



February 20-22, 2019 | Chicago, IL

## Wednesday, February 20

8:30 - 11:30am	<b>Pre-Conference Workshop</b>
12:00 - 5:00pm	<b>Exhibit Hall Open</b>
1:00 - 1:15pm	<b>Welcome and Opening Remarks</b>
1:15 - 2:00pm	<b>Keynote Speaker</b>
2:00 - 3:30pm	<b>Plenary: What Do the 2018 Elections Mean for EE in the Midwest?</b> The Midwest has new governors, US Senators and Representatives, state legislators and commissioners. MEEA explores what these changes mean for EE on the federal and state levels, and how we continue to support investment in the region.
3:30 - 4:00pm	<b>Break</b>
4:00 - 5:15pm	<b>Break-Out Sessions</b>  <b>One Size Does Not Fit All: How to Effectively Engage Rural Customers</b> Most utility programs are designed for densely-populated areas, but this model doesn't always work for rural customers. This panel will discuss some of the barriers utilities face when trying to engage these customers as well as some successful solutions such as financing mechanisms, targeted outreach and policy recommendations.  <b>Resilience, Health and Energy: Three Peas in a Pod</b> The economic and environmental benefits of energy efficiency have long been understood. However, cities and organizations are beginning to look at energy efficiency as a tool to improve health and resiliency. This panel will discuss the impacts energy use has on human health and explore how efficiency is being used to promote healthier and more resilient communities.  <b>Smart Efficiency Requires Smart Data: Using Data to Better Serve Customers</b> Program administrators need to collect and analyze customer energy data for efficiency program evaluation and future program planning. With the vast amounts of energy data in the market, it is important to understand how we collect and use data. This panel will discuss how and how much data is collected, how data is secured and checked, and how administrators use it to achieve results for energy efficiency.
5:30 - 6:00pm	<b>Opening Reception (Members Only)</b>
6:00 - 7:30pm	<b>Opening Reception (All Attendees)</b>

## Thursday, February 21

7:00 - 8:00am	<b>Yoga &amp; Guided Run</b>
8:00am - 5:00pm	<b>Registration and Exhibit Hall Open</b>
8:00 - 9:00am	<b>Breakfast</b>
9:00 - 9:30am	<b>Opening Remarks</b>
9:30 - 10:45am	<b>Plenary: What Role Can Market Transformation Play in the Evolving EE Paradigm?</b> As the Midwest investment in EE grows, could our region look toward market transformation as a valuable option in the tool kit? Learn from key stakeholders in other regions on about their market transformation efforts.
10:45 - 11:15am	<b>Break</b>
11:15am - 12:15pm	<b>Policy and Program Committee Meetings</b>
12:15 - 1:30pm	<b>Lunch</b>
1:30 - 2:45pm	<b>Break-Out Sessions</b>  <b>Unlocking the Key to EM&amp;V</b> During this breakout, panelists will discuss the benefits of early, consistent communication and coordination with evaluators. Whether evaluating Market Transformation programs, new pilots and technologies or traditional DSM programs, communication and collaboration throughout the entirety of the program is essential.  <b>Untangling the Grid: Non-Wired Solutions in a Wired World</b> This panel will highlight the evolving world of non-wired alternatives to meet current and future energy demands. Experts will discuss how key components such as energy efficiency, demand response, new technologies and grid modernization, help utilities achieve their goals and create a more resilient grid.  <b>Planning Your Energy Future? Let EE Be Your Guide</b> Experience has shown that utility resource planning can reinforce legislative and regulatory energy goals and be a driver for protecting, advancing and innovating in energy efficiency & clean energy. This panel will discuss IRPs that are on the leading edge of the changing energy system in the Midwest and the examples they can provide for other utility planning and regulatory activities.
2:45 - 3:30pm	<b>Break</b>
3:30 - 5:00pm	<b>Workshops</b>  <b>Harnessing Technology to Engage Customers</b> During this interactive workshop, explore how utilities can harness technologies, such as smart thermostats, home assistant products and AMI to engage with customers in a meaningful way.  <b>How to Create an Industry that Reflects &amp; Serves Diverse Communities</b> The energy efficiency sector has been grappling with fostering a more diverse and inclusive industry, but the workforce remains largely homogenous. Diversity and inclusion efforts are on the rise as businesses and organizations re-examine workforce development, supplier diversity and how to better serve traditionally underserved communities. This small group, interactive workshop will focus on sharing best practices and tips to increase diversity that participants can bring back to their organizations.  <b>Sharing the Load: Best Practices in Energy Equity</b> By and large, the low-income customers who would benefit most from energy bill savings are not being reached by energy efficiency programs. While the EE industry has made notable strides, we are still a long way from fully meeting the needs of low-income communities. In this roundtable workshop, participants will swap ideas, observations and best practices while identifying gaps and innovative solutions to ease the energy burden.
5:30 - 7:00pm	<b>MEEA Member Reception</b>
7:00 - 9:00pm	<b>2019 Inspiring Efficiency Awards Dinner &amp; Gala</b>

## Friday, February 22

7:00 - 8:00am **Yoga & Guided Run**

8:00 - 11:15am **Registration and Exhibit Hall Open**

8:00 - 8:45am **Breakfast**

8:45 - 8:50am **Opening Remarks**

8:55 - 9:30am **Keynote Speaker**

9:30 - 10:45am **Plenary: Beneficial Electrification in the Midwest: EE is the Pathway Forward**  
Everyone is talking about electrification and the shift to renewable energy supply in response to a future driven by emissions reductions and progressive statewide clean energy goals. How does EE fit into that future? EE is still the cheapest resource, drives optimization and remains an essential element to a cleaner energy economy.

10:45 - 11:15am **Break**

11:15am - 12:30pm **Break-Out Sessions**

**Lighting the Future: Insights into EISA and the Lighting Landscape Post 2020**

As lighting regulation looms on the horizon, join us for an introduction into the Energy Independence and Security Act of 2007 and an overview of the events over the past year. This panel will explore the relationship between improved building codes and the future of lighting standards set forth by EISA.

**Grid Reliability, Resiliency and Optimization**

During this panel, attendees will discover the myriad of grid benefits tied to utility investments in microgrids, combined heat and power, distributed energy resources and storage.

12:30pm **Close of Conference**