



## **Solve Challenges in Security, Customer Engagement, and Financing that Redefine the Utility's New Role in the Home**

“The HAN market could be as large as \$3 billion annually within the next three years. The key to reaching this potential will be to provide the capabilities utilities need while also giving a compelling reason for consumers to want these things in their homes.”

– Jesse Berst, *Smart Grid News*

### **WHAT IS A HOME AREA NETWORK?**

**A home area network (HAN)** is a residential local area network. It is used for communication between digital devices typically deployed in the home, usually a small number of personal computers and accessories, such as printers and mobile computing devices. An important function is the sharing of Internet access, often a broadband service through a cable tv or Digital Subscriber Line (DSL) provider.

### **WHY SHOULD I ATTEND?**

Utilities face challenges – around security, customer installation, care and maintenance of devices, around understanding the utility's role in the home. This conference discusses the positioning of Home Area Network technology. The technology has been around for 40 years, but it has changed remarkably in the last five years, as has technology for the home. How do we leverage this technology to solve our challenges? How do we justify HAN programs? How do we finance them? Attend this conference to learn from technology providers, utility experiences and thought leaders on how Home Area Networks could transform our industry.

### WHO SHOULD ATTEND?

This conference has been designed specifically for Vice Presidents, Directors, Managers, Supervisors and Specialists from Utilities involved in:

- Demand Response
- Energy Efficiency
- T&D
- Customer Service
- Marketing
- Program Management
- Community Relations

### TOPIC BACKGROUND

**A home energy monitor** provides prompt, convenient feedback on electrical or other energy use. Devices may also display cost of energy used, and estimates of greenhouse gas emissions. Various studies have shown a reduction in home energy use of 4-15% through use of home energy display. Electricity use may be measured with an inductive clamp placed around the electric main, via the electric meter (either through an optical port, or by sensing the meters actions), by communicating with a smart meter, or by direct connection to the electrical system.

New developments allow you to create an ongoing dialogue with customers through regular communications and positive reinforcement. The utility can not only analyze the customer's energy use but also can communicate energy-use progress reports on a regular basis. Outbound messaging can also be activated when needed.

With increasing investments in smart meters and the smart grid, these systems have the capability of integrating AMI/MDM data from multiple vendor sources. Progress reports can be provided online and by mail, and outbound messaging can be Web-based and/or SMS text-based for maximum reach. When integrated with the billing process for either print or online presentment, the utility can communicate to the customer valuable information to increase the understanding of energy use, its drivers, how to save, and comparisons to standards in their area.

### OVERVIEW

Attend this conference to learn how these systems work and how their use can help utilities solve challenges with security, customer service, financing and understand the utility's new role in the home.

## CONFERENCE SESSIONS:

Thursday 8:30am-5:00pm, and Friday 8:30am-12:00 Noon, June 10-11

### Conference Chair:

#### **Craig Boice, President, Boice Dunham Group**

*Craig Boice is President, of the Boice Dunham Group (BDG), a business development consultancy he co-founded in 1983. Craig has helped many leading utilities design marketing strategies for consumer, business, and institutional markets. He is currently assisting several of the nation's largest utilities build their green power programs. Mr. Boice aided the nation's largest mass-market launch of an energy conservation program, and he's also helped build breakout businesses in breakfast cereals, banking, spas, fish, real estate, software, and telecommunications. His energy industry work spans investments in generation, transmission, distribution, and retailing.*



### **Balance Interests of Customers, Utilities and a Software Giant**



Seattle City Light was one of four utility launch partners that worked with Microsoft to deliver a free online energy conservation application, Microsoft Hohm. City Light was the first utility to provide customers with the opportunity to directly feed their energy consumption data into the application. The application remains in Beta format, but Microsoft has already reached an agreement with Ford to connect Hohm with electric and plug-in hybrid vehicles. While the project has gained international attention, it also represents a delicate balancing act involving the interests of customers, the utilities and the software giant. This presentation features Seattle City Light's experience with the Microsoft Hohm, insights on lessons learned, and plans for the future.

