



INTERNATIONAL ENERGY PROGRAM EVALUATION CONFERENCE

August 12-14, 2009 — Portland, Oregon

DRAFT - CONFERENCE AGENDA

DAY ONE: Wednesday, August 12 (Continental Breakfast Served from 7:30 – 8:15)

8:15 – 9:30 **Welcome and Opening Plenary Speaker, The Next Generation of Energy Efficiency and Evaluation**
Commissioner Dian M. Grueneich, California Public Utilities Commission

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

<p>10:00 – 12:00</p>	<p>Testing Tough Technologies <i>Moderator: Patrick McCarthy, Lockheed Martin</i></p> <p>Are There Savings in Demand-Controlled Ventilation? <i>Speaker: Anne, West, The Cadmus Group, Inc.</i></p> <p>HVAC Airflow Measurement Issues for Programs and Evaluators <i>Speaker: Jarred Metoyer, KEMA, Inc.</i></p> <p>Are They Cool(ing)? Quantifying the Energy Savings from Installing/Repairing Strip Curtains and Doors <i>Speaker: Sasha Barioant, ADM Associates</i></p> <p>Field Performance Assessment of Package HVAC Equipment to Quantify Benefits of Proper Service <i>Speaker: Seran Thamilsaran, ADM Associates, Inc.</i></p>	<p>Impacts of Time-of-Use Programs <i>Moderator: Kevin Cooney, Summit Blue Consulting</i></p> <p>Using Experimental Design to Assess the Impacts of Education and Rate Design: The PEAK Plus Pilot Project <i>Speaker: Crispin Wong, The Cadmus Group</i></p> <p>Beyond the Price Effect in Time-of-Use Programs: Results from a Municipal Utility Pilot, 2007-2008 <i>Speaker: James Woods, Behavioral Economics</i></p> <p>Measuring the Impact of Time of Use Rates on Peak and Off-Peak Energy Consumption: Some Results from a Randomized Controlled Experiment <i>Speaker: Iris Sulyma, BC Hydro</i></p> <p>Integrated Data Analysis Approach to Understanding Behavior Change in TOU Programs: An Application of Quartile Analysis <i>Speaker: Marc Pedersen, BC Hydro</i></p>	<p>Measuring Net to Gross: Fact, Fiction or Fantasy...Policy vs. Practice <i>Moderator: Nick Hall, TecMarket Works</i></p> <p>Freeridership Borscht: Don't Salt the Soup <i>Speaker: Ken Keating</i></p> <p>Free Ridership: Arbitrary Algorithms vs. Consistent Calculations <i>Speaker: Jeff Erickson, Summit Blue Consulting</i></p> <p>Feasting at the Ultimate Enhanced Free- Ridership Salad Bar <i>Speaker: Lori Megdal, Megdal & Associates</i></p> <p>The Origins of the Misunderstood and Occasionally Maligned Self-Report Approach to Estimating the Net-To-Gross Ratio <i>Speaker: Richard Ridge, Ridge & Associates</i></p>	<p>Lights, Meters, Action! <i>Moderator: Shahana Samiullah, Southern California Edison</i></p> <p>Residential Lighting Metering Study: Detailed Methods and Preliminary Lighting Inventory Results <i>Speaker: Alissa Johnson, KEMA, Inc.</i></p> <p>What Type of CFL User Are You? <i>Speaker: Kevin Price, KEMA, Inc.</i></p> <p>They're Out There – Somewhere: Locating and Evaluating CFLs Distributed Through Markdown and Buydown Programs <i>Speakers: Lisa Wilson-Wright, Nexus Market Research</i></p> <p>Light and Heat: An Exterior Lighting Metering Study Using Both Light and Temperature Loggers <i>Speaker: Brett Close, Southern California Edison</i></p>
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DAY ONE: Wednesday, August 12 – Continued

