

CONFERENCE AGENDA WEDNESDAY, AUGUST 20

COURTYARD BALLROOM **OPENING PLENARY SESSION** **8:30 a.m. – 9:30 a.m.**
Welcome to Seattle: Honorable Greg Nickels, Mayor of Seattle
Keynote Speaker: AL DESTRIKATS
Executive Director of Utility and Telecommunications
J.D. Power and Associates

CONCURRENT SESSIONS (See page 20) **10:00 a.m. – 11:30 a.m.**

MUNICIPAL ROOM **1A:** **DEMAND RESPONSE PROGRAMS AND TARIFFS – LESSONS LEARNED AND FUTURE MEASUREMENT CHALLENGES**
Demand Response Programs: Evaluators to the Rescue
(William Saxonis, New York State Department of Public Services, Donna Pratt, Neenan Associates)
Evaluating Demand Response Programs and Tariffs: Looking for Effective Synergies
(Steven Braithwait, Christensen Associates)
Development of a Standard Baseline Calculation Protocol for Demand Response
(Miriam L. Goldberg & Ken Agnew, KEMA-XENERGY, Michael Messenger, California Energy Commission)

SUPERIOR ROOM **1B:** **EVALUATING NATIONAL LABELING PROGRAMS: A SURVEY OF RESEARCH FROM THE U.S. AND CANADA**
Regional Uses and Comparisons of National and Massachusetts Survey Data on ENERGY STAR® Awareness
(Timothy Pettit & Lynn Hoefgen Nexus Market Research, Stephen Bonnano, NSTAR Electric and Gas, Lomont White, Northeast Utilities, Kim Ihrig, National Grid, Deborah Jarvis, Unitil)
An Evaluation of the EnergyGuide Label: What We Learned
(Sandy Smith & Jennifer Thorne, American Council for an Energy-Efficient Economy)

FEDERAL ROOM **1C:** **BETTER LIVING THROUGH STATISTICS**
Measurement of DSM Program Savings: Comparing Estimates from Treatment – Effects and Fixed-Effects Models
(Eric Solberg & Andrew M. Gill, California State University, Abdullah Y. Ahmed, Occidental Analytical Group)
Controlling for Nonprogram Effects in a Statistical Engineering Analysis
(Michael Gallaher, Stephen A. Johnston & Andrea S. Thomas, Research Triangle Institute, Alan Bailey, National Grid USA)
Market Penetration of Competing New Technology: A Maximum Likelihood (MLE) Approach to Modeling the Emergence of the Electronic Ballasts
(Eihab Fathelrahman & David M. Anderson, Pacific Northwest National Laboratory)

WASHINGTON ROOM **1D:** **(PANEL) WHAT'S IN THE TOOL BOX FOR EFFECTIVE EVALUATION OF FEDERAL AND STATE ENERGY PROGRAMS?**
PANELISTS: Gretchen Jordan, Sandia National Laboratories, Bruce Tonn, Oak Ridge National Laboratory and University of Tennessee, Paul DeCotis, New York State Energy Research and Development Authority

COMPASS ROOMS **LUNCHEON** **11:30 a.m. – 1:00 p.m.**
Lifetime Achievement Awards

CONFERENCE AGENDA WEDNESDAY, AUGUST 20

CONCURRENT SESSIONS (See page 21) 1:00 p.m. – 2:30 p.m.

