy Challenges](#)

Howard Geller, SWEEP

Brendon Baatz, Google

2A. Technical and Programmatic Approaches to Flexible Load Programs

Mt. Sopris B

Moderator: **Steph Hsiung**, ICF

[Flex Appeal: Optimizing Consumer Outreach Strategies for Load Flexibility](#)

Sarah Outcalt, UC Davis Western Cooling Efficiency Center

[Value Framework and Strategies for Cost-Effective Approaches for Connected Communities – A Case Study in Tennessee](#)

Sivakumar Sankaranarayanan, Electric Power Research Institute

[Electrical Service Upgrade Avoidance through Intelligent Power Management Technologies](#)

Keith Cronin, VEIC

3A. Innovative State Policy for Efficiency and Electrification

Colorado A

Moderator: **Ashley McBride**, Southeast Energy Efficiency Alliance

[EER\(S\): Energy Efficiency Resource Standards to Achieve Multiple Goals](#)

Natalie Mims Frick, Lawrence Berkeley National Lab

[Assessing IL Energy Efficiency Electrification Policies and their Impacts on Utility Programs](#)

Charles Ampong, Guidehouse

[Colorado's Beneficial Electrification Policies and Programs](#)

Ramón Alatorre, Southwest Energy Efficiency Project

4A. Addressing Unaffordable Energy: Maximizing Impacts of Energy Efficiency Programs

Colorado B

Moderator: **Elizabeth Traynor**, ACEEE

[Getting thrifty: ensuring that customer programs deliver affordability at the system, customer and community levels](#)

Rachel Gold, RMI

[From Neighborhoods to Homes: Comparing Zonal and Household Approaches for Equitable Electrification](#)

Alison Thompson, Resource Innovations

[Leveraging Funding Streams and Investing Locally to Support Customers](#)

Allison Grinczel, Snohomish County PUD

1:45 – 2:30 pm **Networking Break**

Colorado Foyer

1B. Demand-Side Strategies for Mitigating Load Growth

Mt. Sopris A

Moderator: **Jennifer Barnes**, 2050 Partners

[Maximizing Virtual Power Plants & Distributed Energy Resources to Support Load Growth](#)

Steven Clarke, Ceres

[From Substation to Plug Load: Expanding DSM Planning to Meet Accelerating Demand](#)

Sarah Spencer-Workman, CLEAResult

[Explosive Load Growth \(late breaking ACEEE\)](#)

Forest Bradley-Wright, American Council for an Energy-Efficient Economy (ACEEE)

2B. Using AI to Improve Program Delivery

Mt. Sopris B

Moderator: **Pranav Gupta**, ICF

[Advancing Energy Efficiency and Grid Resilience with AI and Thermal Energy Storage](#)

John Savage, Viking Cold Solutions

[Overcoming DSM Silos with the Power of AI Integrated Behavioral Treatments](#)

Jeff Rouser, Franklin Energy

[Virtual power plants and their role in tackling present and future challenges in the Pacific Northwest grids](#)

Froylan Sifuentes, Western Washington University

3B. Programs and Regulation: Delivering Affordable Efficiency and Flexibility

Colorado A

Moderator: **Jeaneen Zappa**, Keystone Energy Efficiency Alliance

[From Buzzword to Backbone: The State of Demand Flexibility as a Resource](#)

Jennifer Szaro, AESP

[Charting What's Next: Aligning Oregon's Energy Strategy with the Full Potential of Efficiency](#)

Amanda Welch, Oregon Department of Energy

[Efficient & Effective Action - Driving deeper savings & broader engagement through mobile applications](#)

Wallace Holland, Hancock Software

4B. Leveraging Community Partnerships to Deliver Effective Energy Efficiency Programs

Colorado B

Moderator: **Darren Hanway**, SoCalGas

[From Kilowatts to Community: How Local Efficiency Markets Deliver Grid Value and Equitable Impacts](#)

Reid Leiter, Recurve Analytics

[Driving Utility Energy Efficiency Program Participation Through Community Partnerships](#)

Devan Willemsen, Eversource

[Energy Upgrade: A Community-centered Efficiency Strategy](#)

Casey McCabe, Sarasota County UF/IFAS Extension and Sustainability

3:30 – 4:00 pm

Networking Break

Colorado Foyer

4:00 – 5:00 pm

Concurrent Sessions

1C. Policy Strategies for Scaling Efficient Electric Solutions in the Industrial Sector

Mt. Sopris A

Moderators: **Andrew Hoffmeister**, American Council for an Energy-Efficient Economy (ACEEE)
Marco DelPiccolo, Xcel Energy

Panelists: **Joseph Degraft-Johnson**, Salt River Project
Clay Hoover, Tennessee Valley Authority
Wil Mannes, Colorado Energy Office