### **Scott Thomsen, Senior Strategic Advisor, Communications & Public Affairs, Seattle City Light**



*Scott Thomsen is a senior strategic advisor in Communications & Public Affairs at Seattle City Light, where he leads the external communications team, including media relations, blogs and social networking. Before joining the utility in 2007, he spent 20 years as a reporter and editor for a variety of news organizations, including The Associated Press and The Orange County Register. He is an excellent communicator and troubleshooter.*

### **Smart Grid to Smart Home — Technology, Legislation and Consumer Demand**



Energy management represents the intersection of the smart grid and the connected home environment. This discussion covers the recent developments in technology, legislation, and consumer demand that

are influencing the direction of this emerging market. This presentation examines:

- Consumer behavior models
- Key problem areas in home-area-network (HAN) deployments
- Strategies for marketing energy management for consumers
- The cost-savings and effectiveness of home energy automation routines
- Business models that work

### **Jim Hunter, CTO, 4Home**

*Mr. Hunter has been active in the home control and HAN space for over 20 years, focusing on the networking and control technologies that are driving the evolution and viability of new broadband services, especially energy management. He was a founder of 4Home and currently serves as the company's Chief Architect & CTO. His vision has guided the 4Home team as they have created the next generation home control services platform. Prior to founding 4Home, Mr. Hunter founded Premise Systems in 1997. Premise was an early pioneer in network-based digital home software, and was the first IP based open architecture home control system. He is regarded as an industry fellow and outspoken technical evangelist and holds several patents in the field of user interface and home control networks. He actively participates in standards bodies, and represents 4Home in CEA, Cablelabs, HANA and Lonmark working groups.*



### **Building Smart Systems with Advanced Meters**



Smart Grid offers multiple benefits and includes various stakeholders. Learn how United Illuminating partnered with its customers and technology solution providers, its lessons learned, and it was able to:

- Implement mandatory time of use rates
- Shift on-peak time period
- Implement net metering
- Support adaptable and flexible rate and energy management options
- Avoid 87,000 meter site visits which resulted in avoiding \$4 million in costs

### **Joseph Thomas, Vice President, Client Fulfillment, United Illuminating**



*Mr. Thomas, has been an employee of the United Illuminating Company, an Investor owned Electric Utility based in New Haven, Connecticut, since 1985. He has developed considerable expertise in various aspects of the electric utility business including Transmission and Distribution construction, operations / maintenance and Revenue Cycle Services which includes metering, billing, collections and call center activities. These skills couple with his overall business experience has established a strong foundation to integrate technology, employees and process.*

## Help Customers Manage Energy Usage While Promoting Innovative Offerings



Wisconsin Public Service is conducting community pilot programs using Home Energy Displays, Smart thermostat and Google PowerMeter. The pilot communities will range from 1,000-10,000 customers. This presentation discusses the goals of the pilot program

and current status of community one, which include:

- Helping customers manage their energy usage
- Promote current and new innovative offerings
- Improve communication by providing customer education
- Devices selected in community one
- Customer involvement
- What lies ahead in community two and three

### **Brian C. Teddy, PE, Manager - Advanced Metering Infrastructure, Wisconsin Public Service**

*Brian Teddy is the Manager of Advanced Metering Infrastructure for Wisconsin Public Service with over 10 years of utility experience. In this role Brian is responsible for both gas and electric metering, the department is responsible for maintaining and managing all gas and electric meters and AMI devices. He attended Michigan Tech University where he completed his Bachelor of Science in Electrical Engineering. Brian is also registered Professional Engineer.*



### **Consumer-Friendly Approach to Energy Management**

Between energy management and connectivity to AMI Infrastructure, protocols to communicate and consumer focused “demand response” solution in the home, this session features:

- General picture of the new Ingersoll Rand Connected Home business unit
- Current technologies and connectivity of devices with Schlage LiNK solution
- Current market presence, growth rate, penetration into business channel, and demand creation activities with strategic alliances (i.e. GE, RIM, Apple, etc.)
- Consumer friendly approach to energy management, consumer awareness, energy conservation, utility partnerships, and Ingersoll Rand’s value proposition to the market and leading partners

### **Brett Worthington – Ingersoll Rand Residential Solutions**

*Brett is the Director of Business Development at Ingersoll Rand Residential Solutions with responsibility for global business development, channel management, and strategic alliances within the “Connected Home” business unit that was launched within Ingersoll Rand in May of 2009. The business focus is driving home automation, energy management, and connectivity to the home for*