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

<p>1:30 – 3:00</p>	<p>Renewables and Renewable Portfolio Standards <i>Moderator: Larry Pakenas, NYSERDA</i></p> <p>Using Evaluation to Advance Funding for the RPS Program <i>Speaker: Carole Nemore, NYSERDA</i></p> <p>Attribution Analysis for Renewable Portfolio Standard (RPS) Programs: Challenges Encountered Evaluating New York's RPS <i>Speaker: Nicole Wobus, Summit Blue Consulting, LLC</i></p> <p>Evaluating the Impacts of Customer-Sited Renewable Energy Systems: Methods and Challenges <i>Speaker: Brian Dunn, KEMA</i></p>	<p>If You Demand It – Will They Come? <i>Moderator: Nigel Jollands, International Energy Agency</i></p> <p>Small Business Demand Response with Communicating Thermostats <i>Speaker: Karen Herter, Heschong Mahone Group</i></p> <p>Pacific Gas & Electric's Smart AC 2008 Load Impact Evaluation <i>Speaker: Gil Wong, Pacific Gas & Electric</i></p> <p>Evaluation of Demand Responsive Pricing and Bidding Programs for Large Commercial and Industrial Customers <i>Speaker: Steven Braithwait, Christensen Associates Energy Consulting</i></p>	<p>Tracking CFL Sales and Prices <i>Moderator: Jim Mapp, Wisconsin Division of Energy Services</i></p> <p>A Market Transformed: But Will the Impacts Be Sustained? <i>Speaker: Jennifer Canseco, KEMA, Inc.</i></p> <p>Sales Floor Market Intelligence for CFLs: Methods and Trends Over the Past Four Years <i>Speaker: Seth Craigo-Snell, Applied Proactive Technologies, Inc.</i></p> <p>Examining Price Differentials Between CFL and Incandescent Light Bulbs: Do Multi-Packs and Specialty Bulbs Matter? <i>Speaker: Greg Clendenning, Nexus Market Research, Inc.</i></p>	<p>Panel – Will Regulatory Oversight Kill Process Evaluation <i>Moderator: Ben Bronfman, The Cadmus Group</i></p> <p>Panelists: <i>William Saxonis, New York Department of Public Service</i> <i>Ken Keating, Keating and Associates</i> <i>Jane Peters, Research Into Action, Inc.</i></p>
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3:00 - 3:30 BREAK

DAY ONE: Wednesday, August 12 – Continued

<p>3:30 – 5:00</p>	<p>Evaluating the DSM Portfolio From Birth to Benchmarking: Multinational Perspectives <i>Moderator: Maureen McNamara, U.S. Environmental Protection Agency</i></p> <p>Energy Savings Calculations: What Are We Heading For? Increasing Libraries of Guidelines and Handbooks or Global Harmonization and (Inter)National Standards? <i>Speaker: Harry Vreuls, SenterNovem</i></p> <p>A Comprehensive Framework for Evaluating Demand Response in a Resource Planning Context <i>Speaker: Nicole Hopper, Ontario Power Authority</i></p> <p>Using U.S. Energy Information Administration Data to Benchmark Electric Utility DSM Portfolios <i>Speaker: Michael Reid, E Source</i></p>	<p>Focus on Quality Research <i>Moderator: Ken Keating</i></p> <p>The Net Impact of Home Energy Feedback Devices <i>Speaker: Brien Sipe, Energy Trust of Oregon</i></p> <p>Stay Ahead of the Curve! Responding to Shifting Baselines <i>Speaker: Lark Lee, PA Consulting Group</i></p> <p>Taking Engineering Savings to the Next Level <i>Speaker: Yogesh Patil, ERS</i></p>	<p>Evaluating Marketing and Media Campaigns: Selecting the Right Approach and Measuring Long Term Impacts <i>Moderator: Faith Lambert, U.S. Department of Energy</i></p> <p>Measuring the Impact of Media Campaigns: What Do You Get for Your Research Dollars? <i>Speaker: Garrick Wahlstrand, Opinion Dynamics</i></p> <p>Trends in ENERGY STAR® Awareness: Results from Four National Surveys, 2002 - 2008 <i>Speaker: Carla Jackson, Abt SRBI, Inc.</i></p> <p>Progress Towards Loyalty: Trends in ENERGY STAR® Awareness and Brand Equity Among U.S. Households, 2000-2008 <i>Speaker: Monica Nevius, Consortium for Energy Efficiency</i></p>	<p>Panel – Behavioral Insights for Energy-Efficiency Program Design – Lessons Learned From the Past, Promising New Directions, and Special Evaluation Requirements <i>Moderators: Patricia Gonzales, NYSERDA</i></p> <p>Panelists: <i>Loren Lutzenhiser, Portland State University</i> <i>Jane Peters, Research Into Action, Inc.</i> <i>Karen Ehrhardt-Martinez, ACEEE</i></p>
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DAY ONE: Wednesday, August 12 – Continued