- MUNICIPAL ROOM 2A: DEMAND RESPONSE PROGRAM EVALUATIONS AND TECHNOLOGIES**
Making Decisions Regarding New Technology Upgrades Within Existing Load Management Programs
(Vikki Wood, Sacramento Municipal Utility District, Michael Ozog & Daniel Violett, Summit Blue Consulting)
Results from California’s Small Commercial Demand-Responsiveness Pilot Program
(Roger Wright, RLW Analytics, Inc., Mark S. Martinez, Southern California Edison)
Mass Market Demand Management Offerings: Evaluation Methods Assessment and Results
(Dan Violette & Michael Ozog, Summit Blue Consulting)
- SUPERIOR ROOM 2B: ENERGY EFFICIENCY MARKET INTERVENTION: THEORETICAL PERSPECTIVES, ECONOMETRIC RESULTS**
Does Talking About Barriers Just Get in the Way?
(Miriam Goldberg, KEMA-XENERGY)
Addicted to Rebates? Or Are They Just What the Doctor Ordered?
(Jeff Erickson, PA Government Services, Inc.)
An Era of Energy Efficiency in the Commercial Sector: Investigation and Findings
(Marvin Horowitz, Demand Research)
- FEDERAL ROOM 2C: EVALUATING RESIDENTIAL AND COMMERCIAL LIGHTING PROGRAMS**
Interim Process Evaluation of the Efficient Lighting Initiative: 1999-2001
(Edward Vine, Lawrence Berkeley National Laboratory, Luisa Freeman & Joseph Lopes, Applied Energy Group, Martin Adelaar, Marbek Resource Consultants, Barbara Atkinson & Rafael Friedmann, Consultants, Iris Sulyma, Habart & Associates Consultants)
Evaluation of a Small Commercial Prescriptive Lighting Program
(Cynthia Austin & Catherine Chappell, Heschong Mahone Group, Inc., Ed Hamzawi, Sacramento Municipal Utility District)
A Novel Approach to the Evaluation of Lighting Programs: The National Grid Energy Initiative Lighting Program
(Shon Kraley & M. Sami Khawaja, Quantec, LLC Alan Bailey, National Grid)
- WASHINGTON ROOM 2D: (PANEL) DEVELOPING COMMON GUIDELINES FOR ENERGY EFFICIENCY PROGRAM EVALUATION**
PANELISTS: Elizabeth Titus, Northeast Energy Efficiency Partnerships, Nick Hall, TeeMarket Works, Lori Megdal, Megdal & Associates

CONFERENCE AGENDA WEDNESDAY, AUGUST 20

CONCURRENT SESSIONS (See pages 22-23) 3:00 p.m. – 4:30 p.m.

- MUNICIPAL ROOM** **3A:** **EVALUATION AND MARKET ASSESSMENT OF RENEWABLE ENERGY PROGRAMS**
Evaluating RE and CE Programs – EE’s Emergent Siblings
(William Steigelmann, Eric Coffman, Veronika Rabl & Harley Barnes, Aspen Systems Corporation)
Developing an Evaluation Approach for Wisconsin’s Public Benefits Renewable Energy Program
(Adam Serchuck, Serchuck Associates, Don Wichert, Wisconsin Department of Administration)
California’s Statewide Self-Generation Incentive Program – What Has Been Consumer Response To Date and Is It Cost Effective?
(Patrick Lilly, Alan Fields, Brenda Gettig & Kurt Scheuermann, Itron, Inc., Pierre Landry, Southern California Edison Company)
Methods for Evaluation of Technology and Market Development of Wind Power
(Kerstin Astrand, Lund University)
- SUPERIOR ROOM** **3B:** **IT’S IN THE DETAILS: UNDERSTANDING THE COMMERCIAL SECTOR**
Contrasting Approaches to Estimating Program Net Savings in NRNC
(Matt Brost & April Thanarat, RLW Analytics, Inc., Pete Jacobs, Architectural Energy Corporation, Catherine Chappell, Heschong Mahone Group)
Getting the Big Picture Of A Small Place
(Jane S. Peters & Marjorie McRae, Research Into Action, Inc., Randall Lloyd, Vermont Department of Public Service, Scott Albert, GDS Associates, Lori Megdal, Megdal and Associates)
Examining Networks of Building Professionals, Developers, Owners, and Contractors in the Commercial Building Sector
(John H. Reed & Andrew D. Oh, Innovologie)
- FEDERAL ROOM** **3C:** **A NEW WAY TO CUT TAXES? ENERGY SAVINGS IN PUBLIC BUILDINGS**
Estimating The Energy Savings Potential For Low-Cost, Easy-to-Implement Measures In County Government Offices
(Katherine Johnson, KJ Consulting, Carol Sabo, PA Consulting)
Determining the Total Costs and Benefits of Commissioning Public Buildings
(Bing Tso, SBW Consulting, Inc., Lisa Skumatz, SERA, Inc., David Cohan, Northwest Energy Efficiency Alliance)
- WASHINGTON ROOM** **3D:** **(PANEL) CATCH OF THE DAY: A PANEL ON ONE OF THE DAY’S TASTIEST EVALUATION TOPICS**
PANELISTS: Jeff Schlegel, Schlegel & Associates, LLC (Consultant to Connecticut ECMB), Oscar Bloch, Department of Administration, Division of Energy (Wisconsin), Marty Kushler, American Council for Energy Efficient Economy (ACEEE), Marian Brown, Southern California Edison Company

