

# **REFINING THE BUSINESS MODEL TO BROADEN THE CUSTOMER BASE: It's Not Just About Saving Energy**

**Mid-Year Conference  
May 18-20, 2005**

**Four Seasons Hotel  
Austin, Texas**

## Why Attend

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

**Understand the market trends that will drive your business this year.**

### Industry leaders will talk about

- ▶ Energy market volatility caused by increased demand worldwide
- ▶ Incentives offered in the new generation of utility DSM bidding programs
- ▶ Texas market opportunities and challenges
- ▶ The future of the federal market despite ESPC reauthorization

### Efficiently market your products and services

- ▶ Attendees can network with the national leaders in the industry
- ▶ Vendors can make sales connections with the senior executives of ESCOs
- ▶ Companies and their managers can increase their market visibility and influence

### Learn what's on the horizon that will affect your business in the future

- ▶ Large-scale state initiatives to benchmark public facilities that drive customer interest in energy efficiency
- ▶ How the move towards high performance buildings in the commercial sector may open new business opportunities
- ▶ Measurement and verification applications that may impact your project contracts

## Who Should Attend

### ESCOs, Energy Efficiency Equipment and Service Vendors:

Principals, VPs and Senior Managers of Sales, Marketing, Engineering, Performance Contracting, and Distributed Generation

### Utility Representatives:

Directors and Managers of Energy Efficiency and Distributed Generation

### Distributed Generation Developers:

Principals and Senior Managers

### Distributed Generation Equipment Vendors:

VPs and Senior Managers of Sales, Marketing, and Engineering

### Facilities:

VPs, Directors and Managers of Facilities, Facility Management, Building Operations, Energy, and Engineering

### Policy Makers and Consultants:

Specialists in Demand Reduction and Distributed Energy Resources

# SCHEDULE OF EVENTS

## TUESDAY, MAY 17

- 1:00 pm **Golf Tournament**
- 7:00 pm **Baseball Outing**  
*(buses will leave the hotel at 5:00 pm)*

## WEDNESDAY, MAY 18

- 9:00 am – 4:00 pm **Registration**
- 9:00 am – 4:00 pm **Vendor Showcase Setup**
- 12:30 pm – 2:30 pm **Vendor Face-to-Face Meetings with ESCOs** *(Prearranged)*

### Are Texas Market Providers of Energy Efficiency Striking it Rich?

- 2:30 pm – 3:45 pm **How Much Energy Efficiency Has Been Produced in Texas: Have Incentives Worked?**
- ▶ **Jess Totten**, Director, Electric Division  
Texas Public Utility Commission
  - ▶ **Roger Duncan**, Vice President, Government Relations,  
Energy & Environmental Policy  
Austin Energy
  - ▶ **Michael Stockard**, Manager, Energy Efficiency  
Programs  
TXU Electric Delivery
  - ▶ **Billy Berny**, Manager, DSM Compliance  
American Electric Power
- Moderator: Jay Zarnikau, President  
Frontier Associates*
- 3:45 pm – 4:15 pm **Is the Residential Market “Hard to Reach” or Receptive: The Texas Experience**
- ▶ **Cheryl Bowman**, Program Manager, Residential  
Standard Offer Programs  
CenterPoint Energy
- Moderator: Tom Eckhart, CEO  
UCONS, LLC*

- 4:15 pm – 5:00 pm **Implementing Energy Efficiency at State Facilities: Maximizing Incentives and Minimizing Road Blocks**
- ▶ **Dub Taylor**, Director, State Energy Conservation Office  
Texas Comptroller of Public Accounts
  - ▶ **Louis McArthur**, Manager, Community Development  
Financial Analyst  
Louisiana Department of Natural Resources
- Moderator: Buddy Hahs, President & CEO  
Custom Energy Services, LLC*
- 5:00 pm – 5:30 pm **Establishing Benchmarks at Public Facilities: Recent State Initiatives to Drive Interest in Energy Efficiency**
- ▶ **Dale Worley**, Administrator, Facility Conservation  
Improvement Program  
Kansas Corporation Commission
- Moderator: Donald Gilligan, Principal  
Predicate*
- 5:30 pm – 6:30 pm **Parade of Stars: Exhibitors Tell Us What’s New and Notable**
- 6:30 pm – 8:00 pm **Opening Night Reception**