5:30 – 7:00

EVENING RECEPTION AND POSTER SESSION: Sponsored by The Cadmus Group

Moderator: Pierre Landry, Southern California Edison

	<p>Improving the Accuracy of Duct Leakage Measurements for Quantifying Energy Savings From Duct Sealing and Repairing <i>Taghi Alereza, ADM Associates, Inc.</i></p> <p>Improved Hours-of-Use Via Double Ratio Estimation <i>Daniel Barbieri, KEMA</i></p> <p>Factors Affecting the Diffusion of Energy Efficient Technologies <i>Suchismita Bhattacharjee, Virginia Polytechnic Institute and State University</i></p> <p>How Well Do Pricing Pilot Impacts Predict Actual Program Impacts? <i>Josh Bode, Freeman, Sullivan & Co.</i></p>	<p>Improved Methods for Evaluating and Reporting Results from All-Fuels Technical Potential Studies – A Case Study From New Hampshire <i>Ryan Capers, GDS Associates, Inc.</i></p> <p>If a Picture is Worth A Thousand Words, What Are a Thousand Pictures Worth? <i>Seth Craigo-Snell, Applied Proactive Technologies, Inc.</i></p> <p>Monitoring and Verifying Performance of Projects Funded by Innovative Municipal Green Building Program <i>Jeff Cropp, The Cadmus Group</i></p> <p>Shopping for Savings: A Grocery Assessment of Savings and Implementation <i>Gary Cullen, Summit Blue Consulting</i></p> <p>Influence and Intention as Determinants of Free Ridership <i>Philipp Degens, Energy Trust of Oregon</i></p>	<p>Appealing (to) the Big Apple: Increasing New York City's Efficiency <i>Victoria Engel, NYSERDA</i></p> <p>A Moving Target – Evaluation Planning and Implementation for Infant Portfolios <i>Jeff Erickson, Summit Blue Consulting</i></p> <p>A Two-Stage Hedonic Price Model for Light-duty Vehicles: Consumers' Valuation of Automotive Fuel Economy <i>Qin Fan, University of Maine</i></p> <p>Opportunities and Barriers in Business and Consumer Electronics <i>Marti Frank, Research Into Action, Inc.</i></p> <p>Multi-State Comparison of CFL Saturation Levels <i>Kathleen Gaffney, KEMA</i></p>	<p>Brazilian PROCEL Results in 2007 <i>Marcelo Jose dos Santos, Eletrobras</i></p> <p>Evaluation of Public Lighting Energy Efficiency Projects in Brazil <i>Marcelo Jose dos Santos, Eletrobras</i></p> <p>The Need for Better Evaluation Methods for Home Energy Audit Programs <i>Amanda Korane, American Council for an Energy-Efficient Economy</i></p> <p>Accuracy of Energy Savings Projections – Implications for Industrial and Commercial Program Evaluation and Design <i>Alfred Lutz, Itron, Inc.</i></p>
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DAY ONE: Wednesday, August 12 - Continued

