

NAESCO  National Association of
Energy Service Companies

SANTA MONICA, CA

CELEBRATING 25 YEARS
**THAT CHANGED THE FACE
OF ENERGY EFFICIENCY**

FROM A SOCIAL GOOD TO AN ECONOMIC IMPERATIVE



25th

ANNUAL CONFERENCE

Fairmont Miramar Hotel

OCTOBER 28 - 29, 2008



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THE PAST IS THE PROLOGUE...

WHY YOU NEED TO ATTEND THIS IMPORTANT CONFERENCE

The Energy Solutions Providers that comprise the NAESCO membership have transformed the landscape for energy efficiency over the last quarter century. Concepts like “negawatts,” “an energy efficiency power plant,” “energy efficiency as the first fuel in the loading order” were the province of a small band of hardy pioneers and not mainstream energy policies. The ESCO-model of delivery of energy efficiency resources and comprehensive demand reduction strategies has rocked the way customers, utilities, regulators, and other policy makers think about how to construct an energy portfolio for the 21st Century.

NAESCO, the industry association formed in 1983, celebrates the achievements of a robust industry now generating over \$5 billion in annual energy efficiency investment. We recognize the power of a unified voice working on behalf of the industry and applaud the many robust companies that go out there every day to sell the energy consumption reduction and dollar savings generated by their products and services.

But we cannot rest on our laurels and this conference, while celebrating the past, looks to the future to evaluate the newest market opportunities, assess the constantly changing customer expectations, understand the ongoing challenges, and identify emerging ways to broaden and capture the expanding value stream generated by energy efficiency resources.



Terry E. Singer
Executive Director
National Association of Energy Service Companies



Celebrating 25 Years That Changed the Face of Energy Efficiency:
From a Social Good to an Economic Imperative





SCHEDULE OF EVENTS

Tuesday, October 28

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| 8:00 am – 4:30 pm | Registration |
| 11:00 am – 4:00 pm | Vendor Setup in Showcase Area |
| 8:00 am – 10:00 am | Closed Board Meeting |
| 10:00 am – 12:00 pm | Open Board Meeting (NAESCO Members Only) |
| 12:00 pm – 1:15 pm | Federal Luncheon |

*Sponsored by SAN DIEGO GAS & ELECTRIC/SOUTHERN CALIFORNIA GAS
and SOUTHERN CALIFORNIA EDISON*

(TWO CONCURRENT SESSIONS)

SESSION A: LOOKING BEHIND THE CURTAIN AT THE INTERSECTION OF ESPC PROJECT DESIGN AND TECHNOLOGY SELECTION

2:15 pm – 3:15 pm **How the Smart Grid Changes the Utility Model**

- » Providing new customer value through emerging smart grid applications
 - » Economic opportunities for new technologies, applications and services
-

3:15 pm – 4:15 pm **Matching Technologies with Market Segment**

Roundtable of Product Manufacturers, Distributors, ESCOs, and Utilities will discuss the challenges they face as they buy and sell product in a changing market.

- » What emerging products in their business line might be considered transformational for particular customer segments?
 - » Are there any looming product inventory issues on the horizon?
 - » Is the general economic volatility affecting product roll-outs and segmentation choices?
-

4:15 pm – 5:15 pm **Are Existing Measurement & Verification Practices Sufficient to Meet Changing Market Requirements?**

As the use of M&V protocols expands in order to verify electricity capacity reductions, GHG emissions reductions as well as demand reduction, how well equipped are the existing protocols to meet these new challenges?



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SCHEDULE OF EVENTS (Continued)

SESSION B: IT SOUNDS LIKE A MARKET DRIVER BUT HOW REAL IS THE IMMEDIATE OPPORTUNITY?

2:15 pm – 3:15 pm Adopting Greenhouse Gas Emissions Reduction Strategies that Recognize the Role of Energy Efficiency

- » Assessing the market impact of different GHG emission reduction strategies
- » Have time and science moved the discussion beyond the cap-and-trade program model?
- » What lessons can be derived from state and regional cap-and-trade programs like RGGI?
- » Why decisions about allowance allocations are critical for ESCOs if they are to participate in this market

3:15 pm – 3:45 pm Are Demand Response Programs Ready for ESCO Participation?

- » What is the current size of the market opportunity?
- » Are there any existing DR programs that can be considered ESCO-friendly or will it be necessary for ESCOs to refine their business model to accommodate DR opportunities?
- » Does integrating DR requirements into a traditional EE project change the design and cost structure?

