



EUCI Presents a Web Conference on:

BEST PRACTICES FOR CREATING SUCCESSFUL ENERGY EFFICIENCY PROGRAMS

July 7, 2009



2:30 – 4:00 PM Eastern Time



EUCI is authorized
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OVERVIEW

Energy efficiency programs long have been advocated as a low-cost option for utilities to acquire resources and meet customer needs. Such programs in numerous states and regions have yielded significant savings. The Pacific Northwest, for example, estimates that its programs, over nearly 30 years of implementation, have yielded about 3,000 MW of average power generation. Other leading states with long records of success include California, Minnesota, Massachusetts, Connecticut, New York and Vermont. In recent years, there has been a rapid growth in the number of states where utilities or other organizations offer energy efficiency programs for electric and natural gas customers. With an increased emphasis on using energy efficiency as a strategic utility resource, it is important to examine factors that contribute to successful programs. These factors include:

- Strong regulatory support
- Consistent funding
- Reliable cost recovery mechanisms
- Innovative regulations

This web conference will analyze what some leading states are doing and achieving with their energy efficiency programs, whether such programs are administered by utilities, third-parties or government agencies. It will highlight the experiences of leading states – those that have achieved high levels of energy savings and that have a comprehensive portfolio of programs. It will examine the key factors that contribute to successful programs and how these programs are planning to meet new, higher savings goals and thereby play a much greater role in utility resource planning and operations.

It also will examine and discuss new business models for utilities that provide financial rewards for successful energy efficiency programs that are commensurate with other utility investments.

WHO SHOULD ATTEND

This webinar is designed to help regulators, utility executives, project planners, and suppliers understand how utilities can structure effective and successful demand side management programs so that they achieve the optimum energy savings and also a healthy return on investment. It should be of great interest to individuals and company executives involved in utility planning and implementation of energy efficiency programs.

- Public utility regulators and staff who review and approve energy efficiency programs
- Utility executives who plan energy efficiency programs
- Lawyers who review utility resource plans
- Consultants
- Climate change specialists
- Environmental groups and NGOs working on energy efficiency programs
- Managers of strategic planning
- Rural Electric Cooperative executives
- Municipal utility executives

LEARNING OUTCOMES

- Discuss the regulatory landscape for demand side management programs proposed by utilities
- Compare the regulations for energy efficiency programs in various states such as incentive-based programs vis-à-vis rate of return on investment
- Assess the effectiveness of energy efficiency - what works, what doesn't
- Evaluate some successful energy efficiency programs and identify their core strengths

IACET



EUCI has been approved as an

Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. In obtaining this approval, EUCI has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally.

As a result of their Authorized Provider membership status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

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Requirements for Successful Completion of Program

Participants must be logged in to the web conference for its entirety to receive continuing education credit.

Instructional Methods

Web based PowerPoint presentation and on-line interactive question/answer session.

AGENDA

Utility Sector Energy Efficiency Programs

- What are leading states and utilities doing and achieving with their energy efficiency programs?
 - Spending trends
 - Savings and other results
 - Cost-effectiveness
 - Policy drivers, new directions and new challenges
- How to structure a successful energy efficiency program
 - Different models of program administration and implementation
 - Program models: Market transformation and resource acquisition
 - Building a program portfolio: Serving different customer segments and needs
 - Exemplary program characteristics
 - Funding adequacy and stability
 - Cost recovery
 - Removing disincentives for energy efficiency
 - Financial reward mechanisms for successful energy efficiency programs

INSTRUCTORS

Howard Geller is the **Executive Director** of the **Southwest Energy Efficiency Project**, a public interest venture he founded in 2001. Based in Boulder, CO. SWEEP promotes policies and programs to advance energy efficiency in a six-state region that includes Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming.

Dr. Geller is the former executive director of the American Council for an Energy-Efficient Economy. He established ACEE's Washington, D.C. office in 1981. He has advised and conducted energy efficiency studies for utilities, governmental organizations, and international agencies. He has testified before the U.S. Congress on energy issues many times and has influenced key energy legislation. He has helped start and advises Brazil's National Electricity Conservation Program.

