

BOSTON

May 3, 2010

Pre-conference Workshop
& Evening Reception

May 4-5, 2010

Conference Sessions

May 5-6, 2010

Post-conference Training
Course

AESP's Spring Conference & Expo Program Implementation and Marketing



Host Sponsor:  **COOPER** Power Systems



Host Utilities:

nationalgrid



**Conference
Program Sponsor:**



Conservation Services Group



AESP's Spring Conference & Expo Program Implementation and Marketing

Welcome

AESP welcomes you to its 6th Spring Conference! The next few days are packed with opportunities to **LEARN** from industry thought leaders, **CONNECT** with your peers, and **EXPERIENCE** the historical city of Boston.

We encourage you to take advantage of ALL the opportunities AESP's Spring Conference has to offer!

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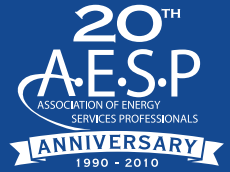
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It IS easy being green!

At each conference, AESP makes every effort to embrace as many “green” practices as possible. Our conference program is printed on recycled paper, plastic cups are starch-based and biodegradable, and the lanyards and registration bags are made from recycled materials. We discourage the use of plastic water bottles and include reusable water bottles in every registration bag.

In addition, we do our best to seek out venues that are ecologically conscious and environmentally friendly. The Boston Park Plaza & Towers is a leader in the hospitality industry and has robust recycling and conservation programs including:

- A bio-fuel converter allows the hotel to purchase the most efficient natural resources to provide energy to the hotel
- The hotel uses CFLs in all guest rooms
- Guests can participate in a linen/towel reuse program
- An energy management system detects when a guest room is vacant and turns off heating/air conditioning
- Bulk dispensers and reusable containers for beverages, food and condiments are used reducing the need for containers
- The laundry department has a water reuse system in which the water is used 3 times before being disposed
- The hotel has a paperless check-in and check-out policy





AESP's Spring Conference & Expo Program Implementation and Marketing

Boston rocks in the spring time!

Boston beckons with a kaleidoscope of activities. Relax at the birthplace of Cheers, ride on the famous Swan Boats in the Public Garden, or take an invigorating Duck Tour. Boston truly has something for everyone. Spend a little extra time and explore all this historic city has to offer!

Boston Commons

www.bostonusa.com - (617) 536-4100

Boston Duck Tours

www.bostonducktours.com - (617) 267-3825

New England Aquarium

www.neaq.org - (617) 973-5200

Boston Opera House

www.bostonoperahouseonline.com - (617) 259-3400

The Public Garden

www.swanboats.com - (617) 927-7444

The USS Constitution

www.usconstitutionmuseum.org - (617) 426-1812

Bull and Finch Pub, Birthplace to Cheers

www.cheersboston.com - (617) 227-9605

Freedom Trail

www.thefreedomtrail.org - (617) 357-8300



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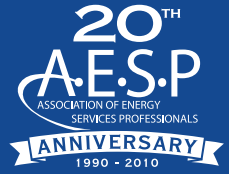
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Conference Agenda

Monday, May 3, 2010

7:30am – 6:00pm

Registration

Foyer

8:30am – 5:00pm

Full-day Pre-Conference Workshop (extra fee)

St. James Room

Overview of the Introduction to the Principles of Demand-Side Management (DSM)

This workshop provides an overview of important components of program design, implementation and evaluation and is designed for those new to the field of DSM and energy efficiency.

Trainer: M. Sami Khawaja, The Cadmus Group

5:30pm – 7:00pm

Opening Reception in Expo Hall

Arlington/Berkeley/Clarendon Room

Sponsored by: **CLEARResult**
Consulting

Expand your professional network in a relaxed and fun atmosphere! Be sure to play Expo Bingo and enter to win outstanding prizes to be raffled during Tuesday's evening reception!

Tuesday, May 4, 2010

7:30am – 5:30pm

Registration

Foyer

7:30am – 8:30am

Continental Breakfast in Expo Hall

Arlington/Berkeley/Clarendon Room

Sponsored by:  **Chartwell**
Facilitating Knowledge Exchange



AESP's Spring Conference & Expo Program Implementation and Marketing

8:30am – 10:00am

Plenary Session

Georgian Room

Welcome and Introductory Remarks

Meg Matt, President & CEO, AESP

Opening Remarks:

A Brief Look at Over 25 years of Energy Efficiency Programs

Speakers: Carol White, National Grid

Penni Conner, NSTAR Electric & Gas

National Grid and NSTAR have been offering energy efficiency programs for almost three decades. This joint keynote session will feature a brief look at the innovations, challenges, results and lessons learned in program design, implementation, marketing and communications.