2C. Evaluation Strategies for Today's Demand-Side Management Challenges

Mt. Sopris B

Moderator: **Hannah Howard**, Opinion Dynamics

[Evaluating Clean Energy Transition: Coordination and Collaboration](#)

Nick Warnecke, Ameren Illinois
Seth Craigo-Snell, SCS Analytics

[Innovative TRM Characterizations to Advance Decarbonization, Load Flexibility, and Equity](#)

Benjamin Plotzker, VEIC

[Better Understanding of Customers and Energy Use through Quantile Demographic Analyses](#)

Gregory Romine, Eversource

3C. Quantifying Efficiency's Non-Energy Benefits

Colorado A

Moderator: **Jeana Swedenburg**, Opinion Dynamics

[Cutting the Cord - Enabling Non-Wires Solutions in Connecticut](#)

Iain Kerr, Dunsy Energy + Climate

[Beyond Energy Savings: Valuing Indoor Air Quality Impacts for Priority Programs](#)

Thomas Olson, Consortium for Energy Efficiency

[How to integrate GHG into utility efficiency programs](#)

Mike Specian, American Council for an Energy-Efficient Economy (ACEEE)

Moderator: **Carolyn Sloan**, Oracle

[From Awareness to Trust: Driving Participation in Income-Eligible Multi-Family Energy Programs](#)

David Hernandez, Commonwealth Edison

Paula McGuire-Rowe, Elevate

[Energy Concierge: Empowering Income-Eligible Customers to Improve Energy Affordability](#)

Simon Geraghty, CLEAResult

[Cape & Vineyard Electrification Offering: A Turnkey Electrification Model for Underserved Communities](#)

Briana Kane, Cape Light Compact

5:00 – 7:00 pm

Reception & Poster Session

Colorado Foyer

Poster Presentations

Workforce as a Resource: Scaling Equity and Efficiency through Immersive Technology

Kaila Campos, Green Workforce Collaborative

[An Analysis Framework for Grid Planning and Demand-Side Strategy Evaluation](#)

Tanushree Charan, NREL

[From Intention to Impact: The Power of Concierge Services in an Equitable Energy Transition](#)

Karina Gaft-Azcue, CET

Customer Segmentation through Heating and Cooling Energy Disaggregation

Xavier Hayden, VEIC

Practical Significance vs. Statistical Significance for Evaluation of Residential Behaviour Programs: A Need to Update the Evaluation Protocols

Hugh Peach, H Gil Peach & Associates, LLC

Transforming Humidity Management: Advanced DOAS Technology as an Untapped Energy Efficiency Resource for Commercial Buildings

Edmund Post, Transaera, Inc.

[From Data to Deployment: Advancing Energy Affordability in American Communities](#)

Amy Van Sant, National Renewable Energy Laboratory

Choice Infrastructure: Modeling Customer Choice in Residential Programs

Katelyn Stenger, NREL

Thursday, October 9

7:00 am – 5:00 pm	Registration	Colorado Foyer
7:00 – 8:15 am	Breakfast	Aspen Ballroom
8:30 – 10:00 am	Concurrent Sessions	

Braiding State and Utility Resources to Deliver Effective Energy Efficiency Programming Colorado A

This panel brings together state agency representatives and energy efficiency program implementers from across the country to discuss models for combining resources, funding, and expertise across organizations to enhance capacity to deliver effective programs, especially those that deliver comprehensive building efficiency and meet the needs of historically marginalized communities by lowering bills and improving health and comfort. Each panelist will share case studies that highlight the integrative and collaborative aspects of efficiency programs, followed by a moderated discussion to make connections across states, with time for audience Q &A. Attendees will walk away with impactful stories of how to address big challenges through comprehensive and well-coordinated programming.

Moderator: **Tim Fagan**, Manager Evaluation and Planning, PSE&G

Panelists:

[Wisconsin's Unified Approach to Funding Energy Efficiency](#)

Erin Soman, Managing Director, Focus on Energy

[Achieving Equity and Scale through Innovation in the Income Eligible Sector](#)

James Collins, Director, Climate Equity and Impact, Action for Boston Community Development, Inc.

[Designing for Building Type: Colorado Home Energy Rebate Program](#)

Raine Queenan, Senior Program Manager, Home Electrification and Appliance Rebate (HEAR) Program, Colorado Energy Office

[Better Braiding: Shifting the Burden Off Customers and Community Partners](#)

Lizzie Rubado, Director of Innovation and Development, Energy Trust of Oregon

Innovative Approaches to Managing Data Center Demand Colorado B

Many regions around the country are facing rapid load growth, driven in large part by an explosion of data centers. There are strategies, however, to meet substantial portions of this expanded demand quickly and cost-effectively through efficiency improvements and other demand side management strategies. This session will share perspectives from leading experts on how we can more effectively plan for and manage load growth from data centers and avoid locking in expensive new generation resources and putting pressure on the grid during times of peak demand. A moderated discussion will follow panelist presentations, followed by time for audience Q&A.

