



EUCI Presents a Conference on:

# Demand Response and Energy Efficiency

June 24 – 25, 2008

## CONTRIBUTIONS FROM:

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 AVISTA UTILITIES  
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The Westin San Diego Downtown  
San Diego, California



### PLATINUM SPONSOR



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### EXHIBITOR



Pre-Conference  
Workshop:

**Understanding  
Demand  
Response  
Programs**

June 23, 2008

Dinner  
Workshop:

**EE Program  
Startup: What's  
Quick – What  
Takes Time**

June 24, 2008



June 24 – 25, 2008

## OVERVIEW

With all the talk about increasing prices in oil, coal, and natural gas - and the added investment expense of renewables - utilities across North America are turning to effective demand response and energy efficiency programs. Some within the utility industry argue that using demand response and energy efficiency, with a tactical investment in renewables, could help mitigate building costly plants. With the increase in construction costs and the fall of the US dollar, many analysts note the benefit of maximizing current load. Interestingly enough, recent studies have shown a positive response from consumers of energy efficiency programs. This specific relationship could go a long way toward support for future projects, and coupled with intelligent demand response initiatives, can effectively manage your energy systems for years to come.

Attend the strongest demand response and energy efficiency conference in the nation and hear valuable insights from utilities across the country. Inquire about specific case studies and learn first-hand results of different pilot programs and their effectiveness. Draw contrasting advice and decide for yourself the best path to follow. Keynote speakers, live web-cam load shaving, case studies, novel programs, and a panel debate are only some of the great reasons to attend and network at this year's Demand Response and Energy Efficiency National Summit.

## WHO SHOULD ATTEND

This event is designed for those within utilities who work with demand response, energy efficiency, and renewables. This is a must-attend for new business development, middle and upper management, decision makers, and marketing personnel.

## TESTIMONIALS

"The quality of speakers and diversity was very valuable."  
- Portland General Electric

"The conference had the best subject matter from experts discussing results through recent case studies."  
- PSE&G

# Demand Response and Energy Efficiency

June 24 – 25, 2008



## Program Agenda

### Day 1 Tuesday, June 24, 2008

- 7:30 – 8:00 a.m. Registration and Continental Breakfast**
- 8:00 – 8:15 a.m. Opening remarks from the chair**  
*Charles Parsons, CANNON TECHNOLOGIES/ COOPER POWER SYSTEMS*
- 8:15 – 8:50 a.m. Load Management Standards and Demand Response in California**  
*Jackalyne Pfannenstiel, Chairman CALIFORNIA ENERGY COMMISSION*
- California demand response vision and goals
  - Current context for demand response in CA
    - Automated metering infrastructure rollout
    - Dynamic rates development
    - Enabling technologies status
  - Load management standards
    - History
    - Utility program scope
    - Statewide direction
    - Progress to date
- 8:50 - 9:25 a.m. Understanding the Demand Response Marketplace**  
*Dan Merilatt, Manager Demand Response Programs CANNON TECHNOLOGIES/ COOPER POWER SYSTEMS*
- DR definition & potential
  - DR markets
  - Cannon DR Solutions
  - Targeted end uses for DR
  - Case study: Residential AC load control
  - Marketing DR: Points to heed
- 9:25 - 10:00 a.m. Analysis of Utilities: What is the Impact?**  
*Patrick Ronnings, Demand Response Product Portfolio Manager XCEL ENERGY*
- Overview of program
    - Residential
    - Small commercial
    - C&I
    - Retrofit strategy
    - Economics
  - Marketing
  - Smart cycle
  - Technologies
  - Lessons learned and the future
- 10:00 – 10:30 a.m. Networking Break**

Keynote  
Presentation

Analysis Of  
Demand Response  
Programs

### About EUCI

EUCI is a leading provider of conferences, seminars, workshops and courses designed exclusively for the energy industry. We seek to create a forum for professional communication and exchange knowledge and ideas among energy industry professionals and others interested in the industry.

