


2012 MIDWEST ENERGY SOLUTIONS CONFERENCE AGENDA

WEDNESDAY, JANUARY 11, 2012





TIME	LOCATION	DESCRIPTION
11:00am-5:00pm	International Ballroom Foyer (2nd Level)	Registration
12:00-7:00pm	Imperial Ballroom (B-2 Level)	Exhibits Open
1:00-1:15pm	International Ballroom (2nd Level)	Welcome and Opening Remarks <i>Greg Lovett, Ameren Missouri, MEEA Board Chair</i>
1:15-2:00pm	International Ballroom (2nd Level)	Keynote – Dr. Kathleen Hogan, Deputy Assistant Secretary for Energy Efficiency, U.S Department of Energy
2:00-3:30pm	International Ballroom (2nd Level)	Plenary Session – Outlook for Energy Efficiency Policy With ARRA funding over and a challenging economic and political environment, what impact will national, state and local policies have on current and future efficiency programs. <ul style="list-style-type: none"> • David Terry – NASEO • Roya Stanley, EERE, U.S. Department of Energy • Tim Duff – Duke Energy <i>Moderator: Dan York – ACEEE</i>
3:30-4:00pm	Imperial Ballroom (B-2 Level)	Break sponsored by Duke Energy 
4:00-5:15pm		Break-out Sessions:
	Gold Room (2nd Level)	Promoting Industrial Efficiency Industrial firms are quite varied in their approaches to energy efficiency and there is no single approach that fits all. This session will show how engagement of industrial partners, both supply chain and others, can lead to increased participation in utility efficiency programs. <ul style="list-style-type: none"> • Betsy Dutrow – U.S. Environmental Protection Agency • Tami Gunderzik – Xcel Energy • R. Neal Elliott – ACEEE <i>Moderator: John Cuttica - Energy Resources Center, UIC</i>
	Crystal Room (3rd Level)	Claiming Savings from Behavior Change Expanding upon last year's highly rated behavioral change breakout, this session will examine the critical need for utilities to claim energy savings from behavior-based programs that increase business and consumer adoption of energy efficient practices. <ul style="list-style-type: none"> • Tom Scaramellino – Efficiency 2.0 • Paul Schueller – Franklin Energy • Randy Gunn – Navigant Consulting <i>Moderator: Sharyn Barata – Itron</i>
5:30-6:00pm	Imperial Ballroom (B-2 Level)	Reception – MEEA Members only (badges required)
6:00-7:30pm	Imperial Ballroom (B-2 Level)	Reception – All Attendees <i>sponsored by Commonwealth Edison</i>



powering lives

2012 MIDWEST ENERGY SOLUTIONS CONFERENCE AGENDA

THURSDAY, JANUARY 12, 2012

TIME	LOCATION	DESCRIPTION
7:00am-5:00pm	International Ballroom Foyer (2nd Level)	Registration
7:30-5:00pm	Imperial Ballroom (B-2 Level)	Exhibits Open
8:00-8:30am	Imperial Ballroom (B-2 Level)	Continental Breakfast sponsored by Consumers Energy 
8:30-8:45am	International Ballroom (2nd Level)	Opening Remarks – Jay Wrobel, MEEA Executive Director
8:45-9:15am	International Ballroom (2nd Level)	Opening Keynote – Steve Nadel, Executive Director, ACEEE
9:15-10:30am	International Ballroom (2nd Level)	Plenary Session – Utility Business Case for Energy Efficiency In today's business and regulatory climate, with increasing requirements for energy efficiency, utilities are being asked to sell less power or gas. Panelists will address the business case behind this new paradigm that focuses on energy efficiency and meeting customer needs. <ul style="list-style-type: none">• Jon Williams – AEP Ohio• Val Jensen – Commonwealth Edison• Dan Laurent – Ameren Missouri <i>Moderator: Pat Michalkiewicz – Peoples Gas & North Shore Gas</i>
10:30-11:00am	Imperial Ballroom (B-2 Level)	Break sponsored by Ecova 
11:00am-12:15pm	Gold Room (2nd Level)	Break-out Sessions: More Savings from HVAC What are the emerging program areas that can expand the potential energy savings from HVAC? Ductless heat pumps, geothermal systems and HVAC systems performance programs will be discussed from the IOU and cooperative program perspective. <ul style="list-style-type: none">• Doug Dougherty – The Geothermal Exchange Organization• Mark Kuntz – Mitsubishi Electric's Cooling & Heating• Dominick Guarino – National Comfort Institute <i>Moderator: Lauren Casentini – Resource Solutions Group</i>
	Crystal Room (3rd Level)	Emerging Programs and Technologies The efficiency community is on a constant search for new program concepts that may present opportunities for energy savings in untapped areas. This session will provide an overview of several emerging programs and technologies for those seeking to bring new savings opportunities to their efficiency portfolio. <ul style="list-style-type: none">• Rick Bain – Cree• Chris Cloutier – D&R International• Dylan Sullivan – NRDC <i>Moderator: Pete Feroli – Applied Proactive Technologies</i>
12:30-2:00pm	International Ballroom (2nd Level)	Lunch sponsored by Alliant Energy and Xcel Energy   RESPONSIBLE BY NATURE™
2:00-3:15pm	Gold Room (2nd Level)	Break-out Sessions: Commercial and Public Building Retrofits While ARRA stimulus funding has many buildings to complete lighting and mechanical system retrofits, there are lots of energy savings remaining in the commercial market. This session will focus on ways to identify and promote efficiency upgrades in commercial and public buildings. <ul style="list-style-type: none">• John Nicol – SAIC• Chris Baker – The Weidt Group• Janet Streff – Minnesota Department of Commerce <i>Moderator: Jeanine Penticoff – Alliant Energy</i>