Moderator: **Anna Johnson**, State Policy Manager, American Council for an Energy-Efficient Economy (ACEEE)

Panelists:

Getting More Out of the Grid to Meet Load Growth

Brendan Pierpont, Modeling Director, Energy Innovation

Data Centers: The Dinosaur is Hungry and Needs to Eat

Bill LeBlanc, Chief Instigation Officer, Tierra Resource Consultants

Opportunities to Use Energy Efficiency and Demand Flexibility to Reduce Data Center Energy Use and Peak Demand

Steve Nadel, Executive Director, American Council for an Energy-Efficient Economy (ACEEE)

10:00 – 10:30 am	Networking Break	Colorado Foyer
10:30 – 11:30 am	Concurrent Sessions	
1D. Heat Pumps: Upgrading to Efficient Electric Appliances		Mt. Sopris A
Moderator: Keith Cronin , VEIC		
Chill Out, Denver: How Efficient Building Electrification Cools the Peak		
Ida Weiss , Synapse Energy Economics		
Turning Up the Heat: Unlocking Vermont’s Heat Pump Potential: Insights from the 2024 Market Assessment and a Roadmap for Action		
Lisa Coven , VEIC		
Don’t give your heat pump the cold shoulder! Understanding residential heat pump usage behavior in a New England fuel switching program.		
Nicole Grosner , Guidehouse		
2D. Residential Demand Response and Energy Efficiency Programs		Mt. Sopris B
Moderator: Serj Berelson , Oracle Utilities Opower		
Navigating Complexity: Longitudinal Evaluation of Market Transformation Programs in Complex Regional Energy Ecosystems		
Chris Cardiel , Northwest Energy Efficiency Alliance		
Future demand response resource of residential electric water heating: technology, regulations and economics.		
Chris Granda , Energy Solutions		
Just the Integration the Doctor Ordered: Home Energy House Calls delivering EE and DR benefits		
Aron Jarr , Franklin Energy		
3D. Efficiency Solutions for an Electrified Future		Colorado A
Moderator: Colin Santee , VEIC		
Decarbonization Pathways for Minnesota’s Natural Gas Sector: Mitigating Winter Peak Load with GSHPs and Demand Response		
Ellen Carlson , Synapse Energy Economics		
Is a Thermal Network a Non-Wires Alternative? Can it Help with an Equitable Transition?		
Audrey Schulman , HEETlabs		
Winter is Coming: Getting Ready for Future Winter Peaks Now		
Rabi Vandergon , Center for Energy and Environment		
4D. Behavioral Energy Efficiency Programs		Colorado B
Moderator: Wallace Holland , Hancock Software		
The Value and Evolution of Home Energy Reports and Behavioral Energy Efficiency (HERBEE 2.)		
Reuven Sussman , American Council for an Energy-Efficient Economy (ACEEE)		
Empowering All Customers for a Clean Energy Future: SMUD's Equity-First Behavioral Strategy for Peak Reduction		
Delaney Tight , Oracle		
How Behavioral Energy Programs Can Drive Load Shifting and Peak Demand Reduction		
Ben Westrich , Ecometricx (Data Science Partner for Franklin Energy)		

11:30 – 11:45 am	Networking Break	Colorado Foyer
11:45 – 1:00 pm	Lunch	Aspen Ballroom
1:00 – 2:00 pm	Concurrent Sessions	

1E. Industrial Energy Efficiency Programs

Mt. Sopris A

Moderator: **Fikayo Omotesho**, ACEEE

[Quantitative Analysis of Manufacturing Energy Efficiency's Role in Ensuring Energy Affordability Amid Rising Electricity Demand from Manufacturing and AI Growth](#)

Dr. Aline Banboukian, Oak Ridge National Laboratory

[Efficiency-first Demand Flexibility: Real World Examples of SEM Influencing Permanent Demand Curtailment](#)

Peter Sharp, Cascade Energy, LLC

[Maximizing Efficiency: Integrated HVAC+D Solutions for Cannabis Grow Facilities](#)

Raju Pusapati, DNV

2E. Scaling Efficiency and Flexibility Solutions with AI and Virtual Power Plants

Mt. Sopris B

Moderator: **Mike Specian**, American Council for an Energy-Efficient Economy (ACEEE)

[Innovative use of data-driven AI tools to augment energy efficiency resources.](#)

Jason Trager, Plentiful.ai

[AI Scaling for Resource Acquisition Programming](#)

