



# INTERNATIONAL ENERGY PROGRAM EVALUATION CONFERENCE

August 14-16, 2007 — Chicago, Illinois

## CONFERENCE AGENDA

### DAY ONE: Tuesday, August 14 (Continental Breakfast Served from 7:30 – 8:15)

**8:15 – 9:30** Welcome and Opening Plenary Speaker, Dean Langford, formerly President and CEO of Sylvania and OSRAM SYLVANIA, speaking on Energy – Crisis or Opportunity

**9:30 - 10:00** BREAK

<p><b>10:00 – 12:00</b></p>	<p><b>Closing the Loop: The Use of Evaluation Results by Program Managers</b> <i>Moderator: Ed Vine, Lawrence Berkeley National Laboratory/California Institute for Energy and Environment</i></p> <p>Evaluation as a “Learning By Doing” Tool for the Implementation of Local Energy Efficiency Activities <i>Speaker: Jean-Sebastien Broc, ARMINES – Ecole des Mines de Nantes</i></p> <p>The Importance and Influence of Evaluation in the Early Stages of Pilot Program Design and Planning: A Case Study <i>Speaker: Johna Roth, TecMarket Works</i></p> <p>In It Together: Getting Evaluators and Implementers to Talk With One Another <i>Speaker: Jennifer Holmes, Itron for Shel Feldman, Shel Feldman Management Consulting</i></p> <p>How Organizations Implement Evaluation Results <i>Speaker: Jane Peters, Research Into Action, Inc.</i></p>	<p><b>Doing it Better: Using Research to Improve Programs and Evaluations</b> <i>Moderator: Ken Keating, Bonneville Power Administration</i></p> <p>Myth-Busting Savings Calculations <i>Speaker: Dan Barbieri, RLW Analytics, Inc.</i></p> <p>Energy Efficiency Best Practices: What’s New? <i>Speaker: Jennifer Fagan, Itron, Inc.</i></p> <p>Integrating Process, Impact and Market Assessments: A Case Study in Maximizing the Value of Evaluation Results <i>Speaker: Chris Dyson, KEMA, Inc.</i></p> <p>Evaluation Resuscitation: Breathing Life Into a Slumbering Evaluation Group and Defining the Role of Evaluation in the Emerging “Utility of the Future” <i>Speaker: Rich Hazzard, Energy Market Innovations</i></p>	<p><b>Evaluation Rules! – Protocols and Frameworks</b> <i>Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships, Inc.</i></p> <p>Building Bridges Between Energy Efficiency Program Evaluation and Greenhouse Gas Mitigation Quantification Protocols <i>Speaker: David Sumi, PA Consulting Group</i></p> <p>Developing Protocols to Estimate Load Impacts from Demand Response Programs and Cost-Effectiveness Methods – Rulemaking Work in California <i>Speaker: Daniel Violette, Summit Blue Consulting, LLC</i></p> <p>Starting Over - Developing an Evaluation Framework and Protocols in Ontario <i>Speaker: Michael Messenger, Ontario Power Authority</i></p> <p>New Evaluation Framework: Turning the Silo on Its Side <i>Speaker: Cherie Gregoire, NYSERDA</i></p>	<p><b>A Diamond in the Rough</b> <i>Moderator: Paul DeCotis, NYSERDA</i></p> <p>Chasing O&amp;M Savings: Process Lessons Learned from Two Pilot Programs in the Northwest <i>Speaker: Linda Dethman, Dethman &amp; Associates</i></p> <p>Finding Hidden Energy Savings: Operational, Maintenance, and Behavioral Savings for Large Commercial Customers <i>Speaker: Margo Longland, BC Hydro.</i></p> <p>How Much Does Retrocommissioning Really Save? Results From Three Commissioning Program Evaluations in California <i>Speaker: Bing Tso, SBW Consulting, Inc.</i></p> <p>Lessons Learned from a Decade of Evaluating Customized Commercial and Industrial Efficiency Measures <i>Speakers: Eric Studer, Demand Management Institute</i></p>
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**DAY ONE: Tuesday, August 14 – Continued**