3:45 pm – 4:45 pm Energy Efficiency and Data Centers: Are Silicon Valley Companies a New Market Entrant or Potential ESPC Customers?

- » What are the major technology and M&V challenges in creating an energy efficient datacenter?
- » The potential role for ESPCs and third party providers
- » How ESPCs could be used to mine for savings beyond replacing or upgrading cooling and electrical equipment
- » The impact of industry standardization efforts

4:45 pm – 5:45 pm Leading By Example: Assessing the Role of the States and the Federal Government in Promoting Energy Efficiency

- » How effectively have states implemented energy efficiency initiatives and what do their results tell us in designing new initiatives?
- » How successful has the Federal Government been in meeting its energy reduction mandates?
- » Comparing current levels of public sector investment in energy efficiency with the available opportunities for generating significant new energy and dollar savings
- » What do policy makers need to do to accelerate the use of energy efficiency at public facilities?

6:00pm – 8:30 pm Gala "OLD HOLLYWOOD" Reception
Sponsored by PHILIPS LIGHTING COMPANY



SCHEDULE OF EVENTS (Continued)

Wednesday, October 29

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| 7:30 am – 4:00 pm | Registration |
| 7:30 am – 8:30 am | Continental Breakfast |
| 8:30 am – 8:40 am | Welcome and Opening Remarks |
| 8:40 am – 9:15 am | A Panel Discussion: What We Never Would Have Predicted in 1983 |
| 9:15 am – 10:00 am | Keynote Address Putting a Balanced Energy Policy in Place: The Challenges Facing the New Administration |
| 10:00 am – 10:30 am | Break in Vendor Showcase |
| 10:30 am – 11:30 am | Assessing the Market Impact of the Growing Number of Utility Energy Efficiency Programs |

Utility energy efficiency expenditures are growing about \$1 billion per year and expected to top \$3 billion in 2008. Utilities are starting to see energy efficiency as a potential profit center and many major utilities are initiating large-scale energy efficiency programs. Presenters will discuss existing large scale programs in New York and California, emerging programs in the Midwest and Southeast, and the role of regional efficiency initiatives and PUC mandates in accelerating utility efficiency program development.

- » Why utility compensation schemes matter to ESCOs and other market providers
- » When energy efficiency is delivered through the utility, regulatory issues pop up that affect all market participants
- » Getting energy efficiency program design issues right
- » Establishing a resource delivery role for ESCOs and other providers

| | |
|----------------------------|--|
| 11:30 am – 12:30 pm | Financing Energy Efficiency in a Volatile Credit Market |
|----------------------------|--|

- » Have risk assessment parameters changed for energy efficiency projects?
- » Should ESCOs and other providers be worried about their capital needs?
- » Have the roiling capital markets affected the commitment of financial institutions to support the large scale global and city-wide efficiency programs?

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|---------------------------|--|
| 12:30 pm – 1:45 pm | Luncheon Speaker The Transformational Role of Green Jobs in Retooling the American Workforce <i>Sponsored by SAN DIEGO GAS & ELECTRIC/SOUTHERN CALIFORNIA GAS and SOUTHERN CALIFORNIA EDISON</i> |
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SCHEDULE OF EVENTS (Continued)

1:45 pm – 2:15 pm **Dessert in Vendor Showcase**

2:15 pm – 2:45 pm **Creating an Additional Value Chain of Revenues: Quantifying Non-Energy Benefits**

- » Overcoming the challenges to data collection
- » Can non-energy benefits generate enough monetary value to get a customer's attention?

2:45 pm – 3:15 pm **Capturing All Available Energy Efficiency: How Big is the Opportunity**

3:15pm – 4:30 pm **Taking Energy Efficiency to a Whole New Level: Setting and Meeting Aggressive Targets**

4:30 pm **Closing Night Reception**

Sponsored by: NATIONAL CITY ENERGY CAPITAL



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Confirmed Speakers:

Phil Angelides, National Chair, Apollo Alliance

Mark A. Monroe, Director, Sustainable Computing, Sun Microsystems, Inc

Edwin F. Feo, Partner, Milbank, Tweed, Hadley & McCloy

Peter Smith, Managing Director, Pataki Cahill Group

Kurt Yeager, Executive Director, Galvin Electricity Initiative

Robert Earle, Director, San Francisco Office, The Brattle Group

Karin Corfee, Senior Principal, Sustainable Market Strategies Group, KEMA

Anthony Cicco, Senior Principle/Director – Enterprise-wide Solutions, SRA International

Taj Ait-Laoussine, Senior Marketing Manager, EnerNOC, Inc.