Keynote Address:

Speaker: Sam Krasnow, Policy Advocate, Environment Northeast

ENE (Environment Northeast) is at the forefront of state, regional, and federal policy innovation for energy efficiency programs. This keynote session will explore policy innovations that are dramatically enhancing the ability of energy efficiency programs to break through historic savings levels and catalyze record-breaking efficiency investment needed to meet pressing climate and economic challenges.

10:00am – 10:30am

Networking & Refreshment Break in Expo Hall

Arlington/Berkeley/Clarendon Room

Sponsored by:



Visit with exhibitors and colleagues, get energized for the next sessions and play Expo Bingo!

10:30am - Noon

Conference Sessions

Session I: Program Design & Implementation

Georgian Room

Moderator: Katherine Johnson, Johnson Consulting Group

It Takes More than a Rebate to Move a Market

Speaker: Wayne Dobberpuhl, Arizona Public Service (APS)

When an energy efficiency incentive program is first implemented, much of the "low hanging fruit" is quickly harvested by account managers. (Continued on next page)

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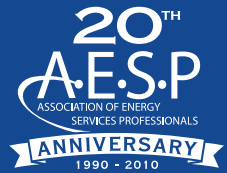
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To prevent a sharp drop in program uptake, APS developed an effective and responsive framework for expanding the Arizona market for energy efficiency. This accounts for shifts in participation rates from different segments (such as Key Accounts, New Construction, Small Business) and in raising general customer awareness and securing quality Trade Ally participation.

The Energy Performance Score

Speaker: Sean Penrith, Earth Advantage Institute

What if you could help your customers easily understand the impact of green building and home improvements on energy consumption and global warming? What if your state legislature is considering mandating an energy labeling program to motivate homeowners to make energy efficiency improvements? Learn how the Earth Advantage Institute, a non-profit green building resource, and the Energy Trust of Oregon have worked together to offer Energy Performance Score (EPS), a residential energy labeling program that is gaining widespread momentum. The speaker will discuss how the program has been implemented on a voluntary basis for new homes in Oregon. Sean will also share information on the 5,000-home pilot for existing residences in Seattle. Legislative results of these initiatives will also be released at the session.

Session I: Marketing & Communications

Stanbro Room

Moderator: Elizabeth Titus, NEEP

The Role of Market Research in the Program Design Process

Speaker: Brad Kates, Opinion Dynamics Corporation

What do you need to consider before designing and implementing your program? We have all heard the phrase, "If you build it, they will come." But that's not necessarily true when it comes to designing effective programs. This presentation will discuss what you should ask the consumer before you offer a new program.

Are your Residential Programs Achieving Real Savings?

Speaker: Pat Keegan, Ecos

A challenge for DSM programs is to incorporate the program design features and the monitoring and verification necessary to ensure that savings really happen without driving up costs too much. This presentation, aimed at DSM veterans and novices, includes examples of energy efficiency measures and the many problems that can diminish or eliminate energy savings. (Continued on next page)



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The reasons for savings not meeting program expectations are many, and may include quality problems such as poor installation of HVAC equipment or insulation. But less obvious possibilities include a lack of understanding of the baseline, inaccurate modeling or analysis, lack of training or quality control. This presentation takes the perspective of a program implementer, and is offered in the spirit of opening up more dialogue among all the parties involved in DSM, from design to the evaluation.

Noon – 1:30pm

Lunch in Expo Hall

Arlington/Berkeley/Clarendon Room

Sponsored by: 

Play expo Bingo and enter to win amazing prizes including \$250 gift cards to well known retailers.

1:30pm – 3:00pm

Conference Sessions

Session II: Joint Track

Georgian Room

Moderator: Harvey Michaels, MIT

Future Forward: MIT Student Panel

Panelists: Jacquelyn Dadakis, MIT Master's Candidate

Eric Mackres, MIT Master's Candidate

Joshua Sklarsky, MIT Master's Candidate

Hear from some future leaders in our industry!

Community-based approaches may address many of the common barriers to energy efficiency, including lack of trust, lack of transparency, and split incentives. At the same time, energy efficiency programs can improve their cost effectiveness and achieve greater social equity by leveraging the resources of community groups — such as non-profits, faith-based organizations, or trade associations.

MIT students and faculty are conducting research funded by the utility industry to consider new models that leverage the benefits of community-based resources to meet large and aggressive utility, state, and national energy efficiency policy objectives. In addition, methods of community-level mapping of energy data are being explored, with the objective of assessing the efficiency potential, supporting community goal setting, as well as providing ongoing feedback and evaluation.