**12:00 - 1:30 LUNCH AND PRESENTATIONS OF LIFETIME ACHIEVEMENT AWARDS**

<p><b>1:30 – 3:00</b></p>	<p><b>Demand Response Programs: Better Results Through Better Evaluation</b>  <i>Moderator: Bill Saxonis, New York State Department of Public Service</i></p> <p>A Methodology for Estimating Large-Customers Demand Response Market Potential  <i>Speaker: Charles Goldman, LBNL</i></p> <p>Desperately Seeking Savings from Small Scale Demand Response: The California Experience  <i>Speaker: Robert Wirtshafter, Wirtshafter Associates, Inc.</i></p> <p>Participation of Demand Response Resources in ISO New England's Ancillary Service Markets  <i>Speaker: Robert Burke, ISO New England</i></p>	<p><b>Establishing Benchmarks and Conducting Baseline Studies</b>  <i>Moderator: Dave Weber, NSTAR</i></p> <p>Benchmarking and Best Practice in Power Management of Computers and Other Plug Loads on Campus  <i>Speaker: Carol Sabo, PA Consulting Group</i></p> <p>Innovative Lighting Baseline Hours-of-Use Research in Primary and Secondary Schools  <i>Speaker: Dan Barbieri, RLW Analytics, Inc.</i></p> <p>You've Decided You Need a New Baseline Study – Now What? Energy Star® Homes Baseline Studies: Challenges and Solutions  <i>Speaker: Dorothy Conant, Independent Consultant</i></p>	<p><b>Evaluating Energy Efficiency Programs in the Low-Income Sector</b>  <i>Moderator: Marty Kushler, American Council for an Energy Efficient Economy</i></p> <p>Design of the National Impact Evaluation for the DOE Weatherization Assistance Program  <i>Speaker: Mark Ternes, Oak Ridge National Laboratory</i></p> <p>Estimating the Energy Savings Potential Available from California's Low Income Population  <i>Speaker: Kathleen Gaffney, KEMA, Inc.</i></p> <p>Impact of Flipping the Switch: Evaluating the Effectiveness of Low-Income Residential Energy Education Programs  <i>Speaker: Anne West, Quantec, LLC</i></p>	<p><b>Panel – The Role of Energy Efficiency and Evaluation in Reducing Greenhouse Gas Emissions</b>  <i>Moderator: Edward Vine, Lawrence Berkeley National Laboratory/California Institute for Energy and Environment</i></p> <p>Panelists:  <i>Steve Schiller: Schiller Consulting, Inc. and California Institute for Energy and Environment</i>  <i>Bill Prindle: American Council for an Energy Efficient Economy</i>  <i>Scott Bernstein: Center for Neighborhood Technology</i></p>
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**3:00 - 3:30 BREAK**