Join the thousands of others who have attended our events since 1987 and see why they keep coming back.

Agenda Continued on Next Page

# Demand Response and Energy Efficiency

June 24 – 25, 2008

## Program Agenda



### Day 1 Tuesday, June 24, 2008 (Continued)

**10:30 – 11:05 a.m. Evaluating Success Rates in Your Demand Response Programs**  
*Alison Silverstein, CEO, ALISON SILVERSTEIN CONSULTANTS*

- Who is defining success and how?
- Obvious and non-obvious goals
- Where do we go from here?
- The long-term roles for demand response

**11:05 – 11:40 a.m. Avista Utilities Pilot Program**  
*Bruce Folsom, Senior Manager—Demand Side Management*  
*AVISTA UTILITIES*

- The Pacific Northwest has historically been a leader in energy efficiency, but due to economics, is relatively new to demand response. Avista was the first utility to implement a distribution surcharge (system benefit charge) for energy efficiency in 1995
- Avista's nationally recognized energy efficiency programs provide a financial incentive for any cost-effective electric and natural gas efficiency measure with a simple payback of over one year
- Pilot programs provide for learnings when broad-scale implementation may be problematic from an operational, regulatory, or economic perspective. Several Avista pilots have progressed to system-wide (as well as regional and national) implementation
- Avista is operating a demand response pilot in portions of its Idaho service territory to test customer acceptance, interface with its utility system (communications backhaul, etc.), and cost-effectiveness. Interestingly, this pilot is not intended to test technology because these findings are in
- Avista's demand response pilot is testing several different end-use equipment applications on selected feeders
- Avista is also configuring this pilot to examine utility efficiency improvements on its side of the customer meter (on these feeders) in a dynamic and iterative process to assure that the correct efficiency modifications are considered in a systemic manner

**11:40 a.m. – 12:15 p.m. Effective Program Implementation – Residential Load Control**  
*Masoud Almassi, Manager, Conservation and Demand Management*  
*HYDRO ONE*

- Outsourcing – Why & how
- Turnkey services vs. internal coordination
- Interdependency of promotion, enrollment, and field installation
- Call center – Dedicated and specialized
- Operational trade-offs:
  - Enrollment vs. backlog
  - Installation pace vs. customer satisfaction
  - Cool technologies vs. reliable devices
  - Utility vs. customer focus
- Homeowners make it all possible

### Sponsorship Opportunities

Do you want to meet this powerful audience to drive new business?

For sponsors and exhibitors, this means an unparalleled opportunity to raise your profile before a manageable group of executives who make the key purchasing decisions for their businesses.

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- Networking Break Host
- Luncheon Host
- Table Top Exhibits
- Breakfast Host