5:30 – 7:00

EVENING RECEPTION AND POSTER SESSION- Continued

	<p>Power, Power Factor, and Engineering Uncertainty <i>Jonathan Maxwell, Energy & Resource Solutions</i></p> <p>Quantifying Measure-Level Energy Impact Uncertainty <i>Jennifer McWilliams, Itron</i></p> <p>Selling End users Something They Don't Know They Need Without An Incentive <i>Ulrike Mengelberg, The Cadmus Group</i></p> <p>Assessing the Electric Productivity Gap and the U.S. Efficiency Opportunity <i>Natalie Mims, Rocky Mountain Institute</i></p>	<p>Characteristics of ENERGY STAR for New Homes in the Pacific Northwest <i>Rachel Murray, KEMA</i></p> <p>Expanding the Toolbox: Using Discriminant Analysis for Efficiency Program Evaluation <i>Kathryn Parlin, West Hill Energy and Computing</i></p> <p>Feeding the Pipeline: An Approach to Assessing the Market for Emerging Energy Efficiency Technologies <i>Jane Pater Salmon, Summit Blue Consulting</i></p> <p>Economic Context of Low & Moderate Income Programs & Program Evaluations <i>Hugh Peach, H. Gil Peach & Associates/Scan America®</i></p>	<p>Estimating the Effects of State-Level Hybrid Vehicle Subsidies <i>Alison Riggieri, Georgia Institute of Technology</i></p> <p>Campus Energy Solutions: Innovations and Results from a Collaborative Program <i>Dana Rowan, University of California, Davis</i></p> <p>Telephone Surveys vs. Site Visits: Can Researchers Rely on Self-Reported Data? <i>Ellen Rubinstein, The Cadmus Group</i></p> <p>Measuring the Energy Savings of a Behavior-Oriented Program Intervention <i>Mary Sutter, Opinion Dynamics Corp.</i></p>	<p>Unraveling the Tangled Web: Issues Confounding Net Savings Assessments in Non-Residential New Construction Programs <i>Eric Swan, KEMA, Inc.</i></p> <p>Design and Evaluation of Incentive Programs for Small Renewable Energy Systems <i>Shawn Shaw, The Cadmus Group, Inc.</i></p> <p>Measuring Future Market Effects: Prospective Benefits Analysis for NYSERDA's Commercial New Construction Program <i>Antje Siems, Opinion Dynamics Corporation</i></p> <p>Influences on Multifamily Building Owner Investments in Energy Efficiency <i>Julieann Summerford, Heschong Mahone Group, Inc.</i></p>
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DAY TWO: Thursday, August 13 (Continental Breakfast Served from 7:30 – 8:30)

<p>8:30 - 10:00</p>	<p>Codes and Standards: The Silent Partner for Energy Efficiency Gains <i>Moderator: David Cohan, Northwest Energy Efficiency Alliance</i></p> <p>An Update on the Evaluation of Energy Efficiency Standards in California <i>Speaker: Dan Groshans, The Cadmus Group</i></p> <p>Determining Compliance with Appliance Energy-Efficiency Standards <i>Speaker: Christy Cathers, The Cadmus Group, Inc.</i></p>	<p>Measurement and Verification in the World of Forward Capacity Markets <i>Moderator: Dave Weber, NSTAR Electric & Gas Corporation</i></p> <p>Demand Reduction in the Forward Capacity Market: Verifying the Efficiency Power Plant <i>Speaker: Kathryn Parlin, West Hill Energy and Computing</i></p> <p>Chaos in the Residential Sector: Program Evaluation of Conservation and Load Management Programs <i>Speaker: Christopher Palmer, KEMA, Inc.</i></p> <p>Energy Efficiency as a Resource in the PJM Capacity Market <i>Speaker: Elizabeth Titus, Northeast Energy Efficiency Partnerships, Inc.</i></p>	<p>Learning From the Past: New Directions for Evaluation Policies, Planning and Budgeting <i>Moderator: Edward Vine, California Institute for Energy and Environment/Lawrence Berkeley National Laboratory</i></p> <p>Portfolio Evaluation Versus Program Evaluation: Is There a Balance? <i>Speaker: Nick Hall, TecMarket Works</i></p> <p>A New Evaluation Paradigm for a New Generation of Energy Efficiency Programs <i>Speaker: Bill Saxonis, New York State Department of Public Service</i></p> <p>Options for Improving Energy Efficiency Evaluation in California: "Houston, We Have a Problem..." <i>Speaker: Rafael Friedmann, Pacific Gas & Electric Co.</i></p>	<p>Panel – The Future of CFL Programs - Should We Eliminate Financial Incentives to Encourage Customers to Purchase Standard Compact Fluorescent Lamps? <i>Moderator: Mike Messenger, Itron, Inc.</i></p> <p>Panelists: <i>Steve Bickel, D&R International</i> <i>Richard Greenburg, Southern California Edison Company</i> <i>Tom Cohen, Greenlite Lighting Corporation</i> <i>Kathleen Gaffney, KEMA</i> <i>Jennifer Lawrence, TCP Inc</i></p>
<p>10:00 - 10:30</p>	<p>BREAK</p>			

