



2015 ESC Market Transformation Conference

The Westin Charlotte
601 South College Street, Charlotte, NC 28202

FINAL AGENDA

PRE-MEETING LOGISTICS – MONDAY, AUGUST 31, 2015

- 5:00 – 6:30 pm** **Exhibit Set-Up and Registration**
Exhibitors will display the latest technologies and trends in energy efficiency products, services and strategies.
- 6:30 – 7:30 pm** **ESC Welcome Reception**
Join us at our opening reception at the Westin Charlotte and start your Energy Services Coalition Conference experience by networking with participants and exhibitors to ensure you get the most out of the event.

DAY 1 – TUESDAY, SEPTEMBER 1, 2015

- 6:00 – 7:30 am** **Exhibit Set-Up**
- 7:30 am – 5:00 pm** **Registration Open**
- 7:30 – 8:30 am** **Continental Breakfast**
- 8:30 – 8:45 am** **Opening and Welcome**
- *Len Hoey and Rich Penner, North Carolina ESC Chapter*
 - *Mayor Dan Clodfelter, Charlotte*
- 8:45 – 9:15 am** **Keynote Address**
Chuck McGinnis, Sr. Director Solutions – North America, Johnson Controls
- 9:15 – 10:00 am** **Market Transformation through Leadership**
The biggest emerging market for clean energy is substituting for carbon energy. This session will examine the state of the ESPC market and examples of state and local initiatives that encourage energy efficiency and renewable energy. Regardless of your role in procuring or providing energy efficiency solutions, understanding the policies and

incentives that are driving demand for energy savings performance contracting and building energy retrofits is crucial to your operations.

Moderator: *Tom Walther, Johnson Controls/ESC Board*

- *Ken Colburn, Regulatory Assistance Project*
- *Ashley Patterson, AMERESCO*
- *Ted Michaels, AJW Consulting*

10:00 – 10:15 am **Networking Break**

10:15-11:00 am **ESPC meets Commercial Pace**

Just as Performance Contracting has become a financing alternative for public sector energy improvements, Commercial Pace has been expanding across the country thanks to enabling legislation and emerging programs. This session explores examples of how that market is developing and the role of the ESCO in this space.

Moderator: *Karen Pelzer, All American Investment Group, LLC/ESC Board*

- *Jeanna Paluzzi, Colorado Energy Office,*
- *Don Gilligan, NAESCO*
- *Andrew Zech, Greenworks Lending*

11:00-11:45 am **Outreach and Marketing: Getting Customers to Want to Do Projects**

Panelists share examples of marketing strategies that target end-use customers and the results of those outreach activities.

Moderator: *Len Hoey, Utility Savings Program, NCDNER/ESC Board*

- *Kathy Walters, NCDENR/ESC NC Chapter*
- *CC Mauer, Advanced Energy*
- *Michael A. Elam, Ed. D. Roanoke-Chowan Community College*

11:45 – 1:00 pm **Keynote Luncheon**

Jason Bingham, VP for Trane/Ingersoll Rand

1:00 to 1:45 pm **Achieving Higher Savings through Innovative ESPC Projects**

This session highlights ESPC projects in various parts of the country where innovative approaches to energy efficiency have proven to be smart investments for public sector officials looking for ways to reduce energy costs.

Moderator: *Amy Butler, Oakland University/ESC Board*

- *John Davenport, Energy Focus*
- *Rick Rodriguez, Siemens*
- *Wayne Leahy, PEPCO Energy Services*

- 1:45 – 2:30 pm** **Knowledge Management**
As public agencies and ESCOs seek to comply with clean air and M&V reporting requirements, knowledge management is becoming an essential component of the process. This session will examine some of the ways data is being managed in the energy area.
- Moderator: *Peter Berger, Minnesota Department of Commerce/ESC Board*
- *Lauren Zullo, The City Energy Project*
 - *Elizabeth Stuart, LBNL*
 - *Dave Ferro, simuwatt/concept3d*
- 2:30 – 3:00 pm** **Networking Break**
- 3:00 – 3:30 pm** **Federal Government Showcase**
This session examines the efforts of the Federal Government with ESPC Projects and Programs.
- Moderator: *Christine Keck, Energy Systems Group/ESC Board*
- *Tim Unruh, FEMP*
 - *Anna Garcia, U.S. Department of Energy*
- 3:30 – 5:00 pm** **Chapters in Action/State Chapter Roundtable**
The need for public/private partnership is the theme of our Roundtable Session that kickoffs with a Keynote presentation on energy efficiency initiatives in Virginia that are benefitting from a strong public/private partnership. The traditional roundtable session will follow with short presentations from the network of ESC State Chapters in attendance and will provide a glimpse at the ESPC activities going on in State Chapters and Energy Offices around the country.
- Moderator: *Barry Wilhelm, Schneider Electric*
- *Keynote Speaker: Hayes Framme, Advisor for Infrastructure and Development, VA*
- Roundtable Facilitator: *Dale L. Hahs, S-energy Solutions/Energy Services Coalition*
- *Chapter and State Program Managers Present*
- 5:00 – 7:00 pm** **North Carolina ESC Host Reception at Westin
Sponsored by Bank of America Merrill Lynch**

DAY 2 – WEDNESDAY, SEPTEMBER 2, 2015

- 7:30 am – noon** **Registration Open**
- 7:30 – 8:30 am** **Continental Breakfast**

8:30 – 9:15 am

What Does A Successful ESPC Project Look Like

This interactive panel discussion will explore the components that make up a successful ESPC project, from developing an Investment Grade Audit, Negotiating Pricing, to Measuring and Verifying savings.

Moderator: *Chris Halpin, Celtic Energy/ESC Board*

- *Michael O'Connor, Vice Chancellor Facilities, Appalachian State University*
- *Peter Berger, Guaranteed Energy Savings Program, Minnesota Department of Commerce*
- *Dale L. Hahs, S-energy Solutions*

9:15 – 10:00 am

Emerging Technologies in Energy

This panel will examine the ever-evolving technologies for understanding, managing and reducing energy usage in buildings and public spaces. Speakers will focus on innovative new products and what is coming in the future.

Moderator: *George West, H2O Technologies/ESC Board*

- *Niklas Persson, Alevo Analytics*
- *Mark Lien, OSRAM*
- *Mark Ellsworth, Bractlet*

10:00 – 10:15 am

Networking Break

10:15 – 11:00 am

State Showcase

Pilot Programs to increase ESPC activity in states is highlighted in presentations by the program managers working at the state level as part of a multi-state grant Framework for Tracking and Crediting Carbon Emissions Reduction through Energy Efficiency.

Moderator: *David Terry, National Association of State Energy Officials/ESC Board*

- *Kristofor Anderson, Georgia Environment and Finance Authority*
- *Steve Morgan, Clean Energy Solutions*
- *Lona Brewer, Department for Energy Development & Independence, Kentucky*

11:00 – 11:45 am

Building on Success

This panel takes a close look at “real world” examples of things that go right, or wrong, through actual case studies of projects and lessons learned.

Moderator: *Doug Dahle, NREL/ESC Board*

- *Shanna Harwell, North Carolina State University*
- *Sam Gunderson, City of Fort Worth, Texas*
- *Sean Flaherty, Envision Charlotte*

11:45 – noon	Meet the Board of Directors/Wrap-up Moderator: <i>Tom Walther, ESC Board President</i>
Noon	Adjourn – Lunch on own
Noon – 2:00 pm	Exhibitor Breakdown

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