Case Study

Agenda Continued on Next Page

# Demand Response and Energy Efficiency

June 24 – 25, 2008



## Program Agenda

### Day 1 Tuesday, June 24, 2008 (Continued)

- 12:15 – 1:15 p.m. Group Luncheon**
- 1:15 – 1:50 p.m. Innovations in Demand Response Programs: Maximizing Commercial and Industrial Participation**  
*Christie Rewey, Senior Research Associate, E SOURCE*
- Overview of innovative programs
  - Strategies for attracting C&I customers
  - New features that improve the customer experience
  - Results thus far
- 1:50 – 2:25 p.m. Demand Side Management (DSM) Using Cool Control Plus for Motels/Hotels**  
*Paul Notti, West Sales Leader, HONEYWELL UTILITY SOLUTIONS*  
*Jill Marver, Senior Program Manager, Customer Energy Efficiency*  
*PACIFIC GAS AND ELECTRIC COMPANY*
- A breakdown of cost effective energy conservation programs for economy hotels
  - The partnership between PG&E and Honeywell
  - What are the inherent market challenges from small commercial customers?
  - Discussion of customer centric operations
  - Detailing the high participation rate (70%) of eligible customers
- 2:25 – 2:55 p.m. Networking Break**
- 2:55 – 3:30 p.m. Overview of Response Program and Current Results for Alliant Energy**  
*Julie Blackwell, Product Manager, Demand Response Programs*  
*ALLIANT ENERGY*  
*David Reim, Tech Resources, QUESTLINE*
- Program details: Spending, territory, and curtailable load
  - Program design: Compare and contrast, credits, event notification, penalties, MISO
  - Administration: Departments, managing program data, tracking, customer contacts
  - Marketing: Current issues and concerns with question from customers
  - Regulatory relations: Our regulatory obligations, removal from DSM and WI
  - Benefits: In-depth look at benefits for Alliant, the customer, and the community
- 3:30 – 4:05 p.m. Follow-up on Austin Energy's Demand Response Programs**  
*Steve Saenz, Program Manager, Demand Response Program*  
*AUSTIN ENERGY*
- Review of existing DR programs offered by Austin Energy
  - Residential DR
  - Commercial DR
  - Program changes
  - Austin Energy - Planning for the future

Case Study

### About Our Platinum Sponsor



The Cooper Power Systems Energy Automation Solutions group offers comprehensive automation solutions that extend from the meter to the control room, enabling the smart grid today. The portfolio includes intelligent products tied together with Cooper's acquisitions of Cannon Technologies' Yukon® Advanced Energy Services Platform and Cybectec's Enterprise Gateway.

As North American utilities' number one choice for demand response, Cannon has become the trusted leader for clean energy management solutions. Our technology offers the opportunity to run time of use, critical peak pricing and energy buyback programs. This flexibility ensures each utility's needs are met through customized programs that include flexible communication systems and agile devices. All devices include the ExpressCom® protocol which provides advanced addressing and feature rich options while minimizing cost.

For more information, please visit our Web site [www.cannontech.com](http://www.cannontech.com) or call 1-800-827-7966.

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# Demand Response and Energy Efficiency

June 24 – 25, 2008

## Program Agenda



### Day 1 Tuesday, June 24, 2008 (Continued)

Novel DR Program

4:05 – 4:40 p.m.

#### Smaller Commercial Customers: Demand Response Program

Steve Moss, Director of San Francisco Community Power  
SAN FRANCISCO POWER

- Commercial class customers are responsible for 37% of California's energy consumption, yet have historically been neglected when it comes to efficiency and demand-response programs
- SF Power piloted a demand-response program focusing on less than 200 kilowatt (kW) commercial class customers
- Pilot results indicate that these customers can effectively participate in demand response programs, even absent technology
- Results also suggest that demand response participation can lead to lasting energy conservation
- Excluding metering costs, the pilot program's benefits significantly exceeded its costs from a societal perspective

4:40 – 5:15 p.m.

#### Integrating Energy Efficiency and Demand Response Technology: The Reemergence of DSM

Mark Martinez, Manager, Demand Response Programs  
SOUTHERN CALIFORNIA EDISON

- Utilizing high efficiency
- New controls
- Policies vs. technology

5:15 – 5:20 p.m.

#### Closing remarks from the chair

5:20 – 6:20 p.m.

#### Networking Reception

### Day 2 Wednesday, June 25, 2008

7:30 – 8:00 a.m.

#### Continental Breakfast

8:00 – 8:15 a.m.

#### Opening remarks from the chair

Ben Taube, SOUTHEAST ENERGY EFFICIENCY ALLIANCE

8:15 – 8:50 a.m.