DAY TWO: Thursday, August 13 - Continued

<p>10:30 - Noon</p>	<p>Methods One <i>Moderator: Iris Sulyma, PowerSmart, BC Hydro</i></p> <p>Just Map It! Using GIS to Show Diffusion, Leakage and Market Potential <i>Speaker: Timea Zentai, Summit Blue Consulting</i></p> <p>Putting the CART Before the Horse Using Classification Analysis to Determine Sample Design <i>Speaker: Mary Sutter, Opinion Dynamics Corporation</i></p> <p>Apples to Apples: Leveraging Building Space-Type Breakdowns to Design a More Efficient Study <i>Speaker: Clark Bernier, KEMA, Inc.</i></p>	<p>Estimating the Value of Efficiency as a Greenhouse Gas Mitigation Option <i>Moderator: Niko Dietsch, US EPA, Clean Energy-Environment Partnerships</i></p> <p>Quantifying and Valuing Displaced Power Plant Emissions as a Greenhouse Gas Mitigation Option <i>Speaker: David Sumi, PA Consulting Group</i></p> <p>Economic Impacts of Energy Efficiency Within a Cap-and-Trade System <i>Speaker: Stephen Grover, ECONorthwest</i></p> <p>Do Energy Efficiency Strategies Outperform Recycling in GHG Mitigation and Job Creation? <i>Speaker: Lisa Skumatz, Skumatz Economic Research Associates, Inc.</i></p>	<p>Closing the Loop <i>Moderator: Bobbi Tannenbaum, KEMA</i></p> <p>What Have We Done with Evaluation Report Recommendations <i>Speaker: Andrée Lemarier, Hydro-Quebec</i></p> <p>Breaking Down the Barriers to Efficiency Improvements in the Rental Housing Market: A Comparison of Two Utility Approaches <i>Speaker: Katherine Johnson, Johnson Consulting Group</i></p>	<p>Panel – Hot Topics <i>Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships</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>
<p>Noon - 1:30</p>	<p>LUNCHEON SPEAKER, Energy Efficiency Has Come of Age, Paul DeCotis, Vice President of Power Markets, Long Island Power Authority</p>			

DAY TWO: Thursday, August 13 – Continued

<p>1:30 - 3:00</p>	<p>Getting the Most Out of a Change in Consumption <i>Moderator: Phil Degens, Energy Trust of Oregon</i></p> <p>Billing Analysis & Environment That “Re-Sets” Savings for Programmable Thermostats in New Homes <i>Speaker: Normand Michaud, Econoler</i></p> <p>Getting to the Right Delta: Adjustment and Decomposition of Billing Analysis Results <i>Speaker: Ken Agnew, KEMA, Inc.</i></p> <p>Using Structural Equation Modeling (SEM) to Identify, Tease Out, and Quantify a Marketing Program’s Influence on Energy Efficiency Intentions and Behaviors <i>Speaker: Anne Dougherty, Opinion Dynamics Corporation</i></p>	<p>Show Me The Savings <i>Moderator: Lynn Westerlind, National Grid</i></p> <p>Do ENERGY STAR® Homes Programs Make a Difference? <i>Speaker: Dorothy Conant, Independent Consultant</i></p> <p>What Else Does an ENERGY STAR® Home Provide? <i>Speaker: Betty Tolkin, Nexus Market Research, Inc.</i></p> <p>Key Challenges with Cost-Effectiveness Tests for Next Generation Residential Energy Retrofit Programs <i>Speaker: Marc Milin, ICF International</i></p>	<p>Evaluation and the Program Cycle: Lessons From the Field <i>Moderator: Ben Bronfman, The Cadmus Group</i></p> <p>Magic Ingredients in Evaluability Assessments <i>Speaker: Anne West, The Cadmus Group</i></p> <p>Measuring Program Performance from Cradle to Grave <i>Speaker: Marc Collins, Ontario Power Authority</i></p> <p>Using Logic Models to Describe Complex Programs in Multi-Program Agencies <i>Speaker: Moria Morrissey, Innovologie, LLC</i></p>	<p>Panel – Evaluation When Everyone is Concerned About Energy Efficiency and Global Climate Change <i>Moderator: Rafael Friedmann, Pacific Gas & Electric Company</i></p> <p>Panelists: <i>Jane Peters, Research Into Action</i> <i>Mimi Goldberg, KEMA, Inc.</i> <i>Michael Sherman, Massachusetts Department of Energy Resources</i></p>
<p>3:00 - 3:30 <i>BREAK</i></p>				
<p>3:30 – 5:00 <i>INFORMAL SESSIONS</i></p>				
<p>5:30 - 9:00 p.m.</p>		<p>FIELD TRIP: Dinner Boat Cruise on the Portland Spirit. Watch Website for Details</p>		