POSTER PAPERS:

Non-Energy Benefits (NEBs) Modeling - A Comprehensive Analysis Tool Valuing NEBs for Commercial, Residential and Other Programs

Blake Bear, Skumatz Economic Research Associates, Inc.

Shedding Light on the Lab – Evaluation of a Daylighting Market Transformation Program

Catherine Chappell, Heschong Mahone Group, Inc.

Commercial Gas Energy Efficiency Potential in California

Fred Coito, KEMA-XENERGY

Case Studies Exploring Efficiency Opportunities and Industrial Customer Decision Making Practices

Fred Coito, KEMA-XENERGY

Energy Efficiency as a Financial Hedge: An Alternative Valuation Methodology and Analytic Context for Energy Efficiency Programs

Chris Ann Dickerson, Pacific Gas and Electric Company

Residential Energy Efficiency Potential in California

Rafael Friedmann, Pacific Gas & Electric

Designing a Needs Assessment for Low-Income Customers

Brenda Gettig, Itron, Inc.

District Thermal Ice Storage – DSM Success

Matthew Gibbs, Nexant Inc.

The Potential for Energy Conservation in Xcel Energy’s Minnesota Service Area

Randy Gunn, Summit Blue Consulting

Advantage or Not? Evaluation of the Sacramento Municipal Utility District Residential New Construction Program

Wim Bos, Sacramento Municipal Utility District

Close, But No Cigar: Lost Savings From Unsuccessful Performance Contracts

Julia Larkin, KEMA-XENERGY

Understanding the Potential of Weatherization Programs for Low Income Households from 150% to 200% of the Federal Poverty Level

Lark Lee, PA Consulting Group (PA Government Services, Inc.)

Do Energy Savings Really Persist? Columbia Gas of Ohio’s WarmChoice Program Demonstrates Long-Term Energy Impacts

Kevin Monte de Ramos, KMDR Research, Inc.

Utilizing GIS Software to Define and Understand Target Markets

Tami Rasmussen, KEMA-XENERGY

Calibrated Simulation Model for Energy Assessment and Verification

David Robison, Stellar Processes

DSM – From Theory to Practice: The Portuguese Case Study

Sofia Simoes, Science & Technology College, New University Lisbon

Comparability of Evaluation Results

Mikael Togeby, Elkraft System

Verification of Interstate Power & Light’s Performance Contracting Projects: A Practical Application of the IPMVP

Eben Twombly, kW Engineering

How to Compare Impacts of the Same Kind of Programs to Reduce GHG

Harry Vreuls, Novem

CONFERENCE AGENDA THURSDAY, AUGUST 21

CONCURRENT SESSIONS (See pages 23-24) 8:30 a.m. – 10:00 a.m.

