



Presenters

Michael O. Brown

NV Energy

Michael has over fifteen years of experience in the energy sector focused on demand response, energy efficiency, and renewable energy in both deregulated and regulated electricity markets. He has held a variety of positions at consulting and energy service firms, including the following roles: energy systems analysis; energy efficiency project development and project management; key account management for energy and commodity (gas and electricity) services; product development; and strategy development.

Since 2005, Michael has worked at NV Energy—the largest investor owned utility in the State of Nevada. He currently manages a business unit that is focused on smart grid enabled customer solutions for energy and peak demand management. Michael's efforts have included the design and implementation of: one of the largest two-way communicating programmable thermostat program in the country; a large scale Home Area Network program that integrates energy efficiency and demand response; a commercial building demand response program that utilizes automated communications and optimization software technology to obtain significant energy and peak demand savings; and, an advanced Demand Response Management System that allows demand side resources to actively participate in utility energy resource portfolio optimization and risk management processes. He is currently focused on improving utility energy resource options and customer offerings via business process and technical integration of demand response, energy efficiency, advanced consumer gateways, advanced building control techniques, distributed energy resources, and smart grid technologies.

Michael has a Bachelor of Science in Chemistry and International Relations from The College of William and Mary, and a Master of Business Administration from The Cranfield School of Management.

Jeff Bumgarner

Rocky Mountain Power / PacifiCorp

Mr. Bumgarner is the Director of Demand-Side Management at PacifiCorp.

He started his career with PacifiCorp in 1981 after graduating from the University of Oregon with Bachelor degrees in business management, finance and sociology. At PacifiCorp Jeff's held a variety of positions in energy and energy management including roles in customer care, field services, marketing, program implementation and new business development. Since 2000 Jeff's directed the planning and implementation efforts of PacifiCorp's multi-state demand-side management operation. In his role Jeff works closely with the company's resource planners and externally with state regulators and key stakeholders in the identification and acquisition of demand side resources.

Bill Conrad

Xcel Energy

Bill Conrad is the Manager of Energy Efficiency Marketing at Xcel Energy. He is responsible for commercial and residential DSM and load management programs in Xcel Energy's Colorado, Texas and New Mexico service territory. Bill's 15 year career at Xcel Energy has included Managing the Key Accounts group at Public Service Company of Colorado as well as DSM Marketing and Account Management roles at Northern States Power Company in

Minnesota. Prior to Xcel Energy Bill was an Account Manager at W.W. Grainger Company, responsible for energy efficiency projects. Bill has a Bachelor of Science degree in economics and political science from Minnesota State University. He currently resides in Denver, Colorado.

Daniel Cornejo

Energy Solutions

Mr. Cornejo directs projects from the company's Long Beach, CA office. He specializes in developing market-based manufacturer and distributor (aka "Upstream") program designs that significantly outperform traditional program models. For example, his team researched and recommended new program design additions to the SCE Upstream HVAC Program, specifically water-cooled chiller and variable refrigerant flow systems, which resulted in a 900% increase in performance compared to the previous downstream HVAC program model. Building on program successes, Mr. Cornejo is currently overseeing the design and launch of an upstream automated demand response (Auto-DR) enabled HVAC program and a cost effective early retirement HVAC program that leverages a recently approved dual baseline savings methodology. Additional Southern California projects include implementing upstream programs for water heater and food service equipment technology, developing behavioral program designs using underused intervention strategies, and overseeing enhancements to SCE's Residential Home Energy Guide, which guides residential customers to make informed energy efficiency purchasing decisions for their home.

In 2004-2005, Mr. Cornejo was deeply involved in the program design, and trade ally marketing, recruitment and outreach for the highly successful \$13 million, 2004-2005, California Statewide Upstream Motors and HVAC program that achieved over 155% of kW and 169% of kWh goals for each California IOU. Mr. Cornejo has been a featured speaker and published author on upstream strategies and best practices, contributing to the increasing national awareness and spread of upstream program approaches for

different technologies and supply chain constructs.

He has a Master of Science in Aerospace Engineering from Stanford University, a Bachelors of Science in Mechanical Engineering from the University of Miami and is currently a member of the Association of Energy Services Professionals.

Matt Daunis

Black Hills Energy

Matthew Daunis is Manager, Energy Efficiency for Black Hills Energy. He has professional experience that includes 37 years of HVAC and Electric and Natural Gas Utility Energy Efficiency Programs. These include 10 years with Carrier Air Conditioning Company, 10 years with MidAmerican Energy Company, and 17 years with Black Hills Energy (BHE). His Outstanding Achievements include receiving recognition in 2010 from the Iowa Association for Energy Efficiency (IAEE) for outstanding service as a Director and Board member and receiving recognition in 2011 as a founding member of the annual Rocky Mountain Utility Exchange.

