



February 26 – 28, 2020 | Chicago, IL

**Wednesday, February 26**

8:30am - 11:30am **Building Policy Workshop: Impacts Now and Going Forward**

8:00am - 5:00pm **Registration Open**

12:00pm - 7:30pm **Exhibit Hall Open**

1:00pm - 1:15pm **Welcome and Opening Remarks**  
Shawn White, Xcel Energy & MEEA Board Chair

1:15pm - 2:00pm **Keynote Speaker** Introduction by CLEAResult  
The Honorable Sally Talberg, Michigan Public Service Commission

2:00pm - 3:30pm **Plenary: Community Perspectives on Energy Efficiency**  
The Midwest includes a diverse range of customers spread across MEEA's 13-state region. What are the opportunities and challenges in program design and how do we engage stakeholders and develop partnerships in communities throughout the region? Learn from several local organizations on their energy efficiency needs, community barriers and opportunities and how utility programs, administrators and contractors can tailor offerings to meet local needs.

- James Carlton, People for Community Recovery
- Theresa Collins, Senior Services Plus, Inc.
- Naomi Davis, Blacks in Green
- Dana Gray, Tower Grove Neighborhoods Community Development Corp.
- Mary Ellen Guest, Chicago Bungalow Association
- Moderator: Theodora "Theo" Okiro, Future Energy Enterprises

3:30pm - 4:00pm **Break** Sponsored by AEP Ohio

4:00pm - 5:15pm **Break-Out Sessions and Workshop**

**A1: Increasing Access to EE through Partnerships**  
Under-resourced communities are an underserved sector, yet given their disproportionately high energy burden, these communities have the greatest need for energy efficiency. This panel focuses on partnerships that have successfully designed unique programs and implementation strategies in the low-income housing sector.

- David Becker, DTE Energy
- Katherine Elmore, Community Investment Corporation
- Uzma Noormohamed, ISEIF
- Louise Sharrow, Elevate Energy
- Moderator: E'Lois Thomas, Ph.D., SEEL, LLC

**A2 Workshop: Increasing Program Participation through Contractor Engagement**  
What is being done to attract people to the trades? How are utilities maintaining contractor participation? During this interactive workshop, attendees will learn about industry best practices and will take away meaningful engagement and workforce development strategies that are easily replicable.

## Wednesday, February 26 (cont.)

4:00pm - 5:15pm

### Break-Out Sessions and Workshop (cont.)

#### A3: Electrification: The Challenges and Opportunities for Energy Efficiency

Market factors and decarbonization pathways have led to significant interest in the electrification of heating, cooling and transportation sectors, among others. There are challenges that arise when electricity becomes the majority fuel source of these end-uses. This break-out will feature discussions on how to enable and leverage energy efficiency as a solution to potential challenges.

- Bridget French, VEIC
- Anthony Fryer, Minnesota Department of Commerce
- Kate Merson, E Source
- Moderator: Dan York, ACEEE

5:30pm - 6:00pm

### Opening Reception (Members Only)

6:00pm - 7:30pm

### Opening Reception (All Attendees) Sponsored by Ameren Illinois & DTE Energy

## Thursday, February 27

6:45am - 7:45am

### Yoga & Group Run

8:00am - 7:00pm

### Registration Open

8:00am - 4:30pm

### Exhibit Hall Open

8:00am - 8:45am

### Breakfast

8:45am - 9:00am

### Opening Remarks

Stacey Paradis, Executive Director, MEEA

9:00am - 9:15am

### Keynote Speaker

Alex Fitzsimmons, Deputy Assistant Secretary for Energy Efficiency, US Department of Energy

9:15am - 10:30am

### Plenary: How Can New Technology and Innovation Drive EE and Clean Energy?

Adoption of new technology will shape our energy future and play an integral part in meeting clean energy goals. How can the energy efficiency industry foster innovation and investment in the next generation of products and services and increase energy savings?