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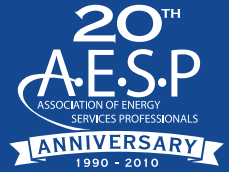
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3:00pm – 3:30pm

Break in Expo Hall

Arlington/Berkeley/Clarendon Room

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3:30pm – 5:00pm

Conference Sessions

Session III: Program Design & Implementation - Panel Discussion

Georgian Room

Moderator: Sue Nathan, Applied Energy Group

When Utilities Join Forces

Panelists: Ruth Kiselewich, Baltimore Gas & Electric

Mark Siegal, National Grid

Art Thayer, Michigan Electric Coop Association

Learn about the benefits of joining forces to achieve program goals and increase customer satisfaction. From integrating your gas and electric programs to working on marketing programs with other utilities, this session will feature case studies you won't want to miss!

Session III: Marketing & Communications

Stanbro Room

Moderator: Corey Diamond, Summerhill

Award-winning Marketing Communications Programs!

Hear what made these marketing and communications programs worthy of an AESP Energy award. Two of the award winners will present case studies on their successful program marketing campaigns.

Toronto Hydro-Electric System Limited's GET SMART TORONTO Program

Speaker: Catherine Parry, Toronto Hydro

In 2004, the province of Ontario announced that all homes would have a smart meter and be transitioned to time-of-use rates in 2010. Toronto Hydro-Electric System Limited (THESL) worked closely with multiple organizations to ensure consistency of messaging and alignment. Learn how THESL developed and implemented this award-winning program.



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Northwest Energy Efficiency Alliance's "Be an ENERGY STAR" Campaign
Speaker: Anne Brink, NEEA

Learn how NEEA used the "Be an ENERGY STAR" campaign to increase awareness for ENERGY STAR homes. Piloted in Portland, Oregon, this program provided an opportunity for in-depth consumer education and interaction with local green businesses. Innovative partnerships with Toyota Motor Company and Umpqua Bank will also be discussed.

5:30pm – 7:00pm **Reception in Expo Hall**
Arlington/Berkeley/Clarendon Room

Sponsored by: 

Last chance to Play Expo Bingo. Enter to win fantastic prizes such as \$250 gift cards to American Express, Dick's Sporting Goods, Best Buy, Pottery Barn, Home Depot and MORE! Winner must be present to win. Drop off your Bingo cards at the AESP table and the drawing will be held at 6:15 pm.

Raffle gifts sponsored by: 

Wednesday, May 5, 2010

7:30am - 2:30pm **Registration**
Foyer

7:30am – 8:30am **Continental Breakfast in Expo Hall**
Arlington/Berkeley/Clarendon Room

Sponsored by: 

8:30am – 10:00am **Conference Sessions**

Session IV: Program Design & Implementation
Georgian Room

Moderator: Dan Violette, Navigant Consulting

Energy Savings from Refrigerators: Still Plenty to be Had!

Speakers: Stephen Bickel, D&R International, Ltd

Hans Schreff, London Hydro

Sam Sirkin, JACO Environmental

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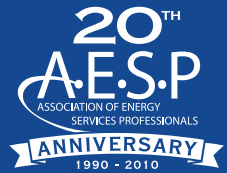
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The energy savings on refrigerators is still a key savings opportunity for utilities. This presentation will delve into the details including how to collaborate with retailers and trade allies - the pros and cons of recycling vs. retiring. It will also feature a case study of London Hydro's Chill Out Refrigerator Recycling Program.

Session IV: Marketing & Communications

Stanbro Room

Moderator: Bill Norton, Opinion Dynamics Corporation

Managing Marketing Effectiveness

Speaker: Ashlie Ossege, Duke Energy

This presentation gives an overview of the market analytics Duke uses to increase adoption rates of its energy programs. Examples will include lift models and individual targeting practices.

Integrating Social Media into Utility Program Marketing

Speaker: Robbie Whiting, DraftFCB

A marketing expert shows how you can grow and integrate social media presence into your program marketing plan.

Trends in Marketing Effectiveness & Analytics

Speaker: Patricia Thompson, Sageview Associates

Hear the latest trends in evaluating marketing and behavior initiatives. Specific examples will be shared from a variety of organizations.

10:00am – 10:30am

Break in Expo Hall

Arlington/Berkeley/Clarendon Room

Sponsored by: **J A C O**
Environmental

10:30am – 12:30pm

Conference Session

Session V: Joint Track

Georgian Room

Moderator: Kelly Mulder, WECC

Hear from four of the award winners from AESP's Energy Awards program.