Howard was awarded the 1998 Leo Szilard Award for Physics in the Public Interest by the American Physical Society. He is a member of the editorial advisory board for the journal Energy Policy, and was the associate editor for energy efficiency for the Macmillan Encyclopedia of Energy. He received his Ph.D. in Energy Policy from the University of Sao Paulo in Brazil and he holds a Masters degree in Mechanical Engineering from Princeton University.

Dan York is the **Acting Director and a Senior Research Associate** for the Utilities and Public Benefits Program of the **American Council for an Energy-Efficient Economy (ACEEE)**. Dr. York researches and analyzes energy efficiency policies and programs designed to achieve greater energy efficiency by utility customers. Example projects include studies of energy efficiency program best practices, reviews of public benefits programs, and tracking of energy efficiency program trends.

He joined ACEEE in 2001 and came to ACEEE with over 15 years of experience in the energy efficiency field, including five years as a senior project manager at the Energy Center of Wisconsin. He has a bachelor's degree in mechanical engineering from the University of Minnesota. His M.S. and Ph.D. degrees are both in "Land Resources" from the University of Wisconsin-Madison, with an emphasis in "Energy Analysis and Policy."

From 1989-90, he was a Fulbright Fellow at the University of Oslo's Centre for Development and the Environment, where he researched energy planning and policy issues associated with Norway's restructured utility industry. In 1990, he also worked as a consultant for the Norwegian Water Resources and Energy Administration (NVE).

LOGGING IN TO THE WEB CONFERENCE

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an e-mail with appropriate login information and more information regarding the event 24 hours prior to the start of the event. To log on, you will need a Windows PC with a broadband connection and audio system.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conference. That connection is open to any number of users in a collaborative setting. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per participant significantly.

By purchasing a site connection, you can invite as many people as you would like to view and participate in the session from a single location. Set up the session in a conference room and project the presentation and chat on a large screen. You also have rights to distribute copies of the presentation materials to everyone involved. Please note that audio is received via the computer sound system and must be broadcast to your group.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way.

If you have any technical or purchasing questions, please contact us at (201) 871-0474.

Start Time: 2:30 PM Eastern Time

United States Regional Start Times:

11:30 AM Pacific :: 12:30 PM Mountain :: 1:30 PM Central :: 2:30 PM Eastern

Use the time zone converter (<http://www.timezoneconverter.com/cgi-bin/tzc.tzc>) to find your correct start time.

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REGISTRATION INFORMATION

Mail or fax this form along with payment. You will receive a confirmation and/or invoice within 48 hours. Make checks payable to "PMA".

MAIL DIRECTLY TO:

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(201) 871-0474

FAX TO:

(253) 663-7224

REFUND / CANCELLATION POLICY

All cancellations received prior to June 12, 2009 will be subject to a US\$50 processing fee per web conference per registrant. Written cancellations received after this date will create a partial credit of the tuition good toward any other EUCI conference, publication or web conference. This credit will be valid for six months. No refunds will be given after June 12, 2009 in any case. In case of conference cancellation, EUCIs' liability is limited to refund of the conference registration fee only.

PLEASE REGISTER THE FOLLOWING

Best Practices for Creating Successful Energy Efficiency Programs, July 7, 2009, Single Site Connection: US \$345,
Early Bird On Or Before July 6, 2009: US \$295

Additional Connection: US \$245,
Early Bird On Or Before July 6, 2009: US \$195 each
Number of additional connections: _____

Web Conference Presentations Available on CD:
CDs are available 2 weeks after the web conference is complete. The cost per CD is US\$295 [add US\$50 for international shipments]. Upon receipt of order and payment the CD will be shipped to you.

NOTE: All presentation CD sales are final and are non-refundable.

ENERGIZE WEEKLY

When you sign up for "Energize Weekly" you will receive a new conference presentation each week via email on a relevant industry topic. The presentations are selected from a massive library of over 1000 current presentations that EUCI has gathered during its 22 years organizing conferences.

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(Direct email, Colleague, Speaker(s), etc.)

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