#### Energy Efficiency – A New Perspective: What are the Benefits, Costs, and Concerns?

Ben Taube, Executive Director  
SOUTHEAST ENERGY EFFICIENCY ALLIANCE

- Regulatory drives for energy efficiency investment
- Carbon and energy efficiency
- Costs of energy efficiency
- Benefits of energy efficiency
- Economics and potential of energy efficiency

Keynote Presentation

### About Our Gold Sponsor



Comverge, Inc. is a leading CLEAN ENERGY company providing innovative solutions to peak challenges through Demand Response. With over 500 US utility clients and 4.5 million devices installed, Comverge "smart megawatts" technology is widespread and in use across the nation. Our "pay-for-performance" programs provide capacity that can reduce emissions, eliminate line losses, increase reliability, and defer generation & transmission acquisition. Find out more at [www.comverge.com](http://www.comverge.com) or call 888.565.5525.

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# Demand Response and Energy Efficiency

June 24 – 25, 2008

## Program Agenda

### Day2 Wednesday, June 25, 2008 (Continued)

8:50 – 9:25 a.m.

#### Integrated Lighting System and Demand Response

Steve Heins, VP of Government Affairs and Communication  
ORION ENERGY SYSTEMS

- High-efficiency lighting
- Solar light pipe
- Ambient light sensor
- Energy management system
- Demand response component
- Integrated system

9:25 – 10:00 a.m.

#### Energy Efficiency (EE) and Emissions Trading

Steve Heins, VP of Government Affairs and Communication  
ORION ENERGY SYSTEMS

- EE reduces emissions
- EE largest single opportunity for emission reductions
- Measurement and verification requirements
- Emission trading protocol for energy efficiency
- Where will EE's emissions trade?
- Who will buy EE's emission credits?

10:00 – 10:30 a.m.

#### Networking break

10:30 – 11:30 a.m.

#### Combine Renewable Energy, Demand Response, and Energy Efficiency to Maximize Load

*A selection of the day's speakers*

- Discussion of clear roles for the trio
- Scalability: How to best develop each
- Potential results of EE programs if nationally implemented
- Reliability of renewables
- Correlating all three for your portfolio
- Questions and discussion

Panel Discussion

11:30 a.m. –

#### Integration of DR and EE programs

12:05 p.m.

Mark Gaines, Director Customer Programs  
SAN DIEGO GAS AND ELECTRIC

- Regulatory policy direction
- Market drivers
- Program descriptions
- Program results

12:05 – 1:05 p.m.

#### Group Luncheon



### About Our Gold Sponsor



For more than 20 years, E Source has been the most trusted name in energy efficiency and Demand Side Management information, research and advice. E Source provides unbiased, independent and exclusive research, analysis and information to a membership of leading energy service providers, major energy users, and other key players in the retail energy marketplace. Our mission is to increase the effectiveness of our members' operations, programs, and customer relationships, while supporting the efficient and environmentally sound use of energy and other resources.

Agenda Continued on Next Page

# Demand Response and Energy Efficiency

June 24 – 25, 2008

## Program Agenda



### Day 2 Wednesday, June 25, 2008 (Continued)

1:05 – 1:40 p.m.

**Demand Side Management (DSM) for Targeted Markets: A Look at the Low Income and Market Transformation Programs for Union Gas, a Canadian Natural Gas Utility**

*Tracey Brooks, Marketing Specialist, Residential Markets - DSM SPECTRA ENERGY*

- Regulatory drivers for low income and market transformation programs
- Designing a comprehensive program
- Finding your target audience
- Marketing to your audience: Finding the right message
- Tracking and auditing: Regulatory requirements
- Evaluation: How we measure success

1:40 – 2:40 p.m.

**Look Before You Leap: How Dominion Virginia Power is Using a Multi-Pilot Approach to Avoiding Surprises and Setbacks in EE and DR Programs**

*Harold Crowder, Energy Conservation Program Manager – Residential, DOMINION VIRGINIA POWER*

Dominion is engaged in a very aggressive and bold activity to quickly build its know-how and capabilities to deliver a complete set of Energy Efficiency and Demand Response programs and services to its more than 2,000,000 residential and business customers. To ensure that these potential future programs work properly and are effective, Dominion is conducting a simultaneous set of eight pilots that form a wide coverage of offerings to encourage and accomplish both reductions in peak demands and long-term savings of energy. A complete measurement and validation analysis is incorporated to provide valuable insights for future activities.