- MUNICIPAL ROOM** **5A:** **LOW-INCOME PROGRAM EVALUATIONS IN THE DAIRY STATES**
Evaluating the New York Energy SmartSM Low-Income Energy Affordability Program (LEAP)
(Paul DeCotis, Mark C. Coleman, Victoria S. Engel, Lawrence J. Pakenas & Peggie A. Neville, New York State Energy R&D Authority)
A Longitudinal Approach To Evaluating Wisconsin’s Low-Income Programs: Results To Date
(Lark Lee, Pam Rathbun & Laura Schauer, PA Government Services, Inc., Steve Tryon & Jim Cain, Wisconsin Division of Energy, Nick Hall, TecMarket Works)
Evaluating Low Income Energy Efficiency In California: The Intersection of Cost Effectiveness, Energy Efficiency, Equity, and Politics
(Mary O’Drain, Pacific Gas & Electric Company, Angela Jones, Vanward Consulting)
- SUPERIOR ROOM** **5B:** **INDUSTRIAL ENERGY EFFICIENCY EVALUATION**
Study of Energy Savings Generated by Clients of the Industrial Assessment Center Program
(Michaela Martin & Richard Schmoyer, Oak Ridge National Laboratory, Bruce Tonn & Susan Schexnayder, University of Tennessee)
Integrating MA&E and Planning Studies to Understand and Capture Industrial Program Potential
(Michael Rufo, Quantum Consulting, Inc., Rafael Friedmann, Pacific Gas & Electric Company, Fred Coito, KEMA-XENERGY)
The Mom and Pop Machine Shop – Designing Programs for Small Industrial Customers
(Marissa Myers, Kris Bradley & Philippus Willems, Quantum Consulting Inc., Rafael Friedmann, Pacific Gas & Electric)
- FEDERAL ROOM** **5C:** **CUSTOMER RESPONSE TO MASS MARKETING**
Quantifying Load-Shifting Benefits From A Marketing Campaign
(Lori M. Megdal, Megdal & Associates, Victoria S. Engel, Lawrence J. Pakenas & Susan Soweck, NYSERDA, Tom Rooney, GDS Associates Inc.)
How’m I Doing? Tracking the Effectiveness of Advertising an Energy- Efficiency Program
(Shel Feldman, Shel Feldman Management Consulting, Eric Rambo, PA Consulting)
Changes in Household Energy Use as a Result of the California Energy Crisis
(Loren Lutzenhiser & Susan Lutzenhiser, Portland State University, Rick Kunkle, Washington State University, Sylvia Bender, California Energy Commission)

CONFERENCE AGENDA THURSDAY, AUGUST 21

CONCURRENT SESSIONS (See pages 24-25) 10:30 a.m. – 12:00 p.m.

- MUNICIPAL ROOM** **6A:** **ATTRIBUTION**
Evaluating Attribution In A Business Markets Program
(**Mark Thornsjo**, Summit Blue Consulting, **Patricia Squires**, Enbridge Gas Distribution, Inc., **H. Robert Bach**, Engineering Interface, Ltd.)
Addressing Program Attribution in the Wake of the California Energy Crisis
(**Tami Rasmussen** & **Kathleen Gaffney**, KEMA-XENERGY, **Rob Rubin**, San Diego Gas and Electric Company)
The Impact of Regional Incentive and Promotion Programs on the Market Share of ENERGY STAR® Appliances
(**Mitchell Rosenberg**, KEMA-XENERGY)
- SUPERIOR ROOM** **6B:** **INFORMATION AND ENERGY EFFICIENCY: WHAT DO CUSTOMERS WANT TO KNOW?**
What Is It I Need To Know? The Relationship Between Information Seeking and Intended Action Relating to Energy Efficiency
(**Eric Rambo**, PA Government Services, Inc., **Shel Feldman**, Shel Feldman Management Consulting)
Seattle MeterWatch: Using Customer Feedback to Build an Internet-Based Energy Use Service
(**Dennis Pearson**, **Linda Lockwood** & **Bahiru Egziabiher**, Seattle City Light)
Customer Use of Web-Based Energy Usage Data – An Evaluation of California’s Real-Time Energy Metering Program
(**Steven Braithwait** & **Michael Welsh**, Christensen Associates, **David Hungerford**, California Energy Commission)
- FEDERAL ROOM** **6C:** **DOES PRACTICE TRUMP THEORY IN THE IMPLEMENTATION OF MT?**
Is One Model of Market Transformation Enough For Public Benefit Market-Transformation Programs
(**Harley Barnes**, **Jon Maxwell** & **William Steigelmann**, Aspen Systems Corporation)
The Program Theory and Metrics Process
(**Jeff Erickson**, PA Government Services, Inc., **Jennifer Fagan**, KEMA-XENERGY, **Oscar Bloch**, Wisconsin Division of Energy)
- WASHINGTON ROOM** **6D:** **(PANEL) HOW TO FIND OUT IF YOUR MARKET-BASED PROGRAM IS COST EFFECTIVE, COST EFFECTIVELY**
PANELISTS: **Ben Bronfman**, Energy Trust of Oregon, **Carol White**, National Grid USA Service Company, **Monica Nevius**, Consortium for Energy Efficiency
- LUNCH** **12:00 p.m. – 1:30 p.m.**

CONFERENCE AGENDA THURSDAY, AUGUST 21

CONCURRENT SESSIONS (See pages 25-26) 1:30 p.m. – 3:00 p.m.