Energy Trust of Oregon's New Homes Program

Speaker: Bob Stull, Portland Energy Conservation Inc.

Hear a case study of Energy Trust of Oregon's New Homes Program, a scaled performance-based program that leads design and construction toward net zero in a carbon constrained society.



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NEEP's DesignLights Consortium (DLC)

Speaker: Ed Schmidt, NEEP

Learn how the DesignLights Consortium is committed to raising awareness of the benefits of efficient lighting in commercial buildings.

Pacific Gas & Electric's Business and Consumer Electronics Program

Speaker: Maria Eansor, PG&E

Pacific Gas & Electric's (PG&E) Business and Consumer Electronics program currently features five energy efficient electronics measures including consumer televisions, consumer desktop computers and monitors, and business desktop computers and monitors. The speaker will discuss the details of this program.

ComEd's Energy Usage Data System (EUDS)

Speaker: Kevin Bricknell, ComEd

Hear a case study about ComEd's Energy Usage Data System. This enterprise Web application empowers customers to manage the end-to-end process of energy usage data requests.

12:30pm – 2:30pm

Lunch and Closing Plenary Session

Georgian Room

Lunch Sponsored by:



Moderator: Carol White, National Grid

Closing Keynote Address

Speaker: Philip Giudice, Commissioner, MA Dept. of Energy Resources

Commissioner Giudice will reflect on a wide variety of possible futures for energy efficiency – some optimistic, some not – including:

- Roles for government – states and federal
- Roles for private sector – utilities and others as well as non profits
- New technology and implementation of existing technologies

2:30pm

Conference Adjourns

2:45pm – 4:15pm

Something Special for Local Northeast AESP Members:

Lexington Room

In the true spirit of Spring in Boston, the Northeast Chapter will be hosting a baseball-themed networking meeting at the close of the conference. We invite you to join AESP NE Chapter members at 2:45pm at the Park Plaza Hotel for networking, refreshments fit for the 7th inning stretch and a chance to win two highly coveted tickets to see the Boston Red Sox play at Fenway Park.

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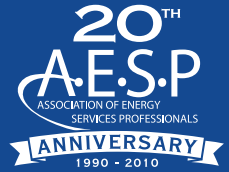
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2:45pm – 5:30pm

Post-conference Training Courses (extra fee)

Elements of Marketing Your Energy Efficiency Program

Cabot Room

This training is ideal for people seeking fresh and innovative ways to market their residential, low-income residential and/or C&I programs. Learn the power of creative messaging, using the appropriate marketing channels, selecting contractors and implementers, developing effective collateral, implementing social marketing, budgeting and much more.

Trainers: Carol Mulholland, The Cadmus Group

Patricia Thompson, Sageview Associates

Thursday, May 6, 2010

8:30am – 5:00pm

Post-conference Training Courses (continued)

Elements of Marketing Your Energy Efficiency Program

Cabot Room



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Exhibitors and Sponsors



ACLARA[®]
Aclara Technologies of ESCO

Aclara integrates advanced, proven AMI technologies to capture, analyze, and apply utility data to meet the demands of today – and tomorrow. There is no single AMI technology that addresses all the needs of utilities. That is why Aclara has integrated a complete suite of technologies from the leading advanced utility communications providers, all subsidiaries of ESCO Technologies Inc. (NYSE: ESE), to address these needs worldwide. This combined expertise defines thought leadership for the utility industry.

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Powering online energy efficiency programs at over 400 utilities, Apogee is the leading provider of Web applications aimed at achieving energy efficiency improvements among utility consumers. Whether it's smart grid customer communications, online energy audits, school-age educational content, or RESNET-accredited software, Apogee delivers accurate energy analysis and satisfying customer experiences.

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Applied Proactive Technologies, Inc. (APT) specializes in the design and delivery of retail based residential ENERGY STAR products programs. APT's understanding of the retail market provides our clients with the information and resources necessary to create a customized approach that is designed to deliver both increased sales and documented savings.

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Chartwell facilitates information exchange within the utility industry by researching, documenting and providing access to information about the customer-facing products, programs and services of North American utilities. With our research as the springboard, Chartwell offers conferences and other events where you will receive an interactive educational experience and unmatched networking opportunities.

