

# ENERGY EFFICIENCY PROGRAM DESIGN AND IMPLEMENTATION IN THE SOUTHWEST

## SPEAKER BIOS

### ***Dr. Ren Anderson, National Renewable Energy Laboratory***

Working with industry partners and U.S. DOE, Ren was a key driving force behind the development of the Building America Research Program, now one of the largest research elements in DOE's buildings research portfolio. Ren has received several awards through the years including the MRI President's Award for Exceptional Performance in 1993; U.S. Department of Energy's Recognition Award for development of the Thermal Test Facility in 1995; and an Outstanding Accomplishment Award for his contributions towards completion of the Thermal Test Facility in 1996. Ren is an active member of several building science organizations including ASME, ASHRAE, the Denver NAHB, NCHI, and is a reviewer for Colorado's Annual ENERGY STAR® Homes Award Program.

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

Bob Balzar became the Director of Energy Efficiency and Customer Strategy 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. This year his department is responsible for approximately \$21 million in energy education, efficiency and conservation programs each year in Nevada. This spending will grow to \$42 million in 2006. In November of 2001, Bob was named to Nevada's Renewable and Energy Conservation Task force. This group of eleven industry leaders advises the Nevada 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.

### ***Linda Crafton, Salt River Project***

Linda Crafton has been with SRP for 22 years. She spent 3 years in Customer Services, 12 years in Strategic Planning, and the last 7 years as a Senior Analyst in the Marketing Department. Linda is responsible for creating, implementing and managing the residential segment plan for the department. She is

also the developer and program manager for SRP PowerWise, the umbrella of the company's energy-efficiency efforts. This program is a partnership with retailers and manufacturers and is being marketed to SRP's 725,000 residential customers. She received a 2005 Gold Astrid Award for Best in Category for "Protect Your Home," an interactive direct mail piece on energy efficiency. Other energy-efficiency efforts Linda has worked on include the Energy Savings Solutions multi-media campaign, SRP Certified Homes program, and the Cool Savings! Refrigerator Rebate Campaign. Linda has a B.S. in Marketing from The Ohio State University.

### ***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.

### ***Doug Holton, Salt River Project***

Mr. Holton has over 20 years of sales, marketing and account management experience in the electric utility industry with Salt River Project. He developed and manages SRP's new energy efficient home program, PowerWise Homes, along the account management staff charged with its implementation. During development of the program, Mr. Holton and his staff earned accreditation as Home Energy Raters, as recognized by RESNET and the National Mortgage Bankers Industry. Previous assignments include managing the account management staff for the commercial segment and working as an account

manager himself. He has an M.B.A from Arizona State University and a Bachelor of Science in Industrial Engineering from the University of Arizona.

***Peter Narog, Xcel Energy***

Peter is the manager of product marketing for demand side management (DSM) programs for Xcel Energy. His team is responsible for all residential DSM and demand response programs for the company. The offerings are available to customers in Minnesota, Wisconsin, North and South Dakota, Colorado and New Mexico. Peter has been involved with DSM for Xcel Energy since 1995. Previously as a marketing product manager, he managed the Saver's Switch direct load control program and Central Air Conditioning rebate program. He has degrees in marketing and advertising.

***Dr. Loui Olivas, Arizona State University***

Dr. Olivas has an extensive background in executive development, public education, and teaching at the secondary, community college, and university levels. A third-generation native Phoenician, Dr. Olivas joined Arizona State University in 1979 as the assistant director for the Center for Executive Development, and served as the director from 1982-86. He is a tenured professor in the Management Department of the College of Business. For the past 14 years, Dr. Olivas has served as the assistant vice president for academic affairs at ASU. His teaching and research emphasis is in entrepreneurship, small business management, and Hispanic demographics/marketing perspectives. For the past seven years, he has authored the annual *DATOS Report* in association with the Arizona Hispanic Chamber of Commerce. He is the editor of the 81<sup>st</sup> Arizona Town Hall Report entitled "Arizona Hispanics: The Evolution of Influence." And just this past year, Dr. Olivas partnered with SRP and published his long running "Annual Survey of Hispanic-Owned Businesses in Arizona."

