

**Final Agenda**  
**AESP Spring Conference**  
**May 16 – 19, 2011**  
**Atlanta, GA**

**Monday, May 16, 2011**

- 9:00 AM – 6:00 PM**      **Registration**
- 1:00 – 4:30 PM**      **Pre-Conference Training: *A Taste of Marketing* (extra fee required)**
- 1:30 – 4:30 PM**      **SEARCH (SouthEast AESP Regional Chapter)**  
**Session on “Emerging Technologies for the Southeast”**  
*Join your peers from the Southeast to learn why regional chapters matter; hear survey results on what members want and need from SEARCH; listen to experts discuss Heat Pump Water Heaters and other emerging energy efficiency technologies! Meet the national and chapter leadership and share your ideas on what SEARCH can do for you and your organization. Refreshments will be served compliments of Tetra Tech.*
- 4:30 – 5:00 PM**      **Conference Orientation**  
*Meet other first-time attendees and learn how to get the most out of the conference and your membership in AESP!*
- 5:30 – 7:00 PM**      **Opening Reception and Networking in Expo Hall**

**Tuesday, May 17, 2011**

- 7:00 AM – 6:00 PM**      **Registration**
- 7:15 – 8:15 AM**      **Continental Breakfast and Networking in Expo Hall**
- 8:30 – 10:00 AM**      **Opening Plenary Session**  
Special Opening Ceremony
- Welcome from AESP, Meg Matt, President and CEO
- Welcome from Georgia Power, Chris Bell, Vice President of Energy Planning and Sales  
“Smart Energy – Building Customer Value.”  
Southern Company unveils their “smart” new vision for their electric future, from nuclear generation to energy efficiency.
- Keynote Presentation by Bill Hamilton, Merchandising Vice President - Electrical, The Home Depot  
The Business of Energy Efficiency: The Retailer’s Perspective  
A look ahead at energy efficiency products and appliances, and what utilities can do to establish marketing partnerships with The Home Depot.
- 10:00 - 10:30 AM**      **Networking Break in Expo Hall**

10:30 – Noon

## **Session 1: Marketing & Communications Breakout Session**

### ***Partnering with the Community to Reach Program Goals***

Community outreach programs are so popular because they get results! These speakers will share how their approaches are complementing their implementation programs.

**Moderator:** Sue Nathan, Vice President, Applied Energy Group

### **Moving from Awareness to Action: Using Community-based Programs to Encourage Change**

**Presenter:** Stuart Hickox, Founder, One Change

*Marketing energy efficiency to individuals can be difficult when they are indifferent to energy conservation. This presentation will present case studies on how utilities can successfully affect behavior change using community-based social marketing practices.*

### **What Community-based Efforts Bring to the Table**

**Presenter:** Kessie Avseikova, Senior Analyst, Opinion Dynamics Corporation

*With an influx of funding into community-based energy efficiency programs and initiatives from utilities, local government initiatives, block grants and ARRA funding, community-based programs are here to stay. Before embarking on a community-based program, implementers and administrators want to know: what's the best approach, how do they evaluate these initiatives, and whether they are a good use of funds. The presenter will provide an overview of a variety of Massachusetts' community-based programs and provide in-depth details on three specific programs. Attendees will leave with specific information from these three case studies that will help them develop, implement and evaluate their own community-based initiatives.*

## **Session 1: Program Design & Implementation Breakout Session**

### ***Low Income Programs: Energy Efficiency for All Customers***

These case studies describe innovative programs to help low income customers save energy.

**Moderator:** Bob Mason, Vice President Energy Efficiency, GoodCents

### **Successful Implementation of Low Income Weatherization Programs**

**Presenter:** Courtney Koogler, Energy Conservation Analyst, Dominion Virginia Power

*In 2009, Dominion Virginia Power launched its Home Energy Improvement program, an income-qualifying audit and improvement program designed to increase the energy efficiency of eligible homes served by Dominion Virginia Power. This program performed audit and improvement measures in 1,400 homes last year, with a three-year target of approximately 16,000 installations. This case study will highlight:*

- *Dominion's approach to implementing the program to income-eligible customers*
- *Unique ways to identify and solicit customers to participate in the program*
- *Target marketing approach to build trust in the communities and educate eligible customers*
- *Results of the program in target energy savings and customer satisfaction*

### **Partnering with your Community Action Agency to Design & Develop Rapid Ramp-up Low Income Programs**

**Presenters:**

Jim Crisp, Executive Director, Michigan Community Action Agency Association

Tim Hardesty, Vice President, CLEAResult

*Working with your Community Action Agency (CAA) on a low income program is an obvious choice. However, managing multiple agencies to execute a single program can be a bit like herding cats. This presentation will review the implementation of the Michigan Energy Optimization program developed by CLEAResult in partnership with the Michigan Community Action Agency Association (MCAAAA) and its network of 30 CAAs. This case study will:*