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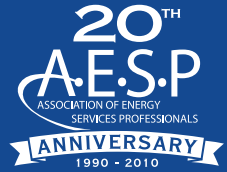
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CLEARResult
Consulting

CLEARResult is an energy efficiency consulting firm with expertise in utility program design, development, implementation, and evaluation. Our unique understanding of how markets act and react enables us to design and implement energy efficiency programs, peak reduction programs, and other efficiency and environmental programs that transform those markets and provide persistent, sustainable, and measurable results. We support our utility clients by developing cost-effective programs that target the residential, commercial, institutional and industrial sectors.

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Comverge is a leading provider of clean energy solutions that improve grid reliability and supply electric capacity on a more cost effective basis than conventional alternatives by reducing base load and peak load energy consumption.

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Conservation Services Group

Conservation Services Group, Inc. (CSG) began as a nonprofit in 1984 to design, develop, and deliver energy efficiency programs for utility companies, public housing authorities and agencies, and private customers. We promote energy efficiency, health and safety, building durability, comfort, clean energy, and environmental responsibility. Headquartered in Massachusetts, CSG has 20 offices serving 24 states.

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Cooper Power Systems Energy Automation Solutions (EAS) is a leading provider of Smart Grid solutions that improve productivity, system reliability, and energy efficiency. EAS is empowering the Smart Grid with innovative solutions for AMI/AMR, Demand Response/Load Management, Volt/VAR management, distributed generation, distribution feeder automation, substation automation, and grid reliability.

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Detectent is the leading provider of cutting edge Customer Intelligence Solutions that help utilities better understand their customer's energy end-usage points, drive effective customer messaging and maximize customer program participation and benefit. Detectent's offerings are scalable to any size of utility and apply to services for residential, commercial and industrial customers.

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E Source provides objective research, advisory, and information services to utilities and major energy users. By becoming an E Source member, you get access to the most comprehensive demand-side management (DSM) resource, covering essential program elements, best practices, analysis of technologies, and marketing tactics that will help you meet or exceed your program goals.

covering essential program elements, best practices, analysis of technologies, and marketing tactics that will help you meet or exceed your program goals.

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energyOrbit delivers a leading-edge, end-to-end energy efficiency/DSM program management platform.

Designed for rapid deployment and easy customization, it includes sophisticated calculators, robust reporting and analysis tools, and advanced communication/business process automation. energyOrbit seamlessly integrates comprehensive customer and trade ally relationship management (CRM) capabilities. This Web-based, Software-as-a-Service solution eliminates hardware/infrastructure costs. energyOrbit is a crmOrbit, Inc. product.

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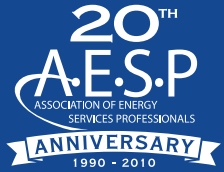
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EFI has been promoting and selling energy efficiency and renewable energy products for 28 years.

It also provides product and incentive fulfillment services to more than four dozen utility and other energy efficiency program administrators across the country. In the past decade EFI has shipped product to over 5,000,000 consumers and issued incentive checks totaling more than \$400 million.

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EnerNOC unlocks the full value of energy management for our utility and commercial, institutional, and industrial (C&I) customers by reducing real-time demand for electricity, increasing energy efficiency, improving energy supply transparency in competitive markets, and mitigating emissions.

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Experience. Delivery. Results.

Franklin Energy Services designs and implements turnkey energy efficiency programs that have delivered results since 1994. The firm excels at remaining an unbiased third party implementer, that does not sell services or products to end-use customers and engages market allies in program delivery. Highly experienced managers, with more than 20 years in the energy efficiency industry, mentor new hires through a training program to meet the industry's growth.

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Geavista Group designs, implements, and administers energy efficiency initiatives for electric utilities and government agencies. We redefine success by combining traditional business consulting services with creative marketing and demand side management strategies. Geavista Group's expert consultants bring over 25 years collective experience to every engagement delivering customized solutions and verifiable results.

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GoodCents develops and manages advanced metering, demand response, smart grid, and energy efficiency programs providing research and data analysis to all size utilities. We offer a full range of professional program services, including program design, marketing, customer recruitment, implementation, program evaluation, and long-term customer care –creating a total turnkey business solution.

GoodCents develops and manages advanced metering, demand response, smart grid, and energy efficiency programs providing research and data analysis to all

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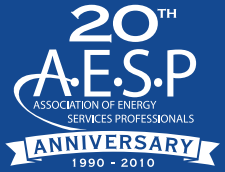
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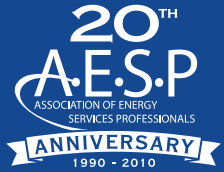
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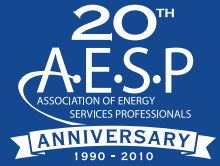


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