**DAY ONE: Tuesday, August 14 – Continued**

<p><b>3:30 – 5:00</b></p>	<p><b>Lessons Learned From a Decade of Demand Response Programs</b>  <i>Moderator: Mike Messenger, California Energy Commission</i></p> <p>Want to Avoid Building a Large Power Plant? Top Ten Ways to (or “Attributes of”) a Successful Demand Response Program  <i>Speaker: Lark Lee, PA Consulting Group</i></p> <p>Beat the Heat With a Better Baseline  <i>Speaker: Steve Carlson, RLW Analytics, Inc.</i></p> <p>Communication Reliability Improvements Through Measurement and Verification of Demand Response Programs  <i>Speaker: Robert Bress, Comverge, Inc.</i></p>	<p><b>International Dimensions: Evaluating Multiple Markets &amp; Measures</b>  <i>Moderator: Iris Sulyma, PowerSmart BC Hydro</i></p> <p>Assessment of White Certificate Schemes and Their Energy Saving Evaluation Methods  <i>Speaker: Paolo Bertoldi, European Commission</i></p> <p>Developing a Process for Harmonised Bottom-Up Evaluations in European Union Member States  <i>Speaker: Harry Vreuls, SenterNovem</i></p> <p>How Do We Measure Resident’s Benefits? Benefits and Costs Through Energy-Saving Activities?  <i>Speaker: Tsuyoshi Ueno, Central Research Institute for Electric Power Industry</i></p>	<p><b>Marketing and Performance Issues in Energy Efficient Home Programs</b>  <i>Moderator: Ben Bronfman, Quantec, LLC</i></p> <p>Energy Star® Homes and Green Building Programs: Can We Have a Successful Partnership?  <i>Speaker: Betty Tolkin, Nexus Market Research</i></p> <p>New Energy Star® Homes Requirements: Is It Harder to Recruit and Keep Builders?  <i>Speaker: Dorothy Conant, Independent Consultant</i></p> <p>Cracking the Code for Residential New Construction: Using End-Use Metered Data to Revise Energy Estimates of Compliance Models  <i>Speaker: Clark Bernier, RLW Analytics, Inc.</i></p>	<p><b>Panel – Hot Topics</b>  <i>Moderators: Jim Mapp, Wisconsin Division of Energy, Marty Kushler, ACEEE, and Ken Keating, Bonneville Power Administration</i></p> <p>This panel tackles the summer’s hottest evaluation topic. To ensure “freshness”, the subject of the panel and the panelists will be announced shortly before the conference.</p>
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**DAY ONE: Tuesday, August 14 – Continued**

5:30 – 7:00

**EVENING RECEPTION AND POSTER SESSION: Sponsored by ITRON, Inc.**

*Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnership, Inc.*

	<p>If You Build It, They Will Come: Lessons Learned in Creating an Interactive Lighting Display <i>Jennifer Canseco, KEMA, Inc.</i></p> <p>It's a Tankless Job, But Somebody's Gotta Do It: Assessing Consumer Reactions to a Utility-Sponsored Tankless Water Heating Program <i>Greg Clendenning, Nexus Market Research</i></p> <p>A Framework for Energy Education and Training Program Portfolio Valuation <i>Kathleen Gaffney, KEMA, Inc.</i></p> <p>CO<sub>2</sub> Trading Program Assessment: Recommendations for Kosovo <i>Dafina Gashi, Rochester Institute of Technology</i></p> <p>NEBS from the Societal Perspective: Methods, Results, Patterns, and Implications <i>Susie Gordon, Skumatz Economic Research Associates</i></p>	<p>Failure to Follow-Through: Trends in Completion Rates of Residential Renewable Energy and Energy Efficiency Projects <i>Eileen Hannigan, Wisconsin Energy Conservation Corporation</i></p> <p>Measuring the Impact of Programmable Thermostats in Gas Heated Homes <i>Tim Hennessy, RLW Analytics, Inc.</i></p> <p>Quantifying a Moving Target: Challenges in Measuring Market Share for Market Transformation Programs <i>Kathleen Hunt, Enbridge Gas Distribution</i></p> <p>Predicting Naturally Occurring Energy Efficiency – Development and Application of a New Tool to Obtain Expert Input <i>Allen Lee, Quantec, LLC</i></p> <p>It's What You Do With What You've Got That Pays Off in the End – Energy and Demand Savings Estimates with Parsimonious Data <i>Jim Mapp, Wisconsin Division of Energy</i></p>	<p>Back to the Future: Re-integrating Resource Planning with Open-Access Software <i>Paul Meier, UW Energy Institute</i></p> <p>Mapping Software as a Program Management and Evaluation Tool <i>Heidi Ochsner, Itron, Inc.</i></p> <p>Taking a Bath on Showerhead Savings <i>Kathryn Parlin, West Hill Energy and Computing, Inc.</i></p> <p>Solar Incentive Structures and the Impacts of PV Performance and Costs <i>George Simons, Itron, Inc.</i></p> <p>Willingness to Pay for a Clear Night Sky: Use of the Contingent Valuation Method <i>Stephanie Simpson, Rochester Institute of Technology</i></p>	<p>Duct Soup: Research and Impact Results for Duct Sealing Programs <i>Elizabeth Titus, Northeast Energy Efficiency Partnership, Inc.</i></p> <p>Conditional Demand Analysis of Residential Energy Consumption <i>Ken Tiedemann, BC Hydro</i></p> <p>Energy Efficiency and Energy Education for Low-Income Households <i>Anne West, Quantec, LLC</i></p>
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**DAY TWO: Wednesday, August 15 (Continental Breakfast Served from 7:30 – 8:30)**

