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Energy Experts to Spotlight Financing of Efficiency, Higher Performing Buildings, and other Key Energy Efficiency Priorities at 10th Annual Midwest Energy Solutions Conference in Chicago

CHICAGO – Nearly \$1.2 billion was invested in energy efficiency across the Midwest in 2011. With mandated energy savings targets increasing, this funding – separate from federal stimulus funding – is projected to continue to grow annually to exceed \$1.5 billion by 2015. With the increased investments there will be a need to develop new programs and find new and better ways to install, measure and promote efficient products and services. This week's Midwest Energy Solutions Conference in Chicago will address these emerging trends, taking on critical questions such as:

- **How much money and energy can consumers save by changing their behavior at home and work? (Jan. 11)**
- **What impact has a tough economy had on spending on energy efficiency? (Jan. 12)**
- **Are there ways to increase homeowner willingness to air seal or insulate their homes? (Jan. 12)**
- **What new “green” financing tools are available to consumers & businesses? (Jan. 13)**

More than 450 energy leaders from across the nation will gather Jan. 11-13 at the Fairmont Hotel to explore the latest energy issues at the Midwest Energy Efficiency Alliance's (MEEA) 10th annual Midwest Energy Solutions Conference.

Immediately prior to the start of the conference at 8:30 a.m. on Wednesday, **Illinois Gov. Pat Quinn** will present the welcoming remarks at the Midwest Industrial Energy Efficiency Summit, presented by the Midwest Governors Association and co-sponsored by MEEA.

Other conference highlights include:

Wednesday, Jan. 11

- **Keynote address by Dr. Kathleen Hogan, U.S. Department of Energy, deputy assistant secretary for energy efficiency. 1:15 – 2 p.m.**
- **Promoting Industrial Efficiency:** Panelists will discuss why the Midwest's industrial sector is the next big area for growth in energy efficiency, and what manufacturers can do today to help reduce costs and save energy. **4 – 5:15 p.m.**

Thursday, Jan. 12

- **Utility Business Case for Energy Efficiency:** How can utilities make money by selling less energy? Panelists from ComEd and other major utilities will make the business case for energy efficiency. **9:15 – 10:30 a.m.**
- **Emerging Programs and Technologies:** Panelists will discuss new trends and developments in energy efficiency programming, including advanced lighting technologies, consumer electronics and retail-based opportunities for energy savings. **11:15 a.m. – 12:15 p.m.**
- **2012 Inspiring Efficiency Awards Dinner and Gala.** MEEA presents awards in Education, Innovation, Impact, Marketing and Leadership and announces the 2012 Chairman's Award winner. **7-9 p.m.**

Friday, Jan. 13

- **Keynote Address by Bruce Schlein, Citi,** Director of Corporate Sustainability, on Wall Street's view of energy efficiency and its role as a growing profit center. **8:30 – 9 a.m.**

- **New “Green” Financing: Overcoming the Financial Hurdle** panelists will discuss the growing number of “green” financing tools available to both homeowners and businesses from banks and utilities. **9 – 10:15 a.m.**

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Editor’s Note: For a detailed conference agenda, visit www.meeaconference.org. For more information or to arrange interviews with conference presenters or MEEA representatives, contact Tim Frisbie at tfrisbie@ksapr.com or 312-251-9913.

About Midwest Energy Solutions Conference

The Midwest Energy Solutions Conference is the largest event of its kind in the region. Each year it brings together a broad range of private- and public-sector thought leaders from around the nation who share a vested interest in energy efficiency.

The conference is presented by the **Midwest Energy Efficiency Alliance (MEEA)**, the region’s source on energy efficiency. MEEA is committed to advancing sound energy efficiency programs, policies and priorities in the Midwest. MEEA’s membership represents a broad consortium of energy stakeholders from across a 13-state area.

Now in its 10th year, the conference continues to grow as energy efficiency investment increases in states across the Midwest. Responding to attendees, the conference has expanded to include a formal expo to provide more opportunities to highlight and promote energy efficiency programs, products and companies.