*all consumers and driving emerging devices and technology within the solution platform. In his current role, Brett develops new streams of revenue for the business and penetration of the Schlage LiNK solution with consumers with market leading brands of Schlage, Trane, and American Standard.*

### **Customer Energy Network Enables Google PowerMeter and More**



Non-utility companies are entering the energy management arena to provide information and tools to customers to educate and help them manage their energy use. These companies rely on the utility for the information needed by customers to effectively manage their energy use. Utilities have the customer information these companies need to be effective. Hear how SDG&E developed a customer energy network (CEN) to provide customer Smart Meter information to third parties, beginning with Google's PowerMeter. This presentation addresses how CEN was developed and how it works, the issues around customer security, the Google PowerMeter, beta testing and customers' reactions, launch of the system and troubleshooting.

### **Sandra Baule, Home Area Network Strategy & Integration Manager, Smart Meter Program, San Diego Gas & Electric**

*Sandra is the Home Area Network Strategy and Integration manager at San Diego Gas & Electric. She is responsible for leading all facets of the business planning and implementation aimed at leveraging the home area network for customer value and company benefits. Sandra is also involved in ensuring alignment of all customer offerings that depend on, or impact, the smart meter project, this includes online presentment, dynamic pricing, technology pilots and the customer experience. Sandra has been with SDG&E since 2001 and has held various positions in communications, program management for both energy efficiency and demand response and market planning and analysis. Prior to joining SDG&E, Sandra worked at various advertising and direct response agencies in Chicago. Sandra has an MBA with an emphasis in marketing.*



### **Smart Customers – But How Much Do They Want to Know About Their Energy Use?**

The energy feedback/home automation market is abuzz with new technologies, devices, and companies, all touting the wondrous benefits of real-time access to more information. Customers aren't banging down our doors letting us know they want to get up close and personal with their energy use. In this engaging presentation, we review what we know about customers and energy feedback, look at some of the more creative and forward-looking devices, and discuss how the utility might fit into the emerging home automation markets.

- What do we know about what customers want?
- What are the newest kinds of feedback devices?
- Will the utility be a central part of the chain, or watching from the sidelines?

- Will home automation result in large energy or demand reductions?
- What can we learn from behavior change research?

**Lynn Fryer Stein, Senior Advisor, E Source**

*As Senior Advisor at E SOURCE, Lynn provides strategic direction to a number of E SOURCE services in the efficiency and technology areas. Lynn joined E SOURCE in 1994, and since then has researched a wide range of topics including HVAC systems, magnetic water treatment, commissioning, DSM and DR programs and technologies, and energy information services. Prior to joining E SOURCE, Lynn designed and evaluated DSM programs for the utilities formerly known as New England Electric and Boston Edison. She also oversaw revisions to the energy portion of the Massachusetts Building Code, while working at the Massachusetts Executive Office of Energy Resources and developed and performed building simulations as a consultant at The Fleming Group. Lynn holds an M.S. in Building Energy Engineering from the University of Colorado and a B.A. in Art History and a B.S. in Engineering from Swarthmore College.*



**ADDITIONAL SPEAKERS:**

**Susan Gunn, Energy Efficiency Account Executive, Consolidated Edison Company of New York**



*Susan is an Account Executive in the Energy Efficiency Department at Consolidated Edison Company of New York. In her role, Susan supports the hospital industry, as well as the marketing of Con Edison's energy efficiency and demand response programs. In addition, she has spent the last three years as the company's liaison to datacenter efficiency. Susan is also part of the Energy Efficiency Department's smart technology team, responsible for the implementation of Home Area Network (HAN) technologies in Con Edison's smart grid pilot. Susan has an in depth understanding of the various HAN technologies on the market, as well as direct project management experience with implementing these technologies. She oversees Energy Hub, a HAN vendor in Con Edison's smart grid pilot. Prior to Con Edison, Susan worked for the Electric Power Research Institute (EPRI), promoting their Health Care Initiative and later supporting the Northeast Sales Division. Susan co-chairs the Manhattan Chamber of Commerce Green Energy Committee and is a member of the New York Energy and Economics Association.*