Anna Kelly, SBW Consulting

[The AI Revolution is Coming for EE Programs: How Machine Intelligence can unlock 50% More Impact Per Dollar](#)

Jeff Coleman, Eli Technologies

3E. Demand-Side Value in the Changing Energy Landscape

Colorado A

Moderator: **Ashly McFarlane**, Center for Energy and Environment

[Untangling Energy Efficiency's Effect on Energy Systems](#)

Donald Johnson, Con Edison

[Deploying demand flexibility business models: Emerging insights from U.S. programs](#)

Guillermo Pereira, Lawrence Berkeley National Laboratory

[DER Potential Study 2.0: Leveraging Digital Twins to Conduct the Next Generation of DER Potential Studies – Case study: A Localized DER Potential Study for IESO](#)

Ali Bozorgi, ICF

4E. Delivering Effective Efficiency Programs for Small Businesses

Colorado B

Moderator: **Carolyn Conant**, ACEEE

[Next Generation Utility Energy Efficiency Programs in Lighting and HVAC](#)

Jim Fay, Energy Research and Analysis

[Small Business, Big Lessons: Commercial Heat Pump Adoption in Practice](#)

Karina Gaft-Azcue, CET

[Innovative Model and Collaboration Strategies for Delivering Strategic Energy Management \(SEM\) to Small and Medium Enterprises \(SMEs\)](#)

Vivek Singh, CLEAResult Consulting Inc.

2:00 – 2:30 pm

Networking Break

Colorado Foyer

2:30 – 3:30 pm

Concurrent Sessions

1F. Commercial Efficiency and Demand Response Opportunities

Mt. Sopris A

Moderator: **Courtney Fieldman**, SWEEP

[Empowering Commercial & Industrial Customers through Comprehensive Energy Efficiency Programs](#)

Ricky Jordan, Eversource Energy

[Cold Storage, Heating Up: The Layered Value of Grocery Store Refrigeration-Based Demand Response](#)

Jack Green, Rhode Island Office of Energy Resources

[Targeted Energy Efficiency Programs for Nonprofits](#)

David Geeganage, Frontier Energy

2F. Energy Efficiency Needs a Paradigm Shift

Mt. Sopris B

Moderator: **Hugh Peach**, H Gil Peach & Associates, LLC.

[Paradigm Shift: Redefining DSM's Foundational Role for a Modern Energy System](#)

Sam Ross, Dunskey Energy + Climate Advisors

[Maximize Market Impact: Integrating Demand Flexibility and Emerging Technologies into Energy Efficiency Programs](#)

Parker Wall, TRC

[Energy Efficiency Needs to Get Real to Meet New Challenges and Opportunities](#)

Andy Frank, Sealed

3F. Advancing Efficiency Through Modeling and New Business Models

Colorado A

Moderator: **Richard Hart**, ACEEE

[Buildings Sector Scenarios: Comprehensive data for stakeholder planning](#)

Jared Langevin, Lawrence Berkeley National Laboratory

[Energy efficiency for peak reduction – how valuable will it be in future winter peaking systems?](#)

Philip White, National Renewable Energy Laboratory

[Is Wasted Renewable Energy Worth Saving? An exploration of energy efficiency in a low-carbon, high renewables future](#)

Nick Mark, Xcel Energy

Moderator: **Reuven Sussman**, ACEEE

[Understanding Market Dynamics to Drive Building Envelope Upgrades](#)

Caroline Hopper, Guidehouse

[Passive house – The new normal in Massachusetts](#)

Amey Patil, ICF

[Driving Deep Savings in Multifamily Housing](#)

Ravi Malhotra, Resource Smart

3:30 – 4:00 pm

Networking Break

Colorado Foyer

4:00 – 5:00 pm

Closing Plenary: The Value of Demand Side Management for Economically and Cleanly Managing Load Growth

Colorado Ballroom

Our closing plenary brings together a diverse panel of experts to discuss the shifting value of demand side management, in the context of load growth. How have legislative efforts or state agency programs engaged with this challenge? And how can strategic investment in energy efficiency and demand flexibility, as well as thoughtful and innovative rate design, support energy affordability? This moderated panel discussion will share perspectives on these kinds of questions, highlighting the value and role of demand side management tools for achieving a wide range of planning goals and delivering more efficient, more cost-effective, and more reliable energy to all communities.

Moderator: **Ellen Zuckerman**, Head of Energy Market Development for North and South America, Google

Panelists:

- **Chris Duffrin**, President, Center for Energy and Environment
- **Rachel Gold**, Senior Principle, Carbon Free Electricity, RMI
- **Damali Harding**, Executive Managing Director, Amendment Nine Strategic Consulting
- **Wil Mannes**, Senior Program Manager, Strategic Initiatives & Finance, Colorado Energy Office