- *Review how the Energy Optimization program came about as regulatory mandate*
- *Describe MCAAAA's role and challenges as the program administrator*
- *Keys to ramping up a program in 30-60 days*
- *Hiring and training challenges*
- *Lessons learned*

Noon – 1:30 PM

**Lunch and Networking in Expo Hall**

1:30 – 3:00 PM

**Session 2: Marketing & Communications *Interactive Session***

**Designing an Amazing Marketing Plan!**

**Session Leaders:**

Laura Orfanedes, Principal, The Cadmus Group

Sara Van de Grift, Director, Residential Programs, Wisconsin Energy Conservation Corp

*This highly-interactive session will provide opportunities for attendees to share experiences and learn techniques and principles to create effective marketing plans to support their energy efficiency and demand management programs.*

**Session 2: Program Design & Implementation Breakout Session**

**EISA: The End of Residential Lighting Programs? (A Panel Discussion)**

**Moderator and Panelist:** Stephen Bickel, Director of Market Research, D&R International

**Panelists:**

Seth Craigo-Snell, Ph.D., Director of Research, Applied Proactive Technologies

Scott Dimetrosky, Vice President, Opinion Dynamics Corporation

*The 2007 Energy Independence and Security Act (EISA) sets new efficiency standards for general service light bulbs, requiring that bulbs be 25-30% more efficient than the currently available incandescent technology. The three-year phase-in begins in January 2012, and has already begun in California, which accelerated the requirements by a year. The requirements will have significant impacts on utility-sponsored CFL programs around the country, many of which have relied on CFLs as the cornerstone of their efficiency efforts. This session will discuss:*

- *What are the exact requirements of the legislation?*
- *Will CFLs become the new baseline, or will EISA-compliant bulbs replace the current incandescent technology?*
- *How are consumers likely to respond to the legislation and bulb offerings?*
- *Should utilities continue to run lighting programs? If so, what kind?*
- *How should evaluations incorporate the requirements into current and future assessments of lighting programs?*

3:00 – 3:30 PM

### Networking Break in Expo Hall

3:30 – 5:00 PM

### Session 3: Marketing & Communications Breakout Session

#### **Small but Mighty: Marketing to Small Businesses**

Three case studies and perspectives on marketing to this hard-to-reach customer segment.

**Moderator:** John Hargrove, Senior Program Manager, NV Energy

#### **Achieving Success in Small Business Markets When Traditional Marketing Won't Cut It!**

##### **Presenters:**

Joni Fish-Gertz, Manager, EEPS Programs, New York State Electric & Gas (NYSEG)

Steven Meyers, Vice President of Strategy, EnerPath

*This session will explore what marketing techniques are effective in reaching out to small business customers and increasing their participation in utility-sponsored energy efficiency programs. A hard-to-reach market which accounts for 18 to 27% of electricity usage in the U.S., small businesses are often overlooked by utilities as a predictable, reliable source of energy savings through an energy efficiency program. Explore successful marketing techniques that have garnered results of 60 to 70% adoption levels and participation of over 5,000 small businesses to date in the NYSEG and Rochester Gas and Electric (RG&E) Small Business Energy Efficiency Program. Similar marketing techniques used in the Southern California Edison/ Southern California Gas/ City of Palm Desert Set to Save program, LADWP Small Business program, and the CPS Energy/ City of San Antonio City Lights program will be explored.*

#### **Successfully Engaging the Hard-to-Reach Customer**

**Presenter:** David Larson, Small Business Product Manager, Franklin Energy Services

*This session will highlight several approaches to engaging hard-to-reach small business customers to participate in energy efficiency projects. By understanding the customer in multiple market segments we can customize the approach and message to fit specific customer needs. This outreach aspect has proven to be a recipe for success across several utility service territories including We Energies. The discussion will include various outreach strategies that leverage trade ally activities and free online resources, such as ENERGY STAR® Benchmarking, to market the program. In addition, we will explore different approaches to the energy assessment that solicits the call to action for the customer.*

#### **Energy Efficiency. Delivered.**

**Presenter:** Jim Madsen, Manager, Channel Partners, National Grid

*New York has been handed one of the most aggressive Energy Efficiency Resource Standards (EERS) goals in the country: 15% savings by 2015. This session will discuss how National Grid's Small Business Direct Install program is helping National Grid serve this hard-to-reach market and deliver over 114,000 MWh in savings in 2011.*