Under Matt's leadership, BHE has received an award from the U.S. EPA in 2009, 2010, 2011 and 2012 for its performance on the Energy Star Residential New Construction energy efficiency program in Iowa and BHE was the first utility in the state of Iowa to launch a Home Performance with Energy Star Program in 2009.

Matt's professional affiliations include Board of Directors of AESP and Board of Directors of the Center on Sustainable Communities (COSC) in Iowa. Matt holds a B.S. Mechanical Engineering from the University of Maine and M.B.A. from University of Nebraska.

Dan Dreiling

Salt River Project

Dan Dreiling is the Manager of Program Development at Salt River Project (SRP). He joined SRP in February 2000. Dan is responsible for overseeing the design, development, and

implementation of SRP's energy efficiency and demand response programs. In this role, Dan has grown SRP's suite of programs to include more than 20 offerings over the past several years. Dan possesses over twenty years of experience in the field of energy efficiency and related services. Prior to this position, Dan worked for two nationally recognized energy services companies where he developed and sold energy savings projects to large C&I customers. Dan is a Certified Energy Manager (C.E.M.) and holds a Bachelor of Science Degree in Business Management from Arizona State University.

Howard Geller

Southwest Energy Efficiency Project

Howard Geller is the Executive Director and Founder of the Southwest Energy Efficiency Project (SWEET), a public interest organization operating 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) based in Washington, D.C. He has advised and provided technical assistance to numerous utilities, governmental organizations, and international agencies, and he is author or co-author of four books. Dr. Geller holds a Master's degree in Mechanical Engineering from Princeton University and a PhD in Energy Policy from the University of Sao Paulo in Brazil.

John Gibson

FirstFuel

John serves as FirstFuel's Senior Director of Customer Engagement, working with utilities and program partners across the Southeast and Southwest regions. John has spent over 15 years driving new products and business growth at the intersection of technology and energy. Prior to FirstFuel, John worked at Tendril Inc, where he was responsible for spearheading the development and deployment of the industry's largest residential behavioral reporting program with Duke Energy, which included delivery to over 1M residents. John also served as a Vice President at Energate, where he led efforts to pioneer AMI-enabled demand response, leading to some of the nation's largest installed

programs. In addition to his private sector career, John served as a Rifleman in the United States Army, 25th Infantry Division.

Tom Hines

Arizona Public Service

Tom Hines is a residential energy efficiency expert with more than 20 years of experience in program design, implementation and evaluation.

From 1992-1997, Mr. Hines was a key technical resource developer for EcoGroup, a national energy efficiency services and consulting firm. In this role, Mr Hines worked with over 30 utilities nationwide to develop home energy and water auditing tools that were delivered through an award winning high school energy efficiency curriculum. Responsibilities included project management, developing audit survey questions, creating recommendation logic tables, and calculating energy savings and environmental benefits of potential energy efficiency measures.

From 1997 through 2013, Mr. Hines has worked with Arizona Public Service Company (APS) in designing, developing and managing the company's portfolio of residential energy efficiency programs, including: new homes, existing homes HVAC, home performance, consumer products lighting, pools, multi-family, behavioral conservation, and energy efficiency financing programs. Mr. Hines has designed, developed and managed multiple award winning energy efficiency programs, including the APS ENERGY STAR Homes program and the APS Home Performance with ENERGY STAR program. Throughout this time, Mr. Hines has worked closely with industry stakeholders to drive market transformation including builders, contractors, Realtors, lenders, raters and other trade allies. In the new homes industry, Mr. Hines has been a key proponent of using applied building science principles and home performance testing tools to improve building efficiency and performance. He has testified extensively during public utility commission proceedings and is a public spokesperson for energy efficiency related topics. Recent work includes acting as a strategic advisor on the design and development of APS' entire portfolio of DSM programs – working with program

managers, implementation contractors, and evaluators to explore opportunities for reducing costs, maximizing cost effectiveness, and otherwise optimizing the APS portfolio of DSM programs. In this role, Mr. Hines prepares information and analysis on DSM program trends, technologies, opportunities, and challenges for senior executives and the utility's board of directors.

Mr. Hines holds a masters degree in Environmental Planning from Arizona State University and is a board member of "EEBA" the Energy and Environmental Building Alliance, an organization devoted to advancing building science and energy efficient building practices.