<p><b>8:30 - 10:00</b></p>	<p><b>Working Like Clockwork? Evaluations of TOU Demand Response Programs From Across the U.S.</b></p> <p><i>Moderator: Jeremy Newberger, National Grid with Ingrid Rohmund, Energy Insights as Discussant</i></p> <p>Residential Time-of-Use with Critical Peak Pricing Program: Comparing Customer Response Between Educate-Only and Technology-Assisted Pilot Segments</p> <p><i>Speaker: Jeff Erickson, Summit Blue Consulting, LLC</i></p> <p>New Paradigm, Same Players: The Relationship Between Reliability and Price-Responsive Demand Response Program Participants in California</p> <p><i>Speaker: Mike Ting, Itron, Inc.</i></p>	<p><b>Increase Your Commercial and Government Program Impacts</b></p> <p><i>Moderator: Dave Ciepluch, We Energies</i></p> <p>Get the Government! Understanding and Serving Government Customers Through Energy Efficiency Programs</p> <p><i>Speaker: David Kyle, Efficiency Maine</i></p> <p>Methodology for the Evaluation of an Energy Savings Performance Contracting Program for the U.S. Federal Government</p> <p><i>Speaker: John Shonder, Oak Ridge National Laboratory</i></p> <p>Decision-making in the Commercial Office Buildings Market: Targeting Key Players in the Office Submarket</p> <p><i>Speaker: John H. Reed, Innovologie, LLC</i></p>	<p><b>The Greening of America...Tales From the Field</b></p> <p><i>Moderator: Rich Hackner, GDS Associates, Inc.</i></p> <p>Field Performance Reviews of Green and Sustainable Buildings</p> <p><i>Speaker: Cathy Turner, New Buildings Institute</i></p> <p>A Performance Evaluation Study of Photovoltaic Systems Installed Through the Long Island Power Authority's Clean Energy Initiative Solar Pioneer Program</p> <p><i>Speaker: Ann Clarke, Long Island Power Authority</i></p> <p>The Green, Green Grassroots of Home: Measuring Community-Based Clean Energy Market Development Initiatives in Connecticut</p> <p><i>Speaker: Timothy Pettit, Nexus Market Research</i></p>	<p><b>Marketing and Social Marketing for Energy Efficiency</b></p> <p><i>Moderator: Monica Nevius, Consortium for Energy Efficiency</i></p> <p>Making the Intangible Tangible: How to Evaluate a Social Marketing Campaign</p> <p><i>Speaker: Sharyn Barata, Opinion Dynamics</i></p> <p>Measuring the Effects of Marketing Campaigns: Lessons and Innovative Methods from California</p> <p><i>Speaker: Jennifer Mitchell-Jackson, Opinion Dynamics</i></p>	<p><b>Panel – What Implementers Need From Evaluators</b></p> <p><i>Moderator: Meg Matt, AESP</i></p> <p>Panelists:</p> <p><i>Rick Geradi, Lockheed Martin</i></p> <p><i>Kathy Kuntz, Wisconsin Energy Conservation Corp.</i></p> <p><i>Susan Nathan, Applied Energy Group</i></p>
<p><b>10:00 - 10:30</b>      <b>BREAK</b></p>					

