8:00 – 9:00 a.m. ■ REGISTRATION, CONTINENTAL BREAKFAST

9:00 – 9:30 a.m. ■ OPENING PLENARY – Holladay Room
Welcome: Mike Weedall, Energy Efficiency Vice President, BPA
Remarks: Steve Wright, BPA Administrator
Workshop Overview: Dan Villalobos, Marketing Manager, Inland Power & Light Co – Workshop Chairman

9:30 – 10:30 a.m. ■ PLENARY PANEL – Holladay Room
Panel Topic: State Responses to Climate Change
Ties between climate change, Pacific Northwest conservation, buying power, load growth, and other related issues. Panelists discuss state legislation and energy efficiency standards.
Moderator: Janelle Schmidt, Global Warming/Climate Change Liaison, BPA
• Fred Rettenmund, Power Supply Manager, Inland P&L
• Tom O’Connor, Oregon Municipal Electric Utilities Association
• Gary Wiens, Assistant General Manager, Montana Electric Cooperative Association

10:30 – 11:00 a.m. ■ NETWORKING BREAK

11:00 – 11:45 a.m. ■ PLENARY SPEAKER – Holladay Room
Topic: Advancing Sustainable Enterprise across the Yellowstone-Teton Region
Jan Brown, Executive Director, Yellowstone Business Partnership

12:00 – 1:00 p.m. ■ LUNCHEON KEYNOTE – Holladay Room
Topic: Green to Gold
Jerry L. Bingold, Principal, Commercial & Industrial Business Development, National Rural Electric Cooperative Association

1:15 – 2:15 p.m. ■ CONCURRENT SESSIONS
Commercial Marathon (1 of 3) – Hawthorne/Sellwood Room
Roundtable Topic: Commercial – Moving beyond the low-hanging fruit – With the push to increase efficiency savings, utilities search for strategies and measures in the commercial sector. What ramp-up strategies are effective?
Optional Session – Ross Island/Morrison Room
Panel Topic: New Movers and Shakers – Meet three new energy efficiency leaders and hear them discuss the challenge of creating regional marketing synergy.
Moderator: Lloyd Meyer, Energy Efficiency Representative, BPA
• Teri Duncan, Energy Efficiency Program Marketing Manager, BPA
• Robert Balzar, Conservation Resources Director, Seattle City Light
• Mary Smith, Senior Manager, Energy Efficiency Services, Snohomish County PUD

2:15 – 2:45 p.m. ■ NETWORKING BREAK

2:45 – 3:45 p.m. ■ CONCURRENT SESSIONS

Commercial Marathon (2 of 3) – Ross Island/Morrison Room
Panel Topic: Commercial Innovations and Best Practices – Transferring the commercial sector to acquisition programs. Best Practices in HVAC retro commissioning. How do utilities get the maximum benefit from the Trade Ally Network?
Moderator: Darroll Clark, Energy Services Manager, Franklin PUD
• Skip Schick, Senior Manager, Commercial Sector, Northwest Energy Efficiency Alliance
• Roger Spring – Director, Northwest Trade Ally Network – Commercial & Industrial Lighting
• Dan Morehouse, Staff Engineer, Eugene Water & Electric Board

Agricultural Roundtable (Part 1 of 2) – Hawthorne/Sellwood Room
Meeting topics include the Agricultural Sounding Board, Trade Ally Network, Best Practices, marketing pumps & motors, innovations, niche markets, and other issues.
Moderator: Brad Miller, Agricultural Sector Lead, BPA
• Chris Johnson, Products & Services Manager, Benton PUD
• Tom Schumacher, Products & Services Analyst, Benton PUD
• Rob Currier, Energy Services Representative, Emerald PUD
• Dale Anderson, Conservation Manager, Big Bend Electric Co-op
• Barbara Andersen, General Manager, South Side Electric Lines, Inc.
• Bruce Cody, Planning & Evaluation, BPA
• Tom Osborn, Engineering Services, BPA
• Dick Stroh, Engineering Services, BPA
• Vern Rice, Energy Specialist Supervisor, Central Electric Co-op

3:45 – 4:45 p.m. ■ CONCURRENT SESSIONS

Commercial Marathon (3 of 3) – Hawthorne/Sellwood Room
Roundtable Topic: The Future of Commercial – Hear from utilities operating or considering initiatives such as lodging, marketing in different venues, ESCOs, early ID, and benchmarking.
Moderator: Mira Vowles, Commercial Planning Lead, BPA
• Greg Stiles, Senior Business Sector Manager, Energy Trust of Oregon
• Steve Faulstick, General Manager, Doubletree Hotel & Executive Meeting Center, Portland
• Colleen McCormack, Key Accounts Manager, Clark Public Utilities
• Bob Kajfas, Commercial Energy Analysis, Port Angeles City Light
• Kevin Howerton, Senior Key Accounts Representative, Grays Harbor PUD