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3:15-3:45pm	Imperial Ballroom (B-2 Level)
3:45-5:00pm	International Ballroom (2nd Level)
6:00-7:00pm	Imperial Ballroom (B-2 Level)
7:00-9:00pm	Moulin Rouge (Lobby Level)

FRIDAY, JANUARY 13, 2012

TIME	LOCATION
7:00-11:00am	International Ballroom Foyer (2nd Level)
7:30-11:00am	Imperial Ballroom (B-2 Level)
7:30-8:15am	Imperial Ballroom (B-2 Level)
8:15-8:30am	International Ballroom (2nd Level)
8:15-8:30am	International Ballroom (2nd Level)
8:15-8:30am	International Ballroom (2nd Level)
10:15 – 10:45am	Imperial Ballroom (B-2 Level)

DESCRIPTION

Break-out Sessions:

Achieving Scale in Home Energy Upgrades

Utility programs are using software tools, homeowner and contractor incentives, targeted outreach, and full press marketing to increase the uptake of whole home retrofits. This session will weigh the variety of approaches, and tease out lessons applicable to all whole home programs.

- Aaron Goldfeder – EnergySavvy
- Ely Jacobsohn – U.S. Department of Energy
- Jensen Adams – Metropolitan Energy Center

Moderator: Nick Lovier – Ameren Illinois Utilities

Break sponsored by Resource Solutions Group



Resource Solutions Group

Plenary Session – Delivering Programs in Challenging Economic Times

The slow economic recovery and stagnating housing issue has an impact on the uptake of energy efficiency measures. This session will look at the new strategies and techniques used to create consumer demand and meet the growing program targets.

- Emmett Romine – DTE Energy
- Agnes Mrozowski – IL Dept. of Commerce & Economic Opportunity
- Wendy Tobiasson – KEMA

Moderator: Aimee Skrzekut – MEEA

MEEA Member-Only Reception (badges required)

sponsored by DTE Energy & MidAmerican Energy



2012 Inspiring Efficiency Awards Dinner & Gala (tickets required)

sponsored by AEP Ohio & JACO Environmental



DESCRIPTION

Registration

Exhibits Open

Continental Breakfast sponsored by WE Energies



Welcome and Conference Recap – Stacey Paradis, MEEA Deputy Director

Opening Keynote – Bruce Schlein, Vice President of Corporate Sustainability, Citibank

Plenary Session – Overcoming the Financing Hurdle

One of the most significant barriers for residential, commercial, and industrial customers to overcome when considering investments in energy efficiency are the upfront costs. This panel will review the barriers and strategies to overcome them to support the investment in energy efficiency.

- Ed Thomas – Electric & Gas Industries Association
- John Levey – GreenChoice Bank
- Matthew Brown – Harcourt Brown Energy & Finance

Moderator: Joel Freehling – Shaw Environmental Consulting

Break sponsored by IL DCEO



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TIME	LOCATION	DESCRIPTION
10:45 – 12:00pm	Gold Room (2nd Level)	Break-out Sessions: Building Energy Codes Energy efficiency requirements continue to increase and the U.S. DOE is requiring states to demonstrate 90% compliance with the IECC 2009 and ASHRAE 90.1-2007 by 2017. Panelists will review programs that will allow claimed savings for utilities and verify energy savings. <ul style="list-style-type: none">• Adam Cooper – IEE• Puja Vorha – National Grid• Brian Bishop – State of Iowa <i>Moderator: Bonnie Donnolly – MidAmerican</i>
	Crystal Room (3rd Level)	Successfully Marketing Energy Efficiency in the Midwest In the last ten years energy efficiency has taken a giant leap forward in the social consciousness of Midwest consumers and businesses. This panel will address how the marketing of efficiency in the current economy to both the consumer and B2B will shape the success of future program and policy initiatives in the Midwest. <ul style="list-style-type: none">• Nathan Baer – Staples Marketing• Jennifer Rivera – KEMA• Paul Campbell – Sears Holding Corporation <i>Moderator: Kevin Duffy – ICF International</i>
12:00pm		Close of Conference

Save the Date for the 2013 Midwest Energy Solutions Conference
January 15-18, 2013, Fairmont Hotel Chicago

MEEA GREENS THE CONFERENCE

SMART CHOICES

- Sustainable, locally produced and organic food selections, where possible
- Careful guarantees and food choices meant to reduce waste
- Bulk water containers and bulk food containers, wherever practical
- Potted plants for our award ceremony that live for years with proper care and help reduce carbon dioxide instead of cut flowers
- Printed items made with recycled stock with as much post-consumer material and vegetable-based inks, as possible, per application
- Conference notebooks made from post-consumer recycled paper and biodegradable pens
- Signage made from recyclable material and designed to be re-useable, wherever possible
- Badgeholders and inserts recycled and biodegradable

OUR VENUE

The Fairmont Hotel Chicago is committed to sustainable practices through four key components:

- Eco-Accommodation
- Eco-Cuisine,
- Eco-Service
- Eco-Programming.

A selection of practices include:

- Carbon Management (monitor, track, and report on our progress toward achieving significant CO2 reductions)
- Green Cuisine (local, organic, Fair Trade and sustainable food products wherever possible)
- Waste Management (reduce, reuse, recycle including innovative measures such as a micro-organism digester to minimize food waste disposal)
- Energy and Water Conservation (efficient lighting, water systems, cooling systems and plantings, plus biodegradable cleaning products)

The Fairmont Hotel Chicago has received the following awards:

- Green Seal Silver Certification
- Green Key Eco-Rating - 4 Green Key rating
- Illinois Hotel & Lodging Association “Stay Green” Program Member
- PLANET Environmental Improvement Distinction Award
- Fairmont Hotels & Resorts Environmental Hotel of the Year – Seedling Category