- MUNICIPAL ROOM** **7A:** **LOOKING AT THE BIG PICTURE: THREE NATIONAL STUDIES OF ENERGY EFFICIENCY PROGRAM TRENDS**
Historical Tracking of DOE Technologies, Market Transformation, Deployment, and Codes and Standards for Building Programs: A Decade of Accomplishments, 1990-2000
(Eihab Fathelrahman, Cody Hostick & Donna Hostick, Pacific Northwest National Laboratory)
The Rebound, Renewal and Rebirth of Energy Efficiency Programs in the US: An Examination of Trends in Program Spending and Design
(Dan York, Martin Kushler, American Council for an Energy Efficient Economy)
On the Threshold of Energy Efficiency in California: A Nationwide Best Practices Study of Energy Efficiency Programs
(Kenneth James, Pacific Gas & Electric, Derrick Rebello & Michael Rufo, Quantum Consulting, Inc.)
- SUPERIOR ROOM** **7B:** **RETAIL SALES AND MARKET PENETRATION ANALYSIS**
CFL Market Penetration Using Point-of-Sale Data – Regional Perspectives
(Alan Fields, Rachel Harcharik & Jennifer Holmes, Itron, Inc., Shel Feldman, Shel Feldman Management Associates, Rick Winch, Glacier Consulting, Rich Pulliam, Southern California Edison)
Assessing Residential Market Transformation Programs Through Retail Sales Analysis
(Thomas Mauldin, KEMA-XENERGY, Tom Franks, Vermont Department of Public Service, Margaret Cush Grasso, Long Island Power Authority)
Using Regression Discontinuity Models to Understand Market Transformation
(Ken Tiedeman, Habart and Associates Consulting)
- FEDERAL ROOM** **7C:** **DON'T GIVE UP ON SMALL COMMERCIAL: REACHING THIS CHALLENGING MARKET SEGMENT**
How to Cost-Effectively Serve Small Nonresidential Hard-to-Reach Customers
(John Cavalli, Marissa Myers, Jim Flanagan & Mike Rufo, Quantum Consulting, Inc., Chris Ann Dickerson, Pacific Gas & Electric)
From Portland to Billings and Back: Challenges and Opportunities for Small HVAC RTU Service Innovations
(Richard Hazzard & Robert Bordner, Energy Market Innovations, Inc., David Cohan, Northwest Energy Efficiency Alliance)
Evaluating the Underserved Small C&I Market: Building a Bridge to Implementation
(Thomas Ledyard, RLW Analytics, Inc., Susan Haselhorst, NSTAR Electric and Gas Corporation)

CONFERENCE AGENDA THURSDAY, AUGUST 21

CONCURRENT SESSIONS (See pages 26-27-) 3:30 p.m. – 5:00 p.m.

