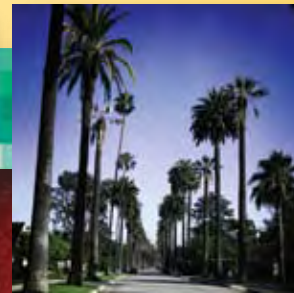
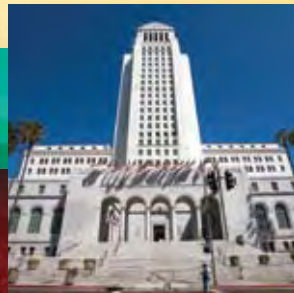
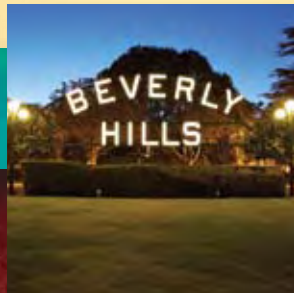


Energy Efficiency Kicks it up a Notch

Marshaling the New Opportunities



November 17 - 18, 2009

The Beverly Hilton
Los Angeles, CA

Why Attend

Discover new ways to differentiate your company and position it as a market leader.

Refine your business objectives by drawing upon the discussion of market movement and trends presented by a broad spectrum of market actors and decision makers.

Calibrate your market strategies to distinguish between long term market changes and momentary market noise.

Get an expert update on the changing market opportunities that affect your business planning and execution.

Learn and discern what is on your business horizon:

- The impact of the global economic slowdown on energy demand, resource production and acquisition, as well as climate change initiatives
- Will the changing greenhouse gas emissions policies place enough of a priority on energy efficiency to create concrete business opportunities for the energy services industry?
- The effect of federal stimulus monies on public sector investment in energy efficiency
- Assessing the impact of the economy contraction on energy efficiency project financing
- Will the flow of public funding for energy efficiency supplement or supplant the investment in energy efficiency delivered through utility efficiency programs?
- Data centers and energy efficiency: Huge power demands create a huge market opportunity

Market your products and services more efficiently to the right target audience.

- Attendees can network with the national leaders in the industry
- Vendors can make connections with senior ESCO executives and their team
- Companies can increase their market visibility

Who Should Attend

- » ESCOs and other Service Providers
- » Vendors of Energy Efficiency, Demand Response, Distributed Generation, and Renewable Energy Equipment
- » Utility Representatives responsible for Energy Efficiency, Demand Response, and Distributed Generation Programs
- » Distributed Generation Developers
- » Facility Managers and Engineers
- » Policy Makers and Consultants in Climate Change, Energy Demand Reduction, Distributed Energy Resources, and Renewable Technologies



Schedule of Events

NOVEMBER 17, 2009

- 8:00 am – 4:30 pm Registration
11:00 am – 4:00 pm Vendor Setup in Showcase Area
8:00 am – 12:30pm Closed Board Meeting
12:30 pm – 1:30 pm Advocacy Report (Open NAESCO Board Meeting)

CONFERENCE SESSION

Assessing the Market Impact of New Federal Energy and Environmental Policies

- 2:15 pm – 3:15 pm Enacting Greenhouse Gas Emissions Reduction Policies that Place a Priority on the Role of Energy Efficiency and Create Concrete Business Opportunities
- The role an Energy Efficiency Resource Standard could play in meeting GHG reduction mandates
 - Have Renewable Portfolio Standards, where implemented, performed according to expectations?
 - Should ensuring an energy efficiency component of an RPS be considered by the industry as good as adoption of an EERS?
 - The impact of the choices about allowance allocations on market development
 - Will the likely international pressures on the U.S. to adopt more aggressive global warming initiatives at the upcoming multilateral Copenhagen meetings have any real impact on U.S. policies?
- 3:15 pm – 4:15 pm Will 2009 Be Recognized as a Transformational Year for the Federal Market Customer?
- How much energy efficiency has been procured by GSA in dispensing the \$4.5 billion in stimulus monies for green high performance buildings?
 - Did GSA follow through on its public commitment to leverage the federal funding with ESPCs?
 - Overcoming the challenges to meeting the president's expressed goal of retrofitting 75% of the federal buildings
 - Does FEMP have the necessary resources or clout to take a leadership role across the government?
 - Are DOD's 2009 energy efficiency initiatives on track to meet their reduction mandates?
- 4:15 pm – 5:15 pm Impact of Federal Stimulus Monies on 2009 Public Sector Investment in Energy Efficiency
- Managing and moving the federal monies to "shovel ready" projects
 - Evaluating the scope and success of the initial investments
 - Are the projects underway leveraging stimulus monies and private investment?
- 6:00pm – 8:00 pm GALA "SURFING SAFARI" RECEPTION