- Will Baker, Google Nest
- Molly Lunn, ComEd
- David Nemtzw, US Department of Energy
- Sean Nunes, CLEAResult
- Moderator: Paul Seidler, Clean Energy Trust

10:30am - 11:00am

### Break Sponsored by Nexant & SEEL, LLC

11:00am - 12:15pm

### Break-Out Sessions and Workshop

#### B1: Making the Case for On-Bill Financing

There are several financing mechanisms that help customers pay for larger EE upgrades. This panel will explore the differences and benefits between Pay As You Save® (PAYS®) and on-bill finance, address potential concerns and dive into solutions for these issues. Panelists will discuss the utility, regulatory and consumer perspectives for assessing a well-designed on-bill program.

- Andrew Linhares, Renew Missouri
- Tim Vagle, Holland Energy Fund
- Cate York, Citizens Utility Board of Illinois
- Moderator: Paul Schueller, Franklin Energy

#### B2 Workshop: How to Pursue Industrial Efficiency in a Changing Policy Environment

The Midwestern Industrial sector consumes 34% of our region's entire electricity load. This creates a huge potential for energy savings within this market, which is also constrained by industrial opt-outs and exemptions in many states. We will think strategically as key stakeholders across the region to drive industrial customers to address energy efficiency needs and overcome policy challenges.

## Thursday, February 27 (cont.)

11:00am - 12:15pm

### Break-Out Sessions and Workshop (cont.)

#### **B3: How Can Efficiency Drive Building Resiliency Initiatives?**

As extreme weather events become more prevalent, the built environment needs to evolve to withstand these new stresses. This discussion will highlight national and Midwestern policies and actions to improve resiliency in buildings.

- Rick Carter, LHB, Inc.
- Ryan Colker, International Code Council
- Cherylyn Kelley, Missouri Department of Natural Resources - Division of Energy
- Moderator: Brandon Renaud, Columbia Water & Light

12:15pm - 1:30pm

**Lunch** Sponsored by Nicor Gas Energy Efficiency Program

1:30pm - 2:45pm

### Break-Out Sessions and Workshop

#### **C1: We Are Building Tomorrow Today**

Buildings account for roughly 40% of energy consumption in the US. Given that most buildings today will be around for our great-grandchildren to live and work in, optimizing efficiency now is an urgent need of future generations. This panel will discuss how EE is the key to any optimization strategy, a new EE policy for existing buildings and how smart, efficient buildings can beneficially interact with the grid.

- Chioke Harris, NREL
- Chuck Murray, Washington State Department of Commerce, State Energy Office
- Lisa White, Passive House Institute US
- Moderator: Vinoth Kumar Sekar, Willdan

#### **C2 Workshop: When Optimus Prime Can't Do the Job: Key Characteristics of a Market Transformation Initiative**

Market transformation programs leverage market actors and can allow utilities to claim long-term energy savings. However, in order for MT programs to be successful, a well-documented business plan needs to be created. Learn the principles of market transformation and participate in an interactive exercise to identify these business plan components during this workshop.

#### **C3: The Modern Grid Needs Modern EE**

Utility-driven energy efficiency acting in isolation is so 20th Century. It's time for EE to catch up to the times and the emerging, market-driven smart grid of the 21st Century, utilizing available data. Utilities, buildings and customers need to interact with the grid and energy efficiency fits into this complex energy ecosystem.

- Avi Gopstein, National Institute of Standards and Technology
- Paul Wezner, Powerley
- McGee Young, Recurve
- Moderator: Brian File, Evergy

2:45pm - 3:15pm

**Break** Sponsored by Franklin Energy & North Shore Gas and Peoples Gas

3:15pm - 4:30pm

### Break-Out Sessions and Workshop

#### **D1: Breathe EEasy: Health and Energy Efficiency**

The interest in the relationship between health and energy efficiency grows among traditional and non-traditional stakeholders alike. This break-out will feature perspectives from these stakeholders, many of whom are on a joint mission to improve energy efficiency programs and health outcomes.

