

## REGIONAL COOPERATION IN ENERGY EFFICIENCY IN THE SOUTHWEST

### SPEAKER BIOS

#### **Bob Balzar, Nevada Power**

Bob Balzar became the Director of Energy Efficiency and Conservation for Sierra Pacific Resources in February 2001. He leads the Take Control team that develops education and information programs to provide options for customers to reduce their energy use. He is also responsible for developing specific load reduction and energy conservation programs that will offset power plant construction and power contract requirements. His department is responsible for approximately \$11.5 million in energy education, efficiency and conservation programs each year in Nevada. In November of 2001, Bob was named to Nevada's Renewable and Energy Conservation Task force. This group of ten industry leaders advises the Governor and Legislature on energy issues. He is Chair of the Board of Directors of SWEEP, the Southwest Energy Efficiency Project, and is a member of the Desert Research Institute's Green Power Committee and the United States Green Building Council.

#### **Jeff Bumgarner, PacifiCorp**

Jeff Bumgarner is the Director of Demand-Side and Low-Income Services for PacifiCorp, and leads the company's efforts to achieve demand-side management objectives as part of an overall energy resource plan as well as has responsibility for the development, implementation and management of the company's low-income customer initiatives. Bumgarner joined PacifiCorp in 1981 and has worked in a variety of positions in energy and energy management, including management roles in customer services, field services, marketing, program implementation and new business development. He holds bachelor degrees in business management, finance, and sociology from the University of Oregon and serves on the board of the Northwest Energy Efficiency Alliance.

#### **Howard Geller, Southwest Energy Efficiency Project**

Dr. Howard Geller is the Executive Director of the Southwest Energy Efficiency Project (SWEEP), a Boulder, Colorado-based public interest organization that promotes policies and programs to advance energy efficiency in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. Dr. Geller is the former Executive Director of the American Council for an Energy-Efficient Economy (ACEEE). Dr. Geller has advised and conducted energy efficiency studies for utilities, governmental organizations, and international agencies. He is author or co-author of four books,

including *Energy Revolution: Policies for a Sustainable Future*, published in 2002 by Island Press. Dr. Geller was awarded the 1998 Leo Szilard Award for Physics in the Public Interest by the American Physical Society in recognition of his contributions to national appliance efficiency standards and more efficient energy use in general.

#### **Marc Hoffman, Consortium for Energy Efficiency**

Marc Hoffman is the Executive Director of the Consortium for Energy Efficiency, and is responsible to CEE's Board of Directors for the direction, operation and performance of the organization. He directs a \$1.6 million budget and a staff of 15 to support CEE's 16 initiatives as well as related programs and developmental efforts. Marc has been actively supporting energy-efficiency activities for 30 years. While vice president at XENERGY, he built the company's utility consulting services business for DSM planning and evaluation. As Chief Economist at the Massachusetts Energy Facilities Siting Council, he directed the review of electric and gas utility long-term planning. Marc's experience also includes stints at the Connecticut Energy Office, LaCapra Associates and Stone & Webster Management Consultants, working on energy policy and electric industry studies. He earned his Masters degree in Agricultural Economics at the University of Connecticut and his Bachelors degree from Brandeis University.

#### **Kathleen Hogan, U.S. Environmental Protection Agency**

Kathleen Hogan is the Director of the Climate Protection Partnerships Division of the US Environmental Protection Agency. There she manages most of the Agency's industry partnership programs designed to reduce greenhouse gas emissions while saving businesses and consumers money, including the ENERGY STAR Program. She has been the Division Director since 1997. Hogan has been with the EPA for 14 years. Prior to EPA, she worked in consulting and for a water resources planning commission for the Potomac River. She received her doctorate in systems analysis and environmental engineering from the Johns Hopkins University and a Bachelor of Science in Chemistry from Bucknell University.

#### **James E. McMahon, Lawrence Berkeley National Laboratory**

Jim McMahon, Ph.D. is Head of the Energy Analysis Department, and Co-chair of the Water Energy

Technology Team at LBNL. He conducts technical and economic analysis of technologies and policies for mitigating environmental problems, particularly related to energy and water systems. He has authored over 100 publications, mostly about U.S. energy efficiency programs, including a book (coauthor Stephen Wiel), *Energy Efficiency Labels and Standards: A Guidebook for Appliances, Equipment and Lighting*. Dr. McMahon has provided consultation to the national governments of over 40 countries and to international agencies.

***Maureen McNamara, U.S. Environmental Protection Agency***

Maureen McNamara works to maximize ENERGY STAR partnerships with states, utilities, and regional market transformation groups that administer publicly-funded energy efficiency programs and environmental education campaigns. Her goals are (1) to provide information, tools, and services to help these strategic partnerships “make it easier to make a difference,” (2) to cross market ENERGY STAR opportunities to partners, and (3) to expand the geographic coverage of ENERGY STAR strategic partnerships. In this capacity Maureen keeps abreast of developments related to efficiency programs trends, restructuring, and SBC fund availability and administration. Maureen also oversees evaluation of ENERGY STAR awareness, understanding, use and campaign tactics for the ENERGY STAR product labeling branch. Prior to joining EPA, Maureen worked for domestic and international consulting firms covering a wide variety of energy, environmental, and trade issues; lived on a boat and taught marine biology in the Florida Keys; and spent time coaching English teachers in Japan.

***Marci Sanders, Northwest Energy Efficiency Alliance***

Marci Sanders is the Senior Residential Sector Manager for the Northwest Energy Efficiency Alliance (“the Alliance”) and has been a member of the Alliance staff since 1998. Ms. Sanders oversees the development and implementation of a portfolio of residential projects. The projects range from efforts to introduce and promote ENERGY STAR labeled lighting and appliance products into the mainstream retail channels to influencing federal efficiency standards. Prior to joining the Alliance, Ms. Sanders was an account executive with the public relations division of Cole & Weber in Portland. In addition, Marci has worked in the renewable energy development industry where she was responsible for local community relations as well as project management for several local wind and geothermal developments planned in Oregon, Washington and Wyoming. Prior to her work in renewable energy development, Marci served as a government relations specialist for the telecommunications industry where she

managed federal legislative issues. Her professional career began as a legislative assistant to an Oregon Congressman in Washington D.C.. Ms. Sanders holds a BA in Political Science and Economics from Willamette University in Oregon.

***Tony Schaffhauser, National Renewable Energy Laboratory***

Tony is the Technology Manager for the Building Technologies Program at the National Renewable Energy Laboratory (NREL) in Golden, Colorado. He is responsible for the Residential, Commercial, and Emerging Technologies buildings activities funded by the DOE Energy Efficiency and Renewable Energy Program. These activities include the Building America and Zero Energy residential buildings programs, the High Performance Commercial Buildings program, and the Electrochromic Windows and Solid State Lighting projects at NREL. Tony is also leading a multiprogram initiative on fuel cells in buildings which integrates hydrogen, fuel cell, and combined heat and power technologies in building systems and communities. Tony transferred to NREL in 2001 from Oak Ridge National Laboratory (ORNL) as Director of the Distributed Energy Resources Center. He has over 30 years of experience and numerous publications in research and management of R&D on high efficiency energy conversion systems and renewable energy resources. Following his BS in Materials Science from University of Illinois in 1963, Tony joined ORNL as a research staff member and obtained his MS in Chemical Engineering at the University of Tennessee while working at the lab.