DAY THREE: Friday, August 14

7:00 – 8:15 *Breakfast On Us*

8:30 - 10:00

Time for a Change: Quantifying Market Effects in the Industrial and Commercial Sectors

Moderator: Bill Saxonis, New York State Department of Public Service

Evaluating Energy Savings from Industrial Behavior Change in the Context of Market Transformation

Speaker: Robert Russell, Northwest Energy Efficiency Alliance

Evaluating Industrial Market Transformation

Speaker: Fred Liebich, BC Hydro

In It For the Long Haul: The Challenges of a Seven-Year Effort to Assess the Market Effects of a Non-Residential New Construction Program

Thomas Ledyard, KEMA, Inc.

Building Modeling and Benchmarking: Are They Effective Program Tools?

Moderator: Monica Nevius, Consortium for Energy Efficiency

ENERGY STAR® Portfolio Manager and Utility Benchmarking Programs: Effectiveness as a Conduit to Utility Energy Efficiency Programs

Speaker: Rohit Vaidya, Nexus Market Research

Using Measured Whole-Building Performance for Green Building Program Evaluation

Speaker: Cathy Turner, New Buildings Institute

A Re-Examination of the NBI LEED Building Energy Consumption Study

Speaker: John Scofield, Oberlin College

Hot Results from Residential HVAC Programs

Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships, Inc.

New York Home Performance with ENERGY STAR Program (HPwES) Contractor and Customer Reports on Market Transformation

Speaker: Victoria Engel, NYSERDA

A Pacific Northwest Efficient Furnace Program Impact Evaluation

Speaker: Ken Agnew, KEMA, Inc.

The Reliability of Natural Gas Savings from Multifamily Boiler Controls

Speaker: Jean Shelton, Itron, Inc.

Panel – Do Current Cost Effectiveness Tests Work With New Generation Energy Efficiency and Climate Policies?

Moderator: Maureen McNamara, U.S. Environmental Protection Agency

Panelists:

Snuller Price, Energy and Environmental Economics, Inc.