Optional Session – Ross Island/Morrison Room
Topic: Northwest Power and Conservation Council’s 6th Power Plan – What is the status of the 6th Power Plan? How is the overriding issue, development of new power supply in a carbon constrained world, being considered?
Moderator: Teresa Lackey, Marketing and Communications Manager, Midstate Electric
• Tom Eckman, Manager, Conservation Resources, Northwest Power and Conservation Council

5:00 – 7:00 p.m. ▪ RECEPTION WITH VENDORS – Holladay Room

7:00 p.m. ▪ DINNER ON YOUR OWN

DAY 2 – March 19, 2008

7:00 – 8:00 a.m. ▪ REGISTRATION, BREAKFAST – Holladay Room

8:00 – 9:00 a.m. ▪ CONCURRENT SESSIONS

Industrial Marathon (1 of 3) – Ross Island/Morrison Room
Panel Topic: Industrial Energy Efficiency: Perspectives from Industry – How can the utility approach the industry to get energy efficiency projects? What are some of the barriers? What utility marketing strategy appeals to industry? Speakers discuss the process for implementing industrial energy efficiency.
Moderator: Tom Hannon, Energy Efficiency Representative, BPA
• Ken Benson, Engineering Manager, Plum Creek Timber Company
• Marcus Wilcox, Cascade Engineering

Agriculture Roundtable (Part 2 of 2) – Hawthorne/Sellwood Room
Discussion of Scientific Irrigation Scheduling issues presented by Mike Rose, EE Contract Administration Manager, BPA, and Josh Warner, Policy Development Specialist, BPA. Plus, other Agricultural Sounding Board matters.
Moderator: Brad Miller, Agricultural Sector Lead, BPA
• Chris Johnson, Products & Services Manager, Benton PUD
• Tom Schumacher, Products & Services Analyst, Benton PUD
• Rob Currier, Energy Services Representative, Emerald PUD
• Dale Anderson, Conservation Manager, Big Bend Electric Co-op
• Barbara Andersen, General Manager, South Side Electric Lines, Inc.
• Bruce Cody, Planning & Evaluation, BPA
• Tom Osborn, Engineering Services, BPA
• Dick Stroh, Engineering Services, BPA
• Vern Rice, Energy Specialist Supervisor, Central Electric Co-op
9:00 – 10:00 a.m.  ▪ CONCURRENT SESSIONS

**Industrial Marathon (2 of 3) – Ross Island/Morrison Room**
Panel Topic: Creativity in Contracting and Rates for Large Industries – What strategies are utilities using to achieve industrial projects? Are the strategies working? Are they easily adaptable by other utilities?

Moderator: Jennifer Eskil, Industrial Sector Lead, BPA
- David Landers, Senior Energy Management Engineer, Energy Efficiency Services, Puget Sound Energy
- Bill Welch, Engineering Supervisor, Energy Services, Eugene Water & Electric Board
- Jim Frank, Energy Services Specialist, Grant County PUD

**Optional Session: Hawthorne/Sellwood Room**

Moderator: Mark Johnson, Residential Sector Lead, BPA
- Mike Rose, EE Contract Administration Manager, BPA

10:00 – 10:30 a.m.  ▪ NETWORKING BREAK

10:30 – 11:30 a.m.  ▪ CONCURRENT SESSIONS

**Industrial Marathon (3 of 3) – Ross Island/Morrison Room**
Panel Topic: Industrial New Ideas and Innovations in Program Design – What education is helpful to get measures installed at data centers? How can you find an industrial energy champion and how can that person be effective? What industrial strategies have been tried at BC Hydro?

Moderator: Larry Blaufus, Senior Manager of Energy Technologies & Services, Clark Public Utilities
- Jennifer Eskil, Industrial Sector Lead, BPA
- Bob McDougall, Grays Harbor Pulp & Paper

**Optional Session – Hawthorne/Sellwood Room**
Panel Topic: Navigating the Regional Technical Forum (RTF) – Who are RTF members? What is the process to add measures? How does RTF arrive at costs and benefits? Who makes up sub-committees and what do they do? What measures are under consideration at this time, and will they likely be approved? Step through the process for evaluating measures, such as showerheads or heat pumps.