**To attend only the Wednesday session and Opening Night Reception, there is a special registration fee of US \$195.**

## THURSDAY, MAY 19

- 7:00 am – 5:00 pm **Registration**
- 7:00 am – 8:45 pm **Continental Breakfast**
- 7:15 am – 8:45 am **Regional Market Opportunities: A Roundtable**

# SCHEDULE OF EVENTS

## Assessing the U.S. Energy Portfolio: How the Energy Efficiency Industry Stacks Up

- 8:45 am – 9:00 am**      **Welcome and Introductory Remarks**
- ▶ **Bob Dixon**, Senior Vice President, Global Head, Energy Services & Solutions  
Siemens Building Technologies, Inc.
- 9:00 am – 9:30 am**      **KEYNOTE ADDRESS**  
*Market Restructuring in Texas: Has the Vision Been Realized?*
- ▶ **Paul Hudson**, Chairman  
Public Utility Commission of Texas
- 9:30 am – 10:00 am**      **BREAK – Vendor Showcase**
- 10:00 am – 10:30 am**      **Do Oil & Gas Continue to Meet Price and Reliability Expectations?**
- ▶ **Representative** from  
ChevronTexaco
- Moderator: Terry E. Singer, Executive Director  
NAESCO*
- 10:30 am – 11:00 am**      **Reducing Greenhouse Gas Emissions is the Next Big Market Frontier: The California Climate Action Registry Experience Provides Valuable Insights**
- ▶ **Diane Wittenberg**, President  
California Climate Action Registry
- Moderator: Steve McCarty, Director, Demand-Side  
Policy Planning & Analysis  
Pacific Gas and Electric Company*
- 11:00 am – 11:30 am**      **Are There Unexploited Opportunities for ESCOs in Commercial Buildings?**
- ▶ **Andrew Kitchens**, Senior Manager, Central Engineering Services  
Hines
- Moderator: S. Lynn Sutcliffe, Chairman & CEO  
EnergySolve, LLC*

- 11:30 am – 12:00 noon**      **Surveying DSM Program Initiatives Nationwide: Is There Money on the Table?**
- ▶ **Wayne Shirley**, Director  
Regulatory Assistance Project
- Moderator: Barry Holt, Vice President, Government Solutions  
ConEdison Solutions, Inc.*
- 12:00 noon – 1:30 pm**      **LUNCHEON**  
*FERC After SMD: What Happens Now to Energy Efficiency and Demand Response?*
- ▶ **Alison Silverstein**, Consultant  
(formerly Senior Energy Policy Advisor to the Chairman of the Federal Energy Regulatory Commission)
- 1:30 pm – 2:30 pm**      **How Much Energy Efficiency is Achievable?**
- ▶ **Liz Hicks**  
KEMA Xenergy
  - ▶ **Marty Kushler**, Utilities Program Director  
American Council for an Energy-Efficient Economy
- Moderator: Adam Procell, Director, Business Development  
AECOM*
- 2:30 pm – 3:00 pm**      **Vendor Showcase**
- 3:00 pm – 4:00 pm**      **Update on the Federal Market**
- ▶ **Doug Culbreth**, Alternative Financing Representative  
U.S. Department of Energy, Atlanta Regional Office
  - ▶ **Curt E. Murdock**, Energy Program Manager  
U.S. Army Corps of Engineers, Huntsville Engineering & Support Center
  - ▶ **Robert Penn**, Assistant Chief of Real Estate Division  
U.S. Army Corps of Engineers
- Moderator: Bob Starling, Regional Director  
Ameresco*

6:00 pm – 7:30 pm

### Networking Reception

Sponsored by  
SIEMENS BUILDING TECHNOLOGIES, INC.

## FRIDAY, MAY 20

7:30 am – 8:00 am

### Continental Breakfast

8:00 am – 10:30 am

### Refining M&V Requirements for Specific Applications

*What does an ESCO need to demonstrate to substantiate an emissions credit?*

*Do public sector customers and emerging emissions trading programs require ESCOs to change their M&V practices?*

*How much M&V is required to earn LEED points?*

*How can data loggers and metering optimize the results of IPMVP Options A&B?*

*Is there a standard protocol for measuring non-energy benefits?*

*What is the cutting edge of cost effective M&V?*

- ▶ **Brenda Morawa**, Principal  
BVM Engineering
  - ▶ **Aamer Athar**, Director, MV&M  
Sempra Energy Services
  - ▶ **Paul A. DeCotis**, Director, Energy Analysis  
New York State Energy Research & Development Authority
  - ▶ **Anthony Colonnese**, Director of Engineering Services  
Select Energy Services, Inc.
- Moderator **Dave Birr**, President  
Synchronous Energy Solutions

To attend only the Friday session, there is a special registration fee of US \$150.