Nick Hall, TecMarket Works

Marc Milin, ICF International

10:00 - 10:30

BREAK

DAY THREE: Friday, August 14 - Continued

<p>10:30 – Noon</p>	<p>International Energy Efficiency Policies and Program Evaluation <i>Moderator: Rafael Friedmann, Pacific Gas & Electric Company</i></p> <p>Mission Impossible? A Pilot International Meta-Analysis of Appliance Energy Efficiency Programme Evaluations <i>Speaker: Nigel Jollands, International Energy Agency</i></p> <p>An Analytical Framework to Examine Whether Energy Efficiency Policies and Programs Address Factors That Are Known to Influence Energy Consumption <i>Speaker: Georg Reichard, Virginia Tech</i></p> <p>A Study of International Appliance Standards Enforcement Strategies <i>Speaker: Cynthia Austin, Heschong Mahone Group, Inc.</i></p>	<p>Taking Energy Efficiency Higher: Increased Evaluation Demands and Importance for Increased Resource Portfolios <i>Moderator: Carol White, National Grid</i></p> <p>Evaluating Portfolios in Canada: Accepting the Challenge, Negotiating the Minefields, and Achieving Results! <i>Speaker: Sohel Zariffa, Hydro-Quebec</i></p> <p>Can We Get There From Here? Identifying Key Factors in Meeting Aggressive New State Energy Efficiency Savings Goals <i>Speaker: Dan York, American Council for an Energy-Efficient Economy</i></p> <p>A New Energy Efficiency Portfolio – Developing an Expanded Evaluation Approach <i>Speaker: Douglas Mahone, Heschong Mahone Group, Inc.</i></p>	<p>Critical Program Components That We Have to Learn How to Evaluate <i>Moderator: Robert Wirtshafter, Wirtshafter Associates, Inc.</i></p> <p>Information at a Click: Assessing Efficiency Educational Websites <i>Speaker: Marjorie McRae, Research Into Action, Inc.</i></p> <p>Education and Training Programs: An Evaluation of the Energy Benefits <i>Speaker: Tami Buhr, Opinion Dynamics Corporation</i></p> <p>What's the NPV of R&D? Benefit-Cost Assessment of a Comprehensive Energy Research and Development Program <i>Speaker: Mitchell Rosenberg, KEMA, Inc.</i></p>	<p>Big Impacts – Evaluating Large C&I Programs <i>Moderator: Lauren Miller Gage, Bonneville Power Administration</i></p> <p>Large Lessons Learned: Impact Evaluation of 25 Projects That Reported Over 2,000,000 kWh/yr Savings <i>Speaker: Jonathan Maxwell, ERS</i></p> <p>Taking A Byte Out of Data Center Energy Use <i>Speaker: Carol Sabo, PA Consulting Group</i></p> <p>CHP – the “Ugly Duckling” of Energy Efficiency <i>Speaker: William Steigelmann, Lockheed Martin</i></p>
<p>Noon – 1:30</p>	<p>Lunch: Jon Wellinghoff, Chairman, Federal Energy Regulatory Commission</p>			

DAY THREE: Friday, August 14 - Continued

<p>1:30 – 3:00</p>	<p>Understanding Your Customers – The First Step to Success! <i>Moderator: Sharyn Barata, Opinion Dynamics</i></p> <p>Do Homeowners Know How Efficient Their Homes Are? <i>Speaker: Thomas Mauldin, Nexus Market Research</i></p> <p>Environmental Behavior Index Survey <i>Speaker: Pamela Jull, Applied Research Northwest</i></p> <p>May I Have a DHP, Please? Understanding Consumer Decision-Making Through Market Research <i>Anu Teja, Northwest Energy Efficiency Alliance</i></p>	<p>Low-Income Weatherization: More Important Than Ever, Still Room for Improvements <i>Moderator: Dan York, ACEEE</i></p> <p>How One State Pursued Improvements in its Weatherization Program <i>Speaker: Barbara Smith, Wisconsin Division of Energy Services</i></p> <p>Assessing and Comparing the Results of a Meter Analysis and Blower Door Test of Weatherization Programs – Is the Expense of the Blower Door Test Worth It? <i>Speaker: Johna Roth, TecMarket Works</i></p> <p>Assessment of a Low-Income Weatherization Program as a Carbon-Reduction Program <i>Speaker: Don Hynek, Wisconsin Division of Energy Services</i></p>	<p>Shareholder Incentive Mechanisms: Their Impact on Evaluation Practice and Program Administrators <i>Moderator: Mike Messenger, Itron</i></p> <p>Empirical Assessment of Shareholder Incentive Mechanisms Designs Under Aggressive Savings Goals: Case Study of a Kansas “Super-Utility” <i>Speaker: Chuck Goldman, Lawrence Berkeley National Laboratory</i></p> <p>Evaluation and Performance Incentives: Seeking Paths to (Relatively) Peaceful Coexistence <i>Speaker: Michael Rufo, Itron, Inc.</i></p> <p>An Assessment of California’s Energy Efficiency Incentive Mechanism <i>Tim Drew, California Public Utility Commission</i></p>	<p>Market Share Matters <i>Moderator: Ralph Prah, Prah & Associates</i></p> <p>A Framework for Evaluating Market Effects of Energy Efficiency Programs: Guidance for Evaluators <i>Speaker: Ed Vine, California Institute for Energy and the Environment</i></p> <p>Evaluating Programs That Use Market Share As A Performance Metric <i>Speaker: Harley Barnes, Lockheed Martin</i></p> <p>State-to-State Baseline Comparison to Establish Existence of Market Effects in the Non-Residential Sector <i>Speaker: J. Ryan Barry, KEMA, Inc.</i></p>
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7/30/09