**DAY TWO: Wednesday, August 15 - Continued**

<p><b>10:30 - Noon</b></p>	<p><b>Giving Back: Cogeneration and Renewable Energy Systems</b> <i>Moderator: Ann Clarke, Long Island Power Authority</i></p> <p>Power to the People: The Benefits of a Decentralized Reporting Strategy for Tracking the Performance of Publicly Funded Renewable Energy Systems <i>Speaker: Shawn Shaw, The Cadmus Group, Inc.</i></p> <p>Performance Assessment of Cogeneration Systems in California <i>Speaker: Brad Souza, Itron, Inc.</i></p> <p>The Impact of Distributed Generation Facilities on California's Transmission and Distribution System <i>Speaker: George Simons, Itron, Inc.</i></p>	<p><b>Program Theory and Logic Models: Fairytales or Reference Manuals?</b> <i>Moderator: Sharyn Barata, Opinion Dynamics</i></p> <p>"Do I Have To?": Convincing Program Implementers that Program Logic Models Are Valuable <i>Speaker: Victoria Engel, New York State Energy Research and Development Authority</i></p> <p>Program Theory-Drive Evaluation Approach – An Exercise in Practice <i>Speaker: Cynthia Austin, Heschong Mahone Group, Inc.</i></p> <p>Using Simplified Pattern Matching to Define Program Theory and Assess Program Effectiveness – Application to a Green Buildings Program <i>Speaker: Allen Lee, Quantec, LLC</i></p>	<p><b>Evaluation of Low-Income Programs</b> <i>Moderator: Gil Peach, H.Gil Peach &amp; Associates, LLC</i></p> <p>If It's Affordable, Will They Pay? A Review of a Low Income Bill Payment Pilot Program <i>Speaker: Lark Lee, PA Consulting Group</i></p> <p>In Crisis, In Need or In Want? Impacts of Policy Change on Wisconsin's Crisis Assistance <i>Speaker: Pamela Rathbun, PA Consulting Group</i></p> <p>Energy Efficiency-Based Utility Allowance – Increasing the Affordability of Affordable Housing <i>Speaker: Julieann Summerford, Heschong Mahone Group, Inc.</i></p>	<p><b>Non-Energy Benefits – What is Their Value to the Customer?</b> <i>Moderator: Faith Lambert, US Department of Energy</i></p> <p>Custom NEBs: Are They Worth It? – Experiences, Challenges, and Directions in Massachusetts <i>Speaker: Jeremy Newberger, National Grid</i></p> <p>Exploring the Application of Conjoint Analysis for Estimating the Value of Non-Energy Impacts <i>Speaker: Nicole Wobus, Summit Blue Consulting, LLC</i></p> <p>Using NEBs to Attract "Ordinary" Homeowners to Energy Efficiency: The New Zealand Case <i>Speaker: Lisa Skumatz, Skumatz Economic Research Associates</i></p>	<p><b>Panel – Spillover and Net-to-Gross: Pursuing Accurate Evaluation of Energy Efficiency Portfolio Results</b> <i>Moderator: Rafael Friedmann, PG&amp;E</i></p> <p>Panelists: <i>Mike Rufo, Itron, Inc.</i> <i>Ken Keating, BPA</i> <i>Paul DeCotis, NYSERDA</i> <i>Valerie Richardson, PG&amp;E</i></p>
<p><b>Noon - 1:30</b></p>	<p><b>LUNCHEON SPEAKER Andrew Hargadon, UC Davis</b></p>				