- The drivers behind Dominion's new pilot portfolio
- How Dominion is approaching the portfolio to minimize cost and maximize benefit
- Setting up-front and high-level expectations can avoid many surprises down the road
- Working closely with carefully selected partners gives the best opportunity for success

2:40 – 3:00 p.m.

**Afternoon Break**

3:00 – 3:35 p.m.

**Increasing Marketing Effectiveness for CFL Programs: Segments, Channels and Promotion**

*Stephanie Cary, Research Associate, E SOURCE*

- What types of customers participate in CFL programs – a segmentation analysis of national CFL data
- What messages through which channels resonate best for each segment?
- How do you reach and convert non-buyers?

Special Presentation

Agenda Continued on Next Page

# Demand Response and Energy Efficiency

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## Program Agenda



### Day2 Wednesday, June 25, 2008 (Continued)

3:35 – 4:10 p.m.

#### **A Review of the Save-A-Watt Model and its Progress Towards Regulatory Approval**

*Raiford Smith, Director of Product Development, DUKE ENERGY*

- Traditional Efficiency Recovery Mechanisms
- Alternatives to Investing in Energy Efficiency
- Save-A-Watt in a Nutshell
- Save-A-Watt Benefits for Customers
- Save-A-Watt Progress Report

4:10 – 4:50 p.m.

#### **The Future of Demand Response**

*Chris Hickman, President, Energy Services, SITE CONTROLS  
TBD, LAWRENCE BERKLEY LABORATORY*

- Live: Demo load shed via webcam
- Definition of different DR products
- Market trends in DR
- Stratification of DR products in the future
- Renewables balancing
- Fully automated control with granular dispatch

Interactive Live  
Demo

4:50 – 5:00 p.m.

**Closing remarks from the chair and end of conference**



# Pre-Conference Workshop Understanding Demand Response Programs

## June 23, 2008

### Program Agenda

#### Monday, June 23, 2008

**Registration: 12:30 – 1:00 p.m.**

**Workshop Timing: 1:00 – 5:00 p.m.**

It is becoming increasingly difficult to grow generation assets due to increased public awareness and concern over climate change, yet most areas are still seeing growth in peak demand. The Energy Policy Act includes demand response as part of the solution to supply challenges. Many utilities that ran demand response programs in the past have left these programs idle for years and lost much of their program expertise. Even for utilities with in-house expertise, there are many new options in program design and technology that make this a very different topic than that of the early days of demand-side load control. This workshop will cover an introduction to demand response and focus on key elements for today's mass market demand response programs, including results from successful programs across the country. Specific topics covered include:

#### o Introduction to Demand Response

- Why consider demand response, the investment and operating criteria
- Definitions of demand response, differentiated from efficiency programs
- Sources of DR, large customers vs. mass market
- Customer benefits of DR
- Customer vs. utility controlled programs
- Requirements for TOU/ CPP programs
- Customer satisfaction results with these programs

#### o Marketing Considerations

- Understand your customer base—beyond the numbers
- Customer behaviors and decision making
- Customer considerations in program design
- Program marketing is not just another branding campaign
- Picking the right channel and a good fit for your program
- Managing your customer list – details necessary for segmentation
- Creating your message, targeting by segments
- Pros and cons of a green message

#### o Implementation Considerations

- In-house vs. outsourced turnkey solutions – the tradeoffs
- Meeting tight time constraints
- How to best serve the customer
- Back office concerns, data management
- Contact center responsibilities and structure
- Problem resolution – no, you can't ignore it
- Managing the workflow and backlog
- Customer experience at their home
- Maximizing cross selling opportunities
- Reporting – collecting data on purpose