Dan Hogan

Tucson Electric Power

Dan Hogan is Supervisor of Residential Energy Efficiency Programs for Tucson Electric Power (TEP) and UNS Energy Corporation. Dan is responsible for the supervision of residential energy efficiency programs including low income weatherization, residential new construction and existing home programs and efficient products, as well as TEP's shade tree and home energy report programs. Over the course of his 14 years with TEP, Dan has been involved in the development of energy efficiency programs and observed the refinement of regulatory policies in the state of Arizona. Dan is a member of the Southern Arizona Home Builders Association's Board of Directors and is a certified RESNET Rater.

Larry Holmes

NV Energy

In Larry's current assignment as Manager of Customer Programs and Strategies, he is responsible for NV Energy's Demand Side Management program planning, development and evaluation. He was assigned to this position in January 2005.

Larry began his work at Sierra Pacific Power Company and Nevada Power Company in 1981 and has held a number of engineering, management and staff positions in design,

planning, operations, economic development, regulatory affairs, and customer service.

Larry graduated from San Jose State University with a Bachelor of Science in Electrical Engineering and from the Georgia Institute of Technology with a Masters of Science in Electrical Engineering. He is a Registered Professional Engineer in the State of Nevada and a Certified Energy Manager.

Mark James

Colorado Springs Utilities

Mark James is employed at Colorado Springs Utilities in Colorado Springs, CO. Colorado Springs Utilities is a four-service (electric, water, natural gas, and wastewater) municipal utility that serves 240,000 customers. Mark is the Demand Side Management & Renewable Energy manager at Colorado Springs Utilities and is responsible for electric DSM (both demand & energy) programs, natural gas DSM programs, and renewable energy programs on the supply-side and demand side. Mark has 10 years of DSM and renewable energy experience and has worked in the utility industry for 16 years. He previously served in Colorado Springs Utilities General Counsel Division as a paralegal and has 17 years of experience in the legal field. Mark has served his country faithfully for the past 28 years as a member of the United States Air Force Reserve. He is the Senior Individual Mobilization Augmentee Command Paralegal Manager at Peterson Air Force Base, CO and is responsible for the legal activities at 10 Air Force bases in Air Force Space Command.

Dru Jones

New Mexico Gas Company

Dru Jones is Senior Program Developer for New Mexico Gas Company (NMGC). He has over 13 years of experience in the energy industry. Dru is responsible for the research and development of residential, low income, and commercial energy efficiency programs for NMGC. He assists in overseeing a team of third party administrators tasked with implementation and administration of NMGC Energy Efficiency Programs; is responsible for marketing and

promotions of the NMGC Energy Efficiency portfolio; and is involved in the regulatory approval process including filings, hearings, and providing witness testimony on behalf of the company before the New Mexico Public Regulation Commission.

Dru holds degrees of Bachelors of Science in Business Management and a Masters of Business Administration with a concentration in Energy Management. Dru is also involved in the following professional organizations: Consortium of Energy Efficiency, American Gas Association, American Energy Service Professionals, Young Professionals of Energy, and the Young Professionals of Albuquerque.

Dominic Kennedy

Xcel Energy

Dominic Kennedy is a Product Portfolio Manager for Xcel Energy. He is responsible for managing three demand side management products that target the largest commercial and industrial customers in Xcel Energy's Colorado and New Mexico service territories. Two of those products (Process Efficiency and Self Directed Custom Efficiency) have been recognized through an Exemplary Program award by ACEEE and a Global Energy Award nomination by Platts.

Michael Li

U.S. Department of Energy

Michael is a senior policy advisor in the Office Energy Efficiency and Renewable Energy. Michael works on a variety of energy efficiency issues primarily focusing on evaluation, measurement and verification, data access and privacy, state policy and behavior based efficiency. He has also worked in the Office of Electricity and the Office of the Secretary while at DOE.

Craig McDonald

Navigant

Craig McDonald has more than 30 years' experience of worldwide energy efficiency markets, technologies and markets. His expertise

includes strategy, finance, public and regulatory policy, new business development, growth strategies, innovation commercialization and technology analysis.

He brings his strong understanding of the technology landscape and competitive strategy combined with a broad business operations perspective to realistically appraise the technology and business plan. His work often combines technology, marketing and business model to help clients achieve profitable growth serving customers' end-use energy needs. Craig has worked on the formation of Energy Services Companies (ESCOs) or subsidiaries across the world. In some of these engagements, Craig wrote the original business plan and helped the companies get financing and initial start-up.

Other engagements have focused on growth strategies through acquisition, commercialization of innovations, marketing and/or internal business and sales process improvement. Craig has worked with manufacturers on introduction of new products in the lighting, energy management, electronics, heat recovery, distributed generation and HVAC markets. These efforts have included technology performance due-diligence, marketing strategy, venture partnerships, value proposition definition and channel strategy. For major manufacturers, Craig has assisted in the decision to commercialize HVAC, process controls, lighting innovations and intellectual property internally, through partnerships or license.