**DAY TWO: Wednesday, August 15 – Continued**

<p><b>1:30 - 3:00</b></p>	<p><b>Peaking Interest in Energy Efficiency</b>  <i>Moderator: Maureen McNamara, US EPA</i></p> <p>Estimating Peak Demand Impacts of Energy Efficiency Programs: A National Review of Practices and Experience  <i>Speaker: Dan York, American Council for an Energy-Efficient Economy</i></p> <p>Overview of the Evaluations of California's 2004-2005 Efficiency Programs  <i>Speaker: Nick Hall, TecMarket Works</i></p> <p>Integrating Demand Side Resource Evaluations in Resource Planning – An Industry Turning Point  <i>Speaker: Dan Violette, Summit Blue Consulting, LLC</i></p>	<p><b>It's Not Your Father's Model Anymore: Innovative Impact Evaluation Methods</b>  <i>Moderator: Robert Wirtshafter, Wirtshafter Associates, Inc.</i></p> <p>A Matter of Size: Using Ordinary Least Squares to Estimate Energy Savings in the Commercial Sector  <i>Speaker: Hossein Haeri, Quantec, Inc.</i></p> <p>Eliminating the Guesswork: The Information-Theoretic Approach to Model Selection  <i>Speaker: Kathryn Parlin, West Hill Energy and Computing, Inc.</i></p> <p>The Gift that Keeps Giving: A Structured Approach for Measuring Participant Spillover  <i>Speaker: Christopher Dyson, KEMA Inc.</i></p>	<p><b>Cold Case: Methods and Evidence for Evaluation Refrigerator Recycling</b>  <i>Moderator: Bobbi Tannenbaum, KEMA</i></p> <p>How Electric Customers Dispose of Used Refrigerators and Why They Choose a Utility Program  <i>Speaker: Steve Westberg, Hiner &amp; Partners</i></p> <p>Gross Savings Estimation for Appliance Recycling Programs: The Lab Versus In Situ Measurement Imbroglio and Related Issues  <i>Speaker: Shahana Samiullah, Southern California Edison</i></p> <p>Net Savings Estimation in Appliance Recycling Programs: A Review and Empirical Analysis with Recent California Data  <i>Speaker: Don Dohrmann, ADM Associates, Inc.</i></p>	<p><b>Attribution and Public Policy</b>  <i>Moderator: Ralph Prael, Prael &amp; Associates</i></p> <p>Free Ridership and Spillover: A Regulatory Dilemma  <i>Speaker: Bill Saxonis, NY State Department of Public Service</i></p> <p>Maximizing Societal Uptake of Energy Efficiency in the New Millennium: Time for Net-to-Gross to Get Out of the Way?  <i>Speaker: Rafael Friedmann, Pacific Gas &amp; Electric</i></p> <p>Market-Effects Momentum: Are We Giving Market Effects Their Full Due?  <i>Speaker: Harley Barnes, Lockheed Martin</i></p>	<p><b>Panel – Energy Efficiency and Demand Response – Separate Efforts or Two Ends of a Continuum?</b>  <i>Moderator: Ingrid Rohmund, Energy Insights</i></p> <p>Panelists:  <i>Bruce Evans, CPS Energy</i>  <i>Steve Braithwait, Christensen Associates Energy Consulting</i>  <i>Mike Alexander, PG&amp;E</i></p>
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3:00 - 3:30 **BREAK**