- Barbara Gottlieb, Physicians for Social Responsibility
- Cassandra Kubes, US EPA
- Catherine Lee, Green & Healthy Homes Initiative
- Moderator: Kristol Simms, Ameren Illinois

#### **D2 Workshop: Walk a Mile in Your Customer's Shoes**

In order to create effective programs that align with customer needs, utilities and business partners need to consider things from the customer perspective. Put yourself in the shoes of a specific customer segment to discuss how to drive customer engagement, explore what is needed to improve the customer experience and ensure we're reaching audiences properly.

## Thursday, February 27 (cont.)

3:15pm - 4:30pm

### Break-Out Sessions (cont.)

#### **D3: Planning for a Carbon-Free Future: EE as a Key Part of Clean Energy Goals**

As Midwest states consider 100% carbon-free policies, EE needs to be a key part of the plan. Setting aside the important components of transportation and renewables in any 100% policy, EE needs to be valued from a carbon-reduction perspective and demand response (DR) and EE need to be significantly ramped up to meet these goals.

- Jamie Fitzke, Minnesota Center for Energy and Environment
- Natalie Frick, Lawrence Berkeley National Laboratory
- Sarah Moskowitz, Citizens Utility Board of Illinois
- Moderator: Jolene Sheil, Public Service Commission of Wisconsin

5:30pm - 7:00pm

**MEEA Member Reception** Sponsored by ComEd & Xcel Energy

7:00pm - 9:00pm

**2020 Inspiring Efficiency Awards Dinner & Gala** Sponsored by Resource Innovations

## Friday, February 28

6:45am - 7:45am

**Yoga & Guided Run**

8:00am - 11:00am

**Registration**

8:00am - 11:00am

**Exhibit Hall Open**

8:00am - 8:45am

**Breakfast**

8:45am - 9:00am

#### **Opening Remarks**

Bill Angelos, Deputy Director, MEEA

9:00am - 10:30am

#### **Plenary: Clean Energy Goals: A Utility Perspective**

With several Midwest governors announcing ambitious 100% clean energy goals, it is often forgotten a number of Midwest utilities are already forging ahead with strong commitments to clean energy and changing their company's fuel generation mix. Join MEEA for an armchair discussion with utility leaders on their vision for a cleaner energy future, how they'll meet those goals and how energy efficiency is a key element.

- Chuck Caisley, Evergy
- Brett Carter, Xcel Energy
- Jennifer Montague, Northern Indiana Public Service Company
- Moderator: Stacey Paradis, MEEA

10:30am - 11:00am

**Break** Sponsored by Google & TRC

11:00am - 12:15pm

### Break-Out Sessions

#### **E1: Utility Research and Development Lightning Round**

Learn about the innovative R&D pilots and initiatives utilities in the Midwest are pursuing, as well as how utilities identify these emerging technologies and practices.

- Gary Cushman, Nicor Gas
- Steven LaBarge, ComEd
- Agnes Mrozowski, Ameren Illinois
- Lucas Roach, Xcel Energy
- Julie Volpe-Walker, AEP Ohio
- Moderator: Nick Mark, CenterPoint Energy

#### **E2: Ripe for Savings: The Energy Efficiency Opportunity with Indoor Agriculture**

As controlled environment agriculture becomes more prevalent, energy efficiency programs and policies will need to address the large energy use in these facilities. Given the expanding cannabis industry in the Midwest coupled with the energy intensity of the crop, cannabis energy efficiency programs can inform the way other crops are grown indoors.

- Nick Collins, ERS
- Derek Smith, Resource Innovation Institute
- Patrick Walters, Lansing Board of Water & Light
- Moderator: Leora Radetsky, DesignLights Consortium

12:15pm

**Close of Conference**