- MUNICIPAL ROOM** **8A:** **THE CURRENT STATE-OF-THE-ART IN USING BUILDING MODELING FOR EVALUATION PURPOSES**
Welcome to the Machine: Integrating Modeling, Benchmarking and Program Savings Evaluation into a Program TQM Process
(**Gregory Thomas**, Performance Systems Development, Inc., Michael McQueeney, Public Service New Hampshire)
DrCEUS: Energy and Demand Usage From Commercial On-Site Survey Data
(**Tom Mayer**, Fred Sebold, Alan Fields, Robert Ramirez & Brad Souza, Itron, Inc., Mark Ciminelli, California Energy Commission)
Calculating Energy Savings in High Performance Residential Buildings Programs
(**Robert Hendron**, Sara Farrar-Nagy, Ren Anderson & Ron Judkoff, National Renewable Energy Laboratory, Paul Reeves, Partnership for Resource Conservation, Ed Hancock, Mountain Energy Partnership)
- SUPERIOR ROOM** **8B:** **NON-ENERGY BENEFITS: FULLY VALUING ENERGY EFFICIENCY PROGRAM OUTCOMES**
Non-Energy Benefits (NEBs) in Offices and Schools: Do They Influence Building Design and Decision-Making?
(**Lisa Skumatz & Blake Bear**, Skumatz Economic Research Associates, Inc., Ingo Bensch, Energy Center of Wisconsin, Stuart Schare, Summit Blue Consulting)
Non-Energy Benefits from Commercial and Industrial Energy Efficiency Programs: Energy Efficiency May Not Be the Best Story
(**Nick Hall & Johna A. Roth**, TecMarket Works)
An Approach to Quantifying Economic and Environmental Benefits for Wisconsin's Focus on Energy
(**David Sumi & Bryan Ward**, PA Government Services, Inc., Glen Weisbrod, Economic Development Research Group, Miriam L. Goldberg, KEMA-XENERGY)
- FEDERAL ROOM** **8C:** **EVALUATION OF EDUCATION AND TRAINING PROGRAMS**
An Education and Training Evaluation that Changed a Program
(**Ingo Bensch**, Energy Center of Wisconsin)
Education That Changes Behavior: The Impacts of the BOC Program
(**Marjorie McRae & Jane S. Peters**, Research Into Action, Inc., Elizabeth Titus, Northeast Energy Efficiency Partnership, Tom Rooney, GDS Associates)
Are Education and Training Programs Producing Knowledge and Behavioral Effects in Wisconsin?
(**Tom Talerico**, Glacier Consulting Group, Lark Lee & Kimberly Bakalars, PA Consulting, Barbara Smith, WI Department of Administration)
- WASHINGTON ROOM** **8D:** **(PANEL) EVALUATION ETHICS: WHAT IS THE BEST WAY TO ENSURE THIRD PARTY PROGRAM EVALUATIONS ARE OBJECTIVE AND WITHOUT CONFLICT OF INTEREST?**
PANELISTS: Mike Rufo, Quantum Consulting, Inc., **Jane Peters**, Research into Action, **Miriam Goldberg**, KEMA-XENERGY

5:30 p.m.

TILLICUM VILLAGE DINNER & CRUISE

Join us for a cruise to Tillicum Village. This trip includes a narrated harbor cruise, a delicious buffet featuring traditional Indian-style baked salmon, a spectacular stage show, and time to explore the forested trails and picturesque beach walks on Blake Island State Park

CONFERENCE AGENDA FRIDAY, AUGUST 20

FEDERAL ROOM	BREAKFAST ON US <i>Join us one last time for breakfast</i>	7:00 a.m. – 8:15 a.m.
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CONCURRENT SESSIONS (See pages 28-29) 8:30 a.m. – 10:00 a.m.

MUNICIPAL ROOM	<u>9A:</u> OH SAY CAN YOU OVERSEE? EFFECTIVE PROGRAM DATA, REPORTING AND REVIEW SYSTEMS Where’s the data? Data Working Groups, Document Management Systems, and Consistent Reporting of Impacts (Bryan Ward, PA Government Services, Inc.) Out From Under the Trees – Successful Energy Conservation Accomplishment Reporting Mechanisms (Debra Tachibana, Seattle City Light) Audit Process in Ontario Provides a Different Perspective on Program Evaluation (Robert Ziemer, KEMA-XENERGY)	
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SUPERIOR ROOM	<u>9B:</u> COST CONSTRAINED CROSS-PROGRAM EVALUATIONS Getting the Best Evaluatin for the Buck (Valy T. Goepfrich, Christopher Dyson & Miriam L. Goldberg, KEMA-XENERGY, Jeff Erickson, PA Consulting Group, Oscar Bloch, Department of Administration, Division of Energy) Portfolio Process Evaluation: An Enhanced Perspective with Cost-Efficient Options (Lori Megdal, Megdal & Associates, Patricia Gonzales & Larry Pakenas, New York State Energy R&D Authority, Sharyn Barata, B & B Resources) Measurement and Baseline Issues Related to Evaluating a Diverse Portfolio of Federally-Supported Building Energy-Saving Projects (Donna J. Hostick, Katherine Allen Cort, David B. Belzer, James A. Dirks, Douglas B. Elliott, David M. Anderson, Pacific Northwest National Laboratory, Jerome P. Dion, DOE EERE)	
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FEDERAL ROOM	<u>9C:</u> UPSTREAM/DOWNSTREAM Another Link in the Chain: Characterizing the Wisconsin C&I HVAC Supply Market (Michael Rufo, Michael Sedmak & Philippus Willems, Quantum Consulting, Inc.) Evaluation of the Energy and Environmental Effects of the California Appliance Early Retirement and Recycling Program (Val Jensen & Eric Daly, ICF Consulting, Bruce Wall, Appliance Recycling Centers of America) The Operations of the Used Refrigerator Market – Interviews with Used Refrigerator Dealers: A Qualitative Assessment (Nick Hall, TecMarket Works)	
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WASHINGTON ROOM	<u>9D:</u> (PANEL) DECLINING COOPERATION: CHALLENGES AND RECOMMENDATIONS IN PERFORMING EVALUATION WORK PANELISTS: Kathleen Gaffney, West Coast Consulting, KEMA-XENERGY, Victoria Albright, Field Research Corporation, Mike Dennis, Knowledge Networks	
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CONFERENCE AGENDA FRIDAY, AUGUST 22