Schedule of Events (Continued)

NOVEMBER 18, 2009

- 7:30 am – 4:00 pm Registration
- 7:30 am – 8:30 am Continental Breakfast in Vendor Showcase
Sponsored by: UCONS, LLC and SYNERGY COMPANIES
- 8:30 am – 8:40 am Welcome and Opening Remarks
- 8:40 am – 9:15 am Keynote Address
"It Is the Year 2030: Were We Able to Meet Global Energy Needs and Successfully Address Climate Change Challenges?"
- 9:15 am – 10:00 am Making a Compelling Case for Energy Efficiency: What \$520 Billion Could Accomplish
- 10:00 am – 10:15 am Break in Vendor Showcase
Sponsored by: GRANT CAPITAL MANAGEMENT
- 10:15 am – 11:15 am Growing Commercial and Industrial Businesses in a World of Rising Energy Costs and Carbon Constraints: The Role of Energy Efficiency in Enhancing Corporate Competitiveness
- Broadening the range of energy efficient strategies employed to reduce electric demand and costs
 - Translating the growing acceptance of energy efficiency into specific corporate decisions about payback and IRR requirements
- 11:15 am – 12:15 pm State Energy Efficiency Programs: The Good, the Bad, and the Indifferent
- Has the California energy efficiency juggernaut peaked?
 - Gauging the impact of state policies, regulatory and legislative requirements on electric and gas utility efficiency programs over the next decade
- 12:15 pm – 1:30 pm Luncheon Address
Balancing the Political and Practical Challenges of Implementing a Global Climate Change Policy
Sponsored by: BOSTONIA PARTNERS
- 1:30 pm – 2:00 pm Dessert in Vendor Showcase
Sponsored by: GRANT CAPITAL MANAGEMENT



Schedule of Events (Continued)

- 2:00 pm – 3:00pm **Financing Energy Efficiency: The Impact of the Economic Volatility on Debt and Equity Availability**
- Is there a real or perceived credit crunch for efficiency project financing?
 - Are there any preferred project structures or market segments where financing availability has proven to be greater?
 - Do ESCO projects need equity investors again, as they did in the 1990s?
 - Have total project investment levels, contract tenures, or financing terms been affected by the economic slowdown?
 - The impact of the ERISA and ARRA tax incentives on project development and financing
- 3:00 pm – 3:30 pm **Contracting Challenges for Green Buildings**
- What are the major areas of legal concern?
 - Structuring contracts to account for legal concerns
 - Green building risk management strategies
- 3:45 pm – 4:15 pm **IT, Data Centers, and Energy Efficiency: Huge Power Demands Create a Huge Market Opportunity**
- Successfully overcoming M&V, and behavioral challenges
 - Developing platform-neutral standards
 - Reducing the effect of equipment creep
 - New generation of software creates new performance opportunities
- 4:15 pm **Closing Reception**
Sponsored by: OSRAM SYLVANIA