David Birr, President, Synchronous Energy Solutions

John A. “Skip” Laitner, Director, Economic Analysis, American Council for an Energy-Efficient Economy

Ed Vine, Staff Scientist, Lawrence Berkeley National Laboratory

Shelley Fidler, Principal, Van Ness Feldman

Noah Long, NAP Sustainable Energy Fellow, Natural Resources Defense Council

Brad Jenkins, National ESCO Manager, OSRAM SYLVANIA

**Mike Kearney, Senior Director, Energy and Environmental Solutions,
Siemens Building Technologies**

**Chuck Goldman, Staff Scientist and Group Leader, Energy Analysis Program,
Lawrence Berkeley National Laboratory**

S. Lynn Sutcliffe, CEO, The EnergySolve Companies

Thomas Dreessen, CEO, EPS Capital Corp.

Buddy Hahs, President & CEO, Custom Energy, a ConEdison Solutions Company

Richard Sperberg, President, Onsite Energy Corporation

Thomas Philbin, President, Nxegen, an EnergySolve Company

Robert Sauchelli, National Program Manager, ENERGY STAR Buildings, U.S. EPA

Mark McClear, Director, Business Development, Cree, Inc.

Luc Goemaere, Head of Strategic Accounts, Bekaert Speciality Films

**Robert Walters, Vice President of New Business Development, WorldWater
& Solar Technologies Corporation**

Abdulah Y. Ahmed, Emerging Technologies Program Manager, SDG&E

James Adams, President, Energy Services Group

Jim Dixon, Vice President, Energy Services, ConEdison Solutions

John Mahoney, Chief Operating Officer, Chevron Energy Solutions

Knute Henning, Sales Director, TAC



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Conference Bag Sponsor



Visit these outstanding Exhibitors at the Vendor Showcase

- Adura Technologies
- American Lighting Technologies
- Bekaert Specialty Films, LLC
- Cooper Lighting
- CPFilms, Inc.
- EnerNOC, Inc.
- Hubbell Building Automation
- IDE Technologies, Ltd.
- Johnson Controls, Inc.
- Leviton Lighting Management System
- National City Energy Capital
- National Water Services
- OSRAM SYLVANIA
- Philips Lighting Company
- Powersmiths International
- Renaissance Lighting
- Republic ITS
- RetroCom Energy Strategies, Inc.
- Retro-Tech Systems
- Universal Lighting Technologies
- Viconics Electronics
- WorldWater & Solar Technologies Corporation

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Hotel Information

The NAESCO 25th Annual Conference will be hosted at the Fairmont Miramar Hotel at 101 Wilshire Boulevard, Santa Monica, CA 90401. The Fairmont Miramar Hotel is an AAA four diamond property. Their ten-story Ocean Tower reveals spectacular views of the Pacific, while their six-story historical Palisades wing has traditional guest rooms. All guestrooms have also been designed to have the lowest impact on the environment and have received the Green Hotel Certification.

A special, discounted rate of \$279 is being offered for single occupancy. Each extra person sharing a room will be charged an additional \$20 per person. All reservations require a one-night, non-refundable deposit.

To make your reservations, please call the hotel directly at 310.576.7777 or the Global Reservations Centre at 800.441.1414 and identify yourself as a NAESCO meeting attendee or use the Hotel On-line Reservation Form link below. This rate is offered only until October 6 and after that date a higher rate will apply. A limited number of rooms are available so call now.

The hotel is located approximately 9 miles north of Los Angeles International Airport. A taxi from the airport costs approximately \$25-35 dollars each way.

>> [Click Here to Visit the Hotel On-line Reservation Form](#)

About NAESCO



NAESCO is proud of its leadership role over the last quarter century to support the steady growth of the market for energy efficiency. NAESCO represents every facet of the energy services industry and is the industry's advocate for the cost effective delivery of comprehensive energy services to all customer classes. NAESCO strongly promotes the benefits of distributed resources, including energy efficiency, to customers and policy makers making a strong case that energy efficiency can and should form the foundation of a sound energy portfolio. Through its robust advocacy program, the Association has helped create, among federal and state lawmakers, regulators, and energy program managers, a strong interest in energy solutions that successfully integrate energy efficiency resources.