CONCURRENT SESSIONS (See page 30) 10:30 a.m. – 12:00 p.m.

- MUNICIPAL ROOM 10A: RESIDENTIAL NEW CONSTRUCTION EVALUATION METHODS AND ISSUES**
Dressing the Priestess: Preparation for and Results of a Delphi Study for a Residential New Construction Program
(William Blake, National Grid, Shel Feldman, Shel Feldman Management Consulting, Dorothy A. Conant)
When a HERO Comes Along: Expanding the Market Share of ENERGY STAR® Homes
(Jill S. Luedtke & M. Sami Khawaja, Quantec, LLC, Terry Smith, Ohio Office of Energy Efficiency)
A Case Study in Triangulation: Assessing the Residential New Construction Market from Multiple Perspectives
(Kathryn Parlin & Al Bartsch, West Hill Energy and Computing, Mitchell Rosenberg, KEMA-XENERGY, Tom Franks, Vermont Department of Public Service)
- SUPERIOR ROOM 10B: EVALUATION METHODS AND RESULTS FROM TWO LARGE NATIONAL PROGRAMS**
Using Performance Metrics to Quantify Energy Savings and Emissions Reductions for the U.S. Department of Energy’s State Energy Program
(Bruce Tonn, Martin Schweitzer, & Linda G. Berry, Oak Ridge National Laboratory, Donald W. Jones, RCF Economic and Financial Consulting, Inc.)
ENERGY STAR® Retail Store-Level Assessment – A Look Across the Nation
(Seth Snell & Peter Feroli, Applied Proactive Technologies, Inc., Lynn Hoefgen & Timothy Pettit, Nexus Market Research, Kate Lewis, U.S. EPA, Jocelyn Spielman, The Cadmus Group)
- FEDERAL ROOM 10C: RESIDENTIAL LIGHTING PROGRAMS: TRANSFORMING THE MARKET**
A Comparison of Rebates and Non-Rebate Promotions in a Residential Lighting Program
(Stephen Grover and Charisa Flaherty, ECONorthwest)
Buying Success: Bulk Purchase Programs As Agents of Market Transformation
(Iris M. Sulyma, D. Fielding & J. Gin Johnston, BC Hydro, H. Haeri, KEMA Management Consulting, A. Lee, Quantec LLC)
Seattle’s Conservation Kit Program – Transforming the Residential Use of Compact Fluorescent Lighting
(Debra L.O. Tachibana, Seattle City Light, Karen A. Brattesani, Research Innovations)

1:30 p.m.

**WALKING TOUR – LIGHTING DESIGN LAB TOUR
INTERNATIONALLY ACCLAIMED FACILITY
FOR STATE OF THE ART LIGHTING DESIGN**

Take a peak at the latest in lighting technology. This hands on demonstration facility includes a 1200 foot mock-up room. Lamps, luminaries, ballasts, louvers and controls are on display in the lab’s demonstration area. Another powerful hands-on tool is the daylighting lab. Here you can simulate the effects of a sunny or overcast day on your architectural model. Or, try out the motion sensor lighting controls that can save even more energy.