Maureen McNamara

U.S. Environmental Protection Agency

For more the past fifteen years, Maureen has worked to maximize ENERGY STAR partnerships with states, utilities, and regional market transformation groups that administer publically funded energy efficiency programs and environmental education campaigns. Today, 690 program administrators servicing 87% of U.S. households partner with EPA to bring ENERGY STAR products and services to market.

Maureen is a recipient of the U.S. EPA Gold Medal for Exceptional Service for her

contributions to reducing greenhouse gas emissions through voluntary program design and delivery and has been recognized for superior accomplishment in support of the National Action Plan for Energy Efficiency and the Clean Energy-Environment Guide to Action.

Maureen serves on the E-Source Demand Side Management Executive Advisory Council (since 2006) and the International Energy Program Evaluation Planning Committee (since 1998), the EPRI Energy Efficiency/Grid Modernization Public Advisory Group, and is a past board member of AESP (2002).

Amy Miller

Public Service of New Mexico

Amy Miller currently serves as the Environmental and Energy Efficiency Engagement Manager where she coordinates outreach efforts on environmental initiatives and issues and manages the energy efficiency program implementation team. She has been at PNM since 2003, serving in various roles in the PNM Public Policy group in corporate communications, governmental affairs and policy analysis, and stakeholder engagement. Prior to joining PNM, Amy served as the Director of Public Relations at Rick Johnson & Company, where she worked with utility, educational and environmental clients. Amy also worked in community and economic development, and marketing and communications roles at Plains Electric Generation and Transmission Cooperative.

Amy has a Master's in Public Administration from the University of New Mexico, and is a graduate of the University of Idaho Utility Executive program and a graduate of Leadership Albuquerque. Amy serves on the boards of The Nature Conservancy of New Mexico and the University of New Mexico School of Public Administration. She lives in Albuquerque with her husband, two teenagers and two dogs.

Mike Orton

Questar Gas Company

Mike has been employed by Questar Gas Company for fifteen years. The past six years of

employment have been in the Energy Efficiency department. Between 2007 and the end of 2012, Mike worked in the EE department as an analyst, program manager and supervisor. Mike was named Director of the ThermWise programs in January of this year.

Mike holds a Bachelor of Science degree (dual major in finance and business administration) as well as a Master of Business Administration degree from the University of Utah.

John Phelan

Fort Collins Utilities

John Phelan, P.E., is the Energy Services Manager for Fort Collins Utilities, leading the team that provides energy efficiency, conservation, load management and renewable energy services. His responsibilities include planning, implementation and evaluation of the Utility's energy policy and related programs. He supports Fort Collins renewable energy, green building, climate and sustainability initiatives.

Mr. Phelan has a long history of association with related fields of energy efficiency, engineering and architecture. Prior to working for Fort Collins Utilities, he led the sustainable design and commissioning teams at a leading consulting firm in Boulder, Colorado. He has a Masters Degree in Civil Engineering from the University of Colorado Boulder and a Bachelor of Science in Conservation of Natural Resources from the University of California Berkeley. Mr. Phelan is a registered professional engineer in the state of Colorado.

Bobbi Sterrett

Southwest Gas Corporation

Bobbi Sterrett is the Manager of Research, Conservation, and Demand Side Management at Southwest Gas Corporation. Bobbi oversees program development, implementation and regulatory reporting among Southwest Gas's tri-state service area for all regulated energy efficiency programs. She is also responsible for the Company's research activities, including customer satisfaction. Bobbi joined Southwest Gas in 1995 and has held several positions in state regulatory affairs, marketing and customer

assistance over the years. Bobbi received a Bachelor of Science Degree in Business Administration with an emphasis in Marketing from the University of Nevada-Las Vegas and a Master's Degree in Business Administration from Webster University.

Susanne Stone*El Paso Electric Company*

Susanne Stone is the Manager of Energy Efficiency for El Paso Electric Company. She has worked for El Paso Electric for more than 30 years. She began in the Engineering Department designing underground and overhead electrical distribution systems. Early in her career, she decided that she enjoyed working with people more than she did distribution systems. Susanne has served in many capacities over the past 30 years, including Energy Auditor and Key Account Representative. In 2009, she began working in the Energy Efficiency Department which is responsible for managing a total of twenty-one Energy Efficiency Programs in El Paso Electric's New Mexico and Texas service territories. Susanne holds a Bachelor of Science Degree in Business Management and several professional certifications from the Association of Energy Engineers, such as Certified Energy Manager and Renewable Energy Professional.