Confirmed Speakers

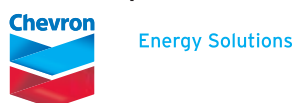
- » **Todd Onderdonk**, Senior Energy Advisor, Corporate Strategic Planning, ExxonMobil Corporation
- » **Ralph Torrie**, Managing Director, Navigant Consulting, Inc.
- » **Lawrence Vertal**, Executive Director, The Green Grid
- » **Richard Kidd**, Program Manager, Federal Energy Management Program, U.S. Department of Energy
- » **David Pogue**, National Director of Sustainability, CB Richard Ellis
- » **Beau Engman**, Pegasus Energy Efficiency Fund
- » **Douglas White**, Attorney, Greenberg Traurig LLP
- » **David Wooley**, Vice President & Power Utilities Program Director, The Energy Foundation
- » **Amy Butler**, Director, Bureau of Energy Systems, Economic Recovery Coordinator, Michigan Department of Energy, Labor, and Economic Growth
- » **Steve Coppinger**, Director, Energy Services, CalPortland Company
- » **Dr. Philip Farese**, Project Leader, McKinsey & Company
- » **Ruth McCormick**, Senior Policy Associate, Business Council for Sustainable Energy
- » **Neil Zobler**, President, Catalyst Financial Group, Inc.
- » **Donald Gilligan**, President, NAESCO
- » **Charles Goldman**, Staff Scientist, Lawrence Berkeley National Laboratory
- » **Mark Wallenrod**, Manager of Energy Efficiency Programs and Operations, Southern California Edison
- » **Peter Flynn**, Partner, Bostonia Partners
- » **Stephen Kueppers**, Vice President, United Financial
- » **Richard Santangelo**, Office of Public & Indian Housing, U.S. Department of Housing & Urban Development



NAESCO Gratefully Acknowledges Our Sponsors

2009 Annual Sponsors:

Platinum Sponsor



Gold Sponsors



26th Annual Conference Sponsors

Gold Sponsors



Silver Sponsors



Bronze Sponsors



Conference Bag Sponsors



Visit these outstanding Exhibitors at the Vendor Showcase

Alerton

CBS ArcSafe

Cooper Lighting

CPFilms

E-Mon, LLC

Energy Focus, Inc.

Entech Solar, Inc.

GE

Huper Optik

Johnson Controls Inc.

Lennox International

Leviton Lighting Management
Systems

Lime Energy

National Water Services, Inc.

North American Power Partners

OSRAM SYLVANIA

Philips Lighting/Philips Advance

Powersmiths International

Practical Energy Solutions, LLC

Precision P2 Paragon

Republic ITS

Retro-Tech Systems, Inc.

Schneider Electric

Serious Materials, Inc.

Stones River Companies

Toshiba International Corporation

Universal Lighting Technologies

USA Illumination

WattStopper



Hotel Information

The NAESCO 26th Annual Conference will be hosted at the The Beverly Hilton at 9876 Wilshire Boulevard, Los Angeles, CA 90210. Opened in 1955 by Conrad Hilton, The Beverly Hilton has combined the excitement of Hollywood with the elegance of Beverly Hills for over 50 years. With the recent completion of an \$80 million renovation, the Beverly Hilton emerges as a beacon of modern luxury.



A special, discounted rate of \$189 is being offered for single or double occupancy. To make your reservations, please call the hotel directly at 310-274-7777 and identify yourself as a NAESCO meeting attendee or use the Hotel Online Reservation Form. This rate is offered only until October 26, 2009 and after that date a higher rate will apply. A limited number of rooms are available so call now to secure a reservation.

The hotel is located approximately 10 miles from Los Angeles International Airport and 17 miles from Burbank Glendale Pasadena Airport.



Registration

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

If you register on-line you may pay by credit card or by check. When you register on-line, you receive an instant confirmation and credit card receipt if you pay by credit card. If you are unable to register on-line, you may fax or mail the registration form.

Registration Fees

Registration fee includes: workshop, workshop materials, continental breakfast, 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 below), no later than Tuesday, October 20, 2009. A deduction of \$250 will be made from the refund for all cancellations received between October 20th and November 5th. No refunds will be made for cancellations received after November 5th.

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



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 _____

PHONE _____ FAX _____

E-MAIL _____

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 October 20, 2009)

NAESCO Members

- One Registrant: US \$795
 Team of 3 or more: US \$625 each

NAESCO Non-Members

- One Registrant: US \$895
 Team of 3 or more: US \$695 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 October 20th)

NAESCO Members

- One Registrant: US \$895
 Team of 3 or more: US \$695 each

NAESCO Non-Members

- One Registrant: US \$995
 Team of 3 or more: US \$795 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:

-   

NAME ON CARD _____

CARD NUMBER _____ EXPIRATION DATE _____

BILLING ADDRESS _____

SIGNATURE _____

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