**Seth Frader-Thompson, CEO, EnergyHub**

*Entrepreneur and inventor Seth Frader-Thompson founded EnergyHub in 2007 with a simple mission, to develop a pioneering device that would let consumers know exactly how much power they are using, and how much it is costing, in real time. Named a "Best Invention of 2009" by Time Magazine, the EnergyHub system is currently in trials with US utilities and will be available direct to consumers in early 2010. The EnergyHub has been featured on CNN, The Today Show, Engadget, and in an exhibition at the Museum of the City of New York. As CEO, Seth is responsible for the vision,*



*strategy and leadership of EnergyHub. Prior to this venture, Seth Frader-Thompson served in leadership and technical roles at Honeybee Robotics, a New York-based company that builds electromechanical systems for NASA's Mars missions and the Department of Defense. Seth holds an MS in Mechanical Engineering from the University of Colorado.*

### **Optional Pre-Conference Workshop: \$500**

### **Viral Marketing: How to Create a Customer Recruitment Epidemic**

*Wednesday, June 9, 6-9pm Dinner is served*

Today's utility program marketers are faced with higher kWh/kW goals than ever, but expected to achieve them with lower budgets and smaller staff. This workshop explains how to leverage budgets, external stakeholders, and social media to accelerate recruitments and cost-effectively exceed program goals.

This lively, practical workshop experience teaches the best ways to integrate traditional marketing strategies with the enormous acceleration power of innovation diffusion and social media. Learn how to create groundswells of endorsement and opinion leadership that can help you bust right through your program goals and create market transformation. Take away blueprints for building silo-busting corporate promotion teams that get everyone kudos.

By attending this workshop, participants benefit by learning how to:

- Receive real time customer feedback that can help you modify program design and marketing for maximum effectiveness
- Get endorsements and participation from a variety of target groups favored by top management and regulators
- Build networks and conversations with customers who will look for your next offering
- Reallocate marketing dollars typically spent on large advertising buys

### **Christine Geltz, President, Geltz Communications, Inc.**



*Christine Geltz has 26 years of experience in marketing communications management. Since founding Geltz Communications, Inc. in 1990, she has developed a wide range of award-winning energy efficiency and demand response marketing strategies and tools for investor-owned and municipal utilities throughout the western United States as well as for other private energy and water-related companies. She has also provided industry leadership in developing communication and marketing tools and professional development, notably as a national board*

*member for the Association of Energy Services Professionals and the Association of Professional Energy Managers. In addition, she is a charter member of the Council on Women in Energy and Environmental Leadership of the Energy Services Marketing Society, Association of Energy Engineers. She is a sought-after speaker and author on her research interest: using the diffusion of innovations theory to create cost-effective, culture-changing energy efficiency, demand response, and sustainability marketing strategies.*

### **CONFERENCE LOCATION:**

A block of rooms has been reserved at the Hilton Garden Inn Downtown Chicago North, 10 E. Grand Avenue, Chicago, IL 60611, for the nights of June 8-11, 2010. Room rates are \$149 for single and double occupancy. Please call (312) 595-0000 for reservations and mention the Conferences Connect conference to get the group rate. Make your reservations prior to May 21, 2010. A limited number of rooms are available at the conference rate, so please book early. For more information, please visit:

<http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml;jsessionid=J40LM4YFLW5XWCSGBJT3MQQ?ctyhocn=CHIDNGI>

**Conference: \$1195**

*Thursday 8:30 am-5:00 pm & Friday 8:30 am-12 Noon, June 10-11, 2010*

**Optional Pre-Conference Dinner Workshop: \$500**

*Viral Marketing: How to Create a Customer Recruitment Epidemic*

*Wednesday, June 9, 6-9pm*

### **SPONSORSHIP AND EXHIBIT OPPORTUNITIES**

Do you provide Home Area Network Solutions? Join Conferences Connect in showcasing your products and services to utility decision makers and influencers.

**Conferences Connect's 3<sup>rd</sup> Annual Home Area Networks** conference offers you excellent exposure to maximize your 2010 marketing dollars through these sponsorship opportunities:

- Program Sponsorship
- Networking Reception Host
- Luncheon Host
- Breakfast Host
- Networking Break Host
- Table Top Exhibits
- Lanyard Sponsorship

If you are interested in sponsorship or exhibit opportunities, please contact Ashley Baptiste at (610) 325-4830 or via email at [Ashley@ConferencesConnect.com](mailto:Ashley@ConferencesConnect.com)

For more information on this event, please visit: [www.conferencesconnect.com](http://www.conferencesconnect.com)