**DAY TWO: Wednesday, August 15 – Continued**

<p><b>3:30 - 5:00</b></p>	<p><b>World Wide View: Potential Energy Savings Studies</b></p> <p><i>Moderator: Marygrace Cerce, KeySpan Energy Delivery</i></p> <p>Building a Better Mousetrap: A Unique Approach to Determining Reliable Savings Potential <i>Speaker: Glenn Haynes, RLW Analytics, Inc.</i></p> <p>DSM Potential Evaluation for Long-Term Resource Planning in Korea <i>Speaker: Chang Ho Rhee, Korea Electrotechnology Research Institute (KERI)</i></p> <p>Electric Efficiency Potential Down-Under: New Zealand in Perspective <i>Speaker: Bobbi Tannenbaum, KEMA, Inc.</i></p>	<p><b>Advances in Understanding Appliance Markets</b></p> <p><i>Moderator: Pierre Landry, Southern California Edison for Shel Feldman, Shel Feldman Management Consulting</i></p> <p>Seeing There Without Being There: Results of Using the Internet to Assess Appliance Availability in Retail Stores <i>Speaker: Thomas Mauldin, Nexus Market Research</i></p> <p>Impact of Energy Prices and Energy Efficiency Activities on Sales of Energy Star® Appliances in California <i>Speaker: Ken Tiedemann, BC Hydro</i></p> <p>Bounce Back from Energy Star® Specification Changes in the Appliance Market in the Northeast U.S.: A Regression Analysis <i>Speaker: Seth Snell, Applied Proactive Technologies, Inc.</i></p>	<p><b>Program Efficiency, Installation Quality and Peak Load Impacts: New Perspectives in Residential HVAC Evaluation</b></p> <p><i>Moderator: David Hungerford, California Energy Commission</i></p> <p>Savings Uncertainties in Residential Air Conditioning Rebate Programs <i>Speaker: Rachel Freeman, Summit Blue Consulting, LLC</i></p> <p>Do Quality Installation Verification Programs for Residential Air Conditioners Make Sense in New England? <i>Speaker: Robert Wirtshafter, Wirtshafter Associates, Inc.</i></p> <p>Measuring the Load Impact of an Air Conditioner Cycling Program <i>Speaker: Edward Lovelace, Southern California Edison</i></p>	<p><b>Overcoming the Barriers to Introducing New Products</b></p> <p><i>Moderator: Elizabeth Hicks, KEMA, Inc.</i></p> <p>Raising the Temperature on Lighting: Acceptance and Energy Savings Potential Utilizing Spectrally Enhanced Lighting <i>Speaker: Brian Liebel, Afterimage+space</i></p> <p>Put Another Nickel In: Market Opportunities for Energy Star Vending Machines Overcoming the Barriers of Leased Equipment <i>Speaker: Shawn Shaw, The Cadmus Group, Inc.</i></p> <p>Product Selection – A Forgotten Vital Component of Program Design <i>Speaker: Nikhil Gandhi, Strategic Energy Technologies, Inc.</i></p>	<p><b>Panel – Can Energy Efficiency Deliver for the Grid?</b></p> <p><i>Moderator: Maureen McNamara, US EPA</i></p> <p>Panelists:</p> <p><i>Ken Keating, Bonneville Power Administration</i></p> <p><i>Phil Mosenthal, Optimal Energy, Inc.</i></p> <p><i>Stephen Cowell, Conservation Services Group</i></p>
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7:00 p.m.