## Hotel Information

The NAESCO 2005 Mid-Year Conference will be hosted at the Four Seasons Hotel Austin, 98 San Jacinto Boulevard, Austin, Texas 78701-4039. The Four Seasons Hotel Austin offers luxurious accommodations in downtown Austin. The hotel is conveniently located close to dozens of fine restaurants and shops and within walking distance of Sixth Street.

Hotel reservations should be made by contacting the hotel directly at 512/478-4500. NAESCO's special conference rate is \$189 per night, single or double. Please inform the hotel reservation representative that you are attending the National Association of Energy Service Companies' conference in order to qualify for this special rate.

The hotel reservation cut-off date for this rate is May 2, 2005. Space is limited so, to ensure that rooms are available, early reservations are advised. Conference attendees are responsible for making their own hotel arrangements.

## Cancellation Policy

Registration fees are refundable in full if notification is provided in writing no later than Friday, April 29, 2005. A deduction of \$200 will be made from the refund for all cancellations received between April 29, 2005 and May 6, 2005. Notice of cancellation must be received in writing by fax or e-mail and must be received by NAESCO prior to Friday, May 6, 2005. No refunds will be made for cancellations received thereafter.

# ABOUT NAESCO

**The National Association of Energy Service Companies** is a national trade association which has been promoting the benefits of the widespread use of energy efficiency for over 20 years. On behalf of its membership, NAESCO works 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 is proud of its leadership role in devising innovative policies for a changing marketplace. 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, in an evolving market.

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 experience. The Association places a high priority on making the Association a home for the broadest spectrum of market participants including generation and distribution companies and distributed generation project developers. NAESCO also brings together energy service providers from around the world to facilitate market opportunities.

**NAESCO Online**

**Linking the World of Energy Efficiency** [www.naesco.org](http://www.naesco.org)

# 2005 Mid-Year Conference Sponsors

**NAESCO** gratefully acknowledges our sponsors.

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National Association of  
Energy Service Companies

## REGISTRATION FORM

Pre-registration is strongly recommended, as space is limited. We may not be able to accommodate onsite registration.

### Registration Information

Please type or print clearly.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/PROVINCE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### Conference Fees

Registration fee includes: conference, conference materials, continental breakfasts, lunch, and cocktail 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.

### Special Activities

#### Golf Outing on Tuesday, May 17

US \$100 per person  
Shotgun start at 1:00 pm  
Avery Ranch Golf Club

#### Baseball Outing at Dell Diamond on Tuesday, May 17

US \$18 per person 7:05 pm  
Includes refreshments, tickets and transportation from the hotel  
Buses to leave the hotel at 5:00

### Payment

Payment by check or credit card MUST be received in advance or at the door. Check or money order enclosed (make payable to NAESCO)

Please charge to:

    

CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### Early Registration Fee

Payment received on or before April 29, 2005

#### NAESCO Members

One Registrant: US \$795  
 Team of 3 or more: US \$550 each

#### Non-Members

One Registrant: US \$895  
 Team of 3 or more: US \$620 each

#### Public Sector Attendees (Government entities only)

NAESCO Members

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

Non-Members

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

### Regular Registration Fee

Payment received after April 29, 2005

#### NAESCO Members

One Registrant: US \$895  
 Team of 3 or more: US \$625 each

#### Non-Members

One Registrant: US \$995  
 Team of 3 or more: US \$720 each

#### Public Sector Attendees (Government entities only)

NAESCO Members

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

Non-Members

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

### Onsite Registration Fee

(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 \$1,095

#### Public Sector Attendees (Government entities only)

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

### 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 team.

### Attend only the Texas session and Opening Night Reception on Wednesday, May 18

US \$195 special registration fee

### Attend only the M&V Session on Friday, May 20

US \$150 special registration fee

### Five easy ways to register



**MAIL**  
NAESCO  
1615 M Street, NW, Suite 800  
Washington, DC 20036



**TELEPHONE**  
202/822-0954



**FAX**  
202/822-0955



**INTERNET**  
[www.naesco.org/conference\\_reg.htm](http://www.naesco.org/conference_reg.htm)



**EMAIL**  
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