### Session 3: Program Design & Implementation *Interactive Session*

#### **Designing a Results-oriented Energy Efficiency Program in 90 Minutes!**

**Session Leader:** Rick Morgan, President, Morgan Marketing Partners

*You'll work in small groups and learn the basics on designing a DSM program. This is a great session for those new to DSM, or for those who want to share experiences with those new to the field.*

5:30 – 7:00 PM                    **Evening Reception and Prize Drawings in Expo Hall**

**Wednesday, May 18, 2011**

7:00 AM – 2:30 PM                **Registration**

7:15 – 8:15 AM                    **Continental Breakfast and Networking in Expo Hall**

8:30 – 10:00 AM                 **Plenary Session – The Business Case for DSM**

**Moderator/Panelist:** Stuart Schare, Director, Navigant Consulting

**Panelists:**

Chris Edge, Director, Customer Retail Strategy & Emerging Technologies, Progress Energy

Dean Harless, Manager, Energy Efficiency, Georgia Power

Denise Richerson-Smith, Director of Demand Side Resources, Tucson Electric Power

*This lively panel discussion features speakers from three utilities who will discuss and debate what drives their investment in DSM. Topics to be discussed include the energy-related and non-energy benefits that motivate your investment in efficiency programs.*

10:00 – 10:30 AM                 **Networking Break in Expo Hall**

10:30 – Noon                        **Session 4: Marketing & Communications Breakout Session**

**What's in your Marketing Toolkit?**

*Learn from some real pros on how they are educating their customers about their energy efficiency and demand programs in engaging ways!*

**Moderator:** Vicki Nichols, Program Manager, Georgia Power

**Social Media is Here to Stay; are you Ready?**

**Presenter:**

Gwen Barker, Marketing Director, GoodCents

*Do you have a social media guru on staff? Hear what other companies are doing to increase customer satisfaction and drive participation in their energy efficiency programs. What are you doing to prepare for new ways of communicating?*

**Georgia Power's Award-winning and Effective Energy Efficiency Campaign**

**Presenters:**

Adam Pickard, Supervisor, Corporate Communications, Georgia Power

Kevin Kastner, Analyst, Strategic Marketing and e-Services, Georgia Power

*How do you encourage customers to save energy? Hire an "expert" dog trainer and a pack of dogs! This humorous, innovative and effective ad campaign has taught customers some new tricks on saving energy!*

**Using Mobile Apps to Connect with your Customers**

*Hear case studies on how utilities are using smart phones to communicate quickly with their customers.*

**Presenter:** Susan Gilbert, President, Apogee Interactive

## **Session 4: Program Design & Implementation Breakout Session**

### **Small Utilities; Big Programs**

Creativity, customer satisfaction and innovation are the drivers to building programs on a tight budget. Great ideas to take back from three progressive Energy Management Companies (EMCs).

**Moderator:**

Jeff Pratt, Director of Energy Efficiency, Oglethorpe Power Corporation

**Presenters:**

David Foster, Manager of Marketing and Contact Center, Habersham EMC

Amy Bryan, Director of Residential Marketing, Jackson EMC

*Oglethorpe Power Corporation is the nation's largest power supply cooperative serving 39 Electric Membership Corporations (EMCs). In addition to providing power, OPC also develops a menu of efficiency and demand management programs for its EMCs. Join Jeff Pratt, Director of Energy Efficiency for OPC, and other representatives from EMCs as they discuss the customer benefits of this unique partnership.*

Noon – 2:00 PM

## **Lunch and Closing Plenary Session**

### **Inspiring true behavior change: Taking your energy efficiency marketing beyond the traditional ad campaign**

**Keynote Speaker:** Suzanne Shelton, President/CEO, Shelton Group

*By now we're all pretty clued in that motivating customers to participate in your rebate programs isn't as simple as running an ad or two, particularly for mature programs where the low-hanging fruit has long ago been picked. The secret lies in customer segmentation -- and in understanding what actually motivates people to change. In short, we all know fat doctors and crazy shrinks...so information alone doesn't cut it. Suzanne Shelton of Shelton Group, the ad agency specializing in bringing energy efficiency and sustainability to the mass market, will share insights from her firm's quarterly national polling and show examples -- from within the utility industry and beyond -- that capture the key tenants of behavioral psychology and move people to change.*

2:00 PM

## **Conference Adjourns**

**\*\*Note:** Please arrange your travel schedules so you will be able to stay through the end of the conference. You'll want to stay for some great speakers, and we'll be drawing some prizes for those who are still with us at the end of the event!

2:30 – 5:30 PM

**Post-Conference Training Course:  
P2 – Level II DSM - 1.5 day course (extra fee required)**

**Thursday, May 19, 2011**

8:30 AM – 5:00 PM

**Post-Conference Training Course (continued)**