In order to ensure industry quality, NAESCO sponsors a rigorous accreditation program for ESCOs, Energy Service Providers and Energy Efficiency Contractors to recognize capabilities and project experience. NAESCO works as well to help open new markets for energy services by directly promoting the value of demand reduction to customers through seminars, workshops, training programs, publication of case studies and guidebooks, and the compilation and dissemination of aggregate industry data. NAESCO also brings together energy service providers from around the world to facilitate global market opportunities and assist other countries and regions in the creation of a local infrastructure to support and promote ESCO-delivered energy efficiency resources.



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REGISTRATION

>> [Please Click Here to Register On-line](#)

If you are unable to register on-line, you may fax or mail the registration form on the following page. All credit card payments are processed on-line. You can also register on-line if you pay by check. When you register on-line, you receive an instant confirmation and credit card receipt if you pay by credit card.

REGISTRATION FEES

Registration fee includes: workshop, workshop materials, continental breakfasts, lunch, and two receptions.

Registration for the Conference indicates that you hold harmless NAESCO and each of its officers, directors, and staff from and against all liabilities, claims, damages, costs, and expenses arising from your participation in the Conference and all events scheduled by NAESCO in conjunction with the Conference.

Payment MUST be received prior to an attendee picking up their registration materials.

Payment can be made onsite.

Team discounts

Team Registrants must be from the same organization and register at the same time. Please attach a separate piece of paper for additional registrants from the same organization. Team discounts do not supersede the registration fee schedule for exhibitors and members of their teams.

Cancellation Policy

Conference registration fees are refundable in full if notification is provided in writing (send by mail, fax or email) to The Balcom Group (at the address on the registration form), no later than Monday, September 29, 2008. A deduction of \$250 will be made from the refund for all cancellations received between September 29th and October 13th. No refunds will be made for cancellations received after October 13th.

For information on registering or about your registration, please contact:

The Balcom Group
992 Locust Cove Road
Heathsville, VA 22473
(804) 580-8353 (p) (804) 580-8354 (f)
naescoconference@thebalcomgroup.com



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REGISTRATION FORM

Please type or print clearly.

FIRST NAME _____ LAST NAME _____

BADGE FIRST NAME (First Name for badge, if different from above) _____

TITLE _____

COMPANY/ORGANIZATION _____

ADDRESS _____

CITY _____

STATE/PROVINCE/ & (COUNTRY IF NOT U.S.) _____

POSTAL CODE _____

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SPECIAL NEEDS (Please identify any special needs (visual, hearing, mobility, dietary, or other) you may have that may require special consideration) _____

Early Bird

(Registration and Payment on or before September 15, 2008)

NAESCO Members

- One Registrant: US \$795
- Team of 3 or more: US \$575 each

NAESCO Non-Members

- One Registrant: US \$895
- Team of 3 or more: US \$650 each

Public Sector Attendees Government entities only

NAESCO Members

- One Registrant: US \$395
- Team of 2 or more: US \$325 each

NAESCO Non-Members

- One Registrant: US \$425
- Team of 2 or more: US \$350 each

Regular Registration

(Registration and payment received after September 15th)

NAESCO Members

- One Registrant: US \$895
- Team of 3 or more: US \$650 each

NAESCO Non-Members

- One Registrant: US \$995
- Team of 3 or more: US \$750 each

Public Sector Attendees Government entities only

NAESCO Members

- One Registrant: US \$425
- Team of 2 or more: US \$395 each

NAESCO Non-Members

- One Registrant: US \$495
- Team of 2 or more: US \$450 each

Onsite Registration

(Team discounts do not apply.)

If space is available, those registering onsite MUST pay by check or credit card at the time of registration.

- NAESCO Member: US \$995
- Non-Member: US \$1095

Public Sector Attendees Government entities only

- NAESCO Members: US \$475
- Non-Members: US \$550

Payment Method

- Will pay by check or money order (make payable to NAESCO and send to The Balcom Group at the address below)

Please charge to:



CARD NUMBER _____ EXPIRATION DATE _____

BILLING ADDRESS _____

SIGNATURE _____

The Balcom Group, 992 Locust Cove Road, Heathsville, VA 22473
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