***Terry Orlick, Arizona Public Service***

Terry is the Manager of the Customer Information and Programs dept for Arizona Public Service. Prior to joining APS in 1996, Terry was the Residential Market Manager for Wisconsin Electric and held a variety of positions at Wisconsin Natural Gas. Terry has been involved with utility energy efficiency programs since 1981, including the implementation of the RCS Program (the Fed's Residential Conservation Service) for Wisconsin Natural Gas, and Wisconsin Electric's conservation and direct load control programs.

***Betty Pruitt, Salt River Project***

Betty Pruitt has been a Senior Marketing Analyst for Salt River Project for five years, handling the M-Power prepayment program. SRP is a municipal utility in Phoenix, Arizona with 860,000 customers and operates the largest electric pre-payment program in North America with 38,000 participants. Prior to joining SRP, Betty spent seven years with Arizona Community Action Association as the Energy Programs Coordinator, Deputy Director, and eventually Acting Executive Director. During her tenure with ACAA, she coordinated several successful interventions in utility rate cases and electric deregulation. The National Fuel Fund Network honored Betty with the Sister Pat Kelly Achievement Award for her energy advocacy on behalf of low-income people. Betty has a B.S. in Advertising from the University of Texas at Austin.

***Sam Rashkin, R.A., Environmental Protection Agency***

Mr. Rashkin has managed ENERGY STAR for Homes since its start in 1996. Under his leadership, ENERGY STAR for Homes has grown exponentially to more than 2,500 builder partners and over half-million labeled homes. He is also piloting a new EPA Indoor Air Quality label for the housing industry. Mr. Rashkin received his Bachelor of Architecture from Syracuse University; completed Masters of Urban Planning studies at New York University; and is a registered architect in California and New York. During his 20-plus years as a licensed architect, he specialized in energy efficient design and completed over 100 residential projects. He has also been responsible for developing and implementing market development programs at the California Energy Commission. Sam has prepared hundreds of articles, technical papers, reports, and seminars; contributed to numerous books; and has appeared on television and radio covering a wide variety of energy topics.

***Charles Segerstrom, Pacific Gas and Electric Company***

Charles Segerstrom is the Supervisor of Energy Efficiency Training for Pacific Gas and Electric Company, (PG&E) of Northern California. He has seventeen years experience managing the Energy Training Center– Stockton (ETC), the organization responsible for developing and delivering training, program development, and technical support for PG&E's Customer Energy Efficiency programs. In December 2003, the ETC celebrated its 25<sup>th</sup>

anniversary of technical training for residential weatherization programs-the longest continuously operating training center of its kind in the United States. Each year the ETC conducts hundreds of training sessions for thousands of contractors, builders, regulators, energy raters and other market actors, emphasizing the “house as a system” and building performance approach to home improvement.

In addition to supervising the ETC, Charles has been involved in the development of the Home Energy Rating System (HERS) industry and is the current Chairman of the California Home Energy Efficiency Rating System (CHEERS) Technical Committee and Vice President of its Board of Directors. Charles was appointed to the national HERS Council Technical Committee that wrote the national guidelines for HERS program certification and accreditation.

***Joel Swisher, PhD, PE, Rocky Mountain Institute***

The managing director of RMI’s Research & Consulting division, Joel has more than twenty years experience in many aspects of clean energy technology. His PhD in energy and environmental engineering is from Stanford University, and he received an MS from Stanford's Mechanical Engineering Department. His PhD dissertation introduced several key concepts in the technical analysis of carbon offsets, based on field work in Central America, evaluating energy, conservation and reforestation options. Joel is author of more than 100 professional publications. Before joining RMI, Joel was founder and president of E4, a consulting firm that provided such services as analyzing utility energy efficiency and distributed generation programs and developing carbon emission offset projects. Previous to E4, he worked for the United Nations Environment Programme (UNEP), where he assisted energy officials in developing countries with environmentally sustainable energy planning.

***John Taylor, Consortium for Energy Efficiency***

John is a Residential Program Manager at the Consortium for Energy Efficiency (CEE), where he leads their efforts on residential HVAC, new homes, and home performance. CEE is a nonprofit public benefits corporation with the goal of inducing lasting behavioral and structural changes in the marketplace that will result in the increased adoption of energy efficient technologies and services. John holds masters degrees in economics and public policy from Duke University.