A Demand Response Conference  
Workshop by



### ABOUT THE INSTRUCTOR

**Robert S. Mason, Jr. P.E., Vice President, Energy Efficiency, GoodCents**

Bob Mason specializes in helping utilities develop utility-sponsored GoodCents energy efficiency and demand response programs for the residential, commercial, and industrial customer classes. He is responsible for profitable business models and operations of authorized HVA/C dealer network programs, utility rebate programs, and expanded energy auditing. His attention is also on the potential for GoodCents to expand quality home and systems inspections, energy-rating certifications, and Energy Star home activities. During his time with Florida Power Corporation (now Progress Energy), Bob worked with elements of the nation's largest load management program and was instrumental in the development of the nation's first full-service utility power quality program. Bob is a graduate of the University of South Florida with BS and MS degrees in Mechanical Engineering. He is a registered Professional Engineer in Florida, and a member of ASME, ASHRAE, AEE, and RESNET.

# Dinner Workshop

## EE Program Startup: What's Quick – What Takes Time



### June 24, 2008

#### Program Agenda

**Wednesday, June 24, 2008**

**Registration: 6:00 – 6:30 p.m.**  
**Dinner will be provided.**

The pressure on utility staff to develop and implement a variety of energy efficiency programs has never been greater, and all forecasts indicate that the need to do more customer oriented energy efficiency will rise. And once approvals are given, all too often the program managers are provided with limited time to get a program up and running. Are there programs that can be started quickly; do all programs require lengthy planning periods; are there ways to do something with impact in a short period of time?

Some programs can be designed and implemented in a relatively short period of time while other programs require longer lead times to roll out. Programs that focus on getting simple measures to customers can be implemented successfully and quickly while those that are looking more toward a market transformation take much longer to develop and implement. In this session, attendees will be introduced to a pick-and-choose review of programs and design elements that offer varying degrees of visibility, recognition, measurable impacts, and speed to market.

#### o What Perspectives Should Be Considered?

- Speed to market
- Energy to image – Some effects to consider
- What resources are currently available?
- What are you really doing now?

#### o What Can Be Done Quickly and What Will Take Time?

- Know your customer base
- Turnkey vs. DIY
- Constituents of a logical and forward looking plan
- A Pick and choose look at energy efficiency programs

#### o The Four Critical Components of Your Program

- Marketing and the science you need
- Program makes or breaks, a call center responsibility
- Databases, IT support, and near-real-time information
- Controlling costs can help you maintain a positive cost/benefit

#### o Extra Considerations

- Some actions to ensure you get what you want.
- Some rules of thumb for program costing/budgeting

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## PROCEEDINGS

A copy of the conference proceedings will be distributed to attendees at the event. Extra copies of the proceedings will be available for \$395.00.

## CONFERENCE LOCATION

A room block has been reserved at The Westin San Diego Downtown, 400 West Broadway · San Diego, California 92101, for the nights of June 23-25, 2008. Room rates are \$200 single/\$229 double guest rooms. Call (619) 239-4500 for reservations and mention the EUCI conference to get the group rate. Make your reservations prior to May 24, 2008. There are a limited number of rooms available at the conference rate. Please make your reservations early.

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All cancellations received on or before May 23, 2008 will be subject to a \$195 processing fee. Written cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI conference or publication. This credit will be good for six months. In case of conference cancellation, Electric Utility Consultants' liability is limited to refund of the conference registration fee only. For more information regarding administrative policies such as complaint and refunds, please contact our offices

EUCI reserves the right to alter this program without prior notice.

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- Demand Response and Energy Efficiency Conference Plus Both Workshops, June 23-25, 2008: **\$2095**, After June 13, 2008: \$2295
- Demand Response and Energy Efficiency Conference Plus 1 Workshop: **\$1695**, After June 13, 2008: \$1895  
Choose One:  
 Pre-Conference Workshop       Dinner Workshop
- Demand Response and Energy Efficiency Conference Only, June 24-25, 2008: **\$1295**, After June 13, 2008: \$1495
- Extra copies of the proceedings may be purchased for \$395 (add \$50 for international shipping)

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