**FIELD TRIP: 3 Hour Architectural Cruise Around the Chicago Area. Watch Website for Details**



**DAY THREE: Thursday, August 16**

**7:00 – 8:15 Breakfast On Us**

<p><b>8:30 - 10:00</b></p>	<p><b>Evaluating the New</b>  <i>Moderator: Phil Degens, Energy Trust</i></p> <p>Evaluating Emerging Technologies Programs: Accelerating the Future  <i>Speaker: Jonny Holz, ECONorthwest</i></p> <p>An Evaluation Framework for a Portfolio of Research, Development and Demonstration Programs  <i>Speaker: Helen Kim, NYSERDA</i></p> <p>Leveraging For-Profit Businesses to Increase Non-Profit Energy Efficiency: Findings From Oregon’s Business Energy Tax Credit Program  <i>Speaker: John Boroski, ECONorthwest</i></p>	<p><b>Planning With What We Know and What We Don’t Know – Assessing and Managing Uncertainty and Risk in Portfolio Construction and Evaluation</b>  <i>Moderator: Nick Hall, TecMarket Works</i></p> <p>Energy Efficiency Portfolio Risk Management: A Systematic, Data-Driven Approach for Timely Interventions to Maximize Results  <i>Speaker: Richard Ridge, Ridge &amp; Associates</i></p> <p>Multi-Criteria Decision Analysis: Managing Uncertainties in Program Energy Savings Cost-Effectively  <i>Speaker: Hossein Haeri, Quantec, LLC</i></p> <p>Optimizing DSM Program Portfolios  <i>Speaker: Toben Galvin, Summit Blue Consulting</i></p>	<p><b>Lighting Market Effects</b>  <i>Moderator: Timothy Melloch, ComEd</i></p> <p>Explaining Consumer Choice in Purchasing, Installing and Storing Compact Fluorescent Lamps  <i>Speaker: Carrie Webber, KEMA, Inc.</i></p> <p>Blinded by the Light: Why Are We in the Dark About How Many CFLs are Out There?  <i>Speaker: Susan Oman, Nexus Market Research, Inc.</i></p> <p>Compact Fluorescent (CFL) Saturation in the Northeast: Where the Rubber Hits the Road  <i>Speaker: Thomas Ledyard, RLW Analytics, Inc.</i></p>	<p><b>Panel – ESL – Evaluation as a Second Language (or How to Translate the Value of Evaluation Results to a Diverse Audience)</b>  <i>Moderator: Kathleen Gaffney, KEMA, Inc.</i></p> <p>Panelists:  <i>Mike Sherman, Massachusetts Division of Energy Resources</i>  <i>Charley Budd, KEMA</i>  <i>Monica Nevius, Consortium for Energy Efficiency</i>  <i>Carol Mullholland, PA Consulting</i></p>
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**10:00 - 10:30 BREAK**

**DAY THREE: Thursday, August 16 - Continued**

<p><b>10:30 - Noon</b></p>	<p><b>Measure Lifetimes</b>  <i>Moderator: Don Flynn, Northeast Utilities Service Company</i></p> <p>Updated Measure Lifetime Estimates: EULs Based on 10 Years of Studies  <i>Speaker: Lisa Skumatz, Skumatz Economic Research Associates</i></p> <p>Energy Savings Lifetimes of Measures: Will the New European Harmonized Lifetimes Account for Less Energy Savings Compared to the Policy Induced Energy Savings Measures?  <i>Speaker: Harry Vreuls, SenterNovem</i></p>	<p><b>CFL Promotion and Evaluation</b>  <i>Moderator: Jim Mapp, Wisconsin Division of Energy</i></p> <p>Evaluation of a Regional Compact Fluorescent Lamp Electricity Efficiency Pilot Program in New Zealand  <i>Speaker: Peter Watt, Electricity Commission of New Zealand</i></p> <p>Energizing Communities: Leveraging Non-Profit Organizations to Promote CFLs  <i>Speaker: Katherine Johnson, Market Development Group</i></p> <p>How Much is That CFL in the Window? I Do Hope It Is on Sale: Examining Price Differentials Between CFL and Incandescent Light Bulbs  <i>Speaker: Greg Clendenning, Nexus Market Research</i></p>	<p><b>Panel – E Pluribus Almost Unum – Developing Common Evaluation Policies and Protocols Across Six States</b>  <i>Moderator: Carol White, National Grid</i></p> <p>Panelists:  <i>Michael Sherman, Massachusetts Division of Energy Resources</i>  <i>Chris Neme, Vermont Energy Investment Corporation</i>  <i>Elizabeth Titus, Northeast Energy Efficiency Partnerships</i></p>	<p><b>Panel – Evaluators’ Bias – Are Firewalls the Answer?</b>  <i>Moderator: Douglas Mahone, Heschong Mahone Group, Inc.</i></p> <p>Panelists:  <i>Ben Bronfman, Quantec, LLC</i>  <i>Larry Pakenas, New York State Energy Research and Development Authority</i>  <i>Nick Hall, TecMarket Works</i></p>
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