Moderator: Tom Schumacher, Products & Services Analyst, Benton PUD
- Tom Eckman, RTF Chairman, Northwest Power and Conservation Council
- Eugene Rosolie, Senior Economist, PNGC Power
- Charlie Grist – RTF Vice Chairman, Manager, Northwest Power and Conservation Council
- Any other RTF members in attendance are invited to sit with the panel

11:45 – 1:00 p.m.  ▪ LUNCHEON – Holladay Room

A conservation conversation with Mike Weedall, Energy Efficiency Vice President, BPA
1:00 – 2:00 p.m. ▪ CONCURRENT SESSIONS

Residential Marathon (1 of 3) – Hawthorne/Sellwood Room
Roundtable Topic: Ideas for boosting savings in Residential – Brief descriptions of programs that can be boosted or implemented easily such as showerheads. What is the ENERGY STAR® Recycle My Old Fridge Campaign to be launched in May 2008? Are appliance rebate programs still strong? How do we convince hard-to-reach consumers to buy CFLs?

Moderator: Dawn Senger, Energy Specialist, Richland Energy Services
• Dan Villalobos, Marketing Manager, Inland Power & Light
• Paul Berkowitz or Diane Ferington, Energy Trust of Oregon
• Marci Sanders, D&R International
• Rick Cantonwine, Customer Accounts Representative, Clark Public Utilities
• Bruce Etzel, Community Development & Member Relations Manager, Benton REA
• Aimee Brown, PECI
• Todd Blackman, Energy Services Specialist, Franklin County PUD
• Mark Gosvener, Efficiency Services Group, LLC
• Andrew Gibb, Energy Planning Supervisor, Seattle City Light

Optional Session – Ross Island/Morrison Room
Panel Topic: CFL Recycling – How to educate your customers about mercury in CFLs and set up your own CFL recycling program

Moderator: Joe Savage, Energy Services Supervisor, Emerald PUD
• Bob Lorenzen, Program Manager, Eugene Water & Electric Board
• Jay Collins, Oregon Department of Environmental Quality (DEQ)

2:00 – 2:30 p.m. ▪ NETWORKING BREAK

2:30 – 3:30 p.m. ▪ CONCURRENT SESSIONS

Residential Marathon (2 of 3) – Hawthorne/Sellwood Room

Moderator: Margaret Lewis, Energy Efficiency Representative, BPA
• Mattias Jarvegren, Utility Service Advisor, PUD #1 of Clallam Co
• Mickie Funke, Staff Assistant, Fall River Rural Electric Co-op
• Anne Brink & Stephanie Fleming (new to ENERGY STAR), Northwest Energy Efficiency Alliance
• DuWayne Dunham, Customer Accounts Representative Team Leader, Clark Public Utilities
• Brady Peeks, Energy Analyst, Oregon Department of Energy
• Kendall Youngblood, Residential Sector Manager, Energy Trust of Oregon

Optional Session: Ross Island/Morrison Room
Panel Topic: Conservation Adjustment and the High Water Mark – Speakers won’t dwell on calculations or formulas; instead, they will focus on practical matters. Where we are today? When is the information going to be released? What are specific strategies to adopt?
Moderator: Eugene Rosolie, Senior Economist, PNGC Power
• Josh Warner, Policy Development Specialist, BPA
• Larry Stene, Policy Development Specialist, BPA

3:30 – 4:30 p.m.  ▪  CONCURRENT SESSIONS

Residential Marathon (3 of 3) – Ross Island/Morrison Room
Moderator: Kevin Howerton, Senior Key Accounts Representative, Grays Harbor PUD
• Mark Johnson, Residential Sector Lead, BPA
• Bruce Manclark, Ecos Consulting – PTCS Certification
• Chris Aiken, Energy Services Coordinator, Kootenai Electric Co-op

Optional Session – Hawthorne/Sellwood Room
Roundtable Topic: Regional Resources and Opportunities for Utilities – What resources are available in commercial, residential, agricultural or industrial? How do you access them? What marketing or piggy-back marketing opportunities exist? What resources are available to train new workers to replace retirees and avoid worker burn-out?
Moderator: Mark Ralston, Energy Efficiency Representative, BPA
• Paul Skarra, Energy Services Specialist, Clatskanie PUD
• Curt Nichols, Program Specialist, Idaho Power Co.
• Rob Penney, EnergyIdeas Clearinghouse
• Erik Westerholm, Lane Community College and the Northwest Energy Education Institute
• Chris Love, Project Manager, Industrial Services, Washington State University Energy Program
• Roger Spring – Director, Northwest Trade Ally Network
• Barry Fuchs, Training Manager, Northwest Public Power Association

4:30 p.m.  ▪  ADJOURN

Please drop off your evaluation at the registration desk as you leave today.

Thanks for coming!