Presenters

Steven R. Bateson
Questar Gas Company

Mr. Steven R. Bateson currently serves as Director, Energy Efficiency for Questar Gas Company. Mr. Bateson has the responsibility of managing the ThermWise energy efficiency activities in the Company’s Utah, Idaho and Wyoming service territories.

He has had extensive involvement with regulatory affairs (rates). He was an active participant in the Company’s efforts to obtain approval for the Conservation Enabling Tariff (decoupling). Mr. Bateson has provided expert testimony in a number of regulatory cases in the areas of Cost of Service and Rate Design. Mr. Bateson worked in the energy marketing field during a 10 year hiatus from Questar Gas Company.

He has a B.S. degree in Geography and a Masters of Engineering Administration degree, both from the University of Utah. Steve serves on the Board of Directors for the Southwest Energy Efficiency Project (SWEEP). Steve is a native of Utah.

Kevin Cooney
Navigant Consulting

Kevin Cooney, MS, PE, is a Managing Director at Navigant Consulting responsible for the company’s Demand Side Management team. He is the former CEO for Summit Blue Consulting and has analyzed energy technologies and markets for over 25 years. He has extensive experience in energy efficiency and renewable energy market assessment, technology evaluation, and portfolio design and evaluation. His recent client work has focused on the development of business case frameworks for smart grid investments and market transformation initiatives, including analysis of new product development procedures and governance structures for state and regional efficiency organizations. Mr. Cooney is a recognized national expert in the area of DSM program evaluation. He has served on a number of industry committees that review evaluation methods used at the state and federal level, including: a current DOE Technical Advisory Group for uniform methods protocol development for EE evaluation; conducting training on EM&V fundamentals for state commissioners for NARUC; and serving on an independent peer review panel for EPA regarding Energy Star program savings. Prior positions include Vice President of Research at E-Source; Manager at Hagler Bailly Consulting; and research engineer for Johnson Controls. Mr. Cooney is a registered professional engineer, holds a MS in Building Energy Engineering and a BS in Civil Engineering from the University of Colorado, and completed the Advanced Management College executive education program at Stanford University.

Howard Geller
Southwest Energy Efficiency Project

Dr. Howard Geller is the Executive Director of the Southwest Energy Efficiency Project (SWEEP). Prior to founding SWEEP, he was 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.
**Speaker Bios**

**Dave Hewitt**  
*New Buildings Institute*

Dave Hewitt is Executive Director of New Buildings Institute (NBI), located in Vancouver, Washington. NBI is a national nonprofit which conducts research, develops strategy and publishes technical guidance to reduce building energy use, primarily in the commercial sector. A major current effort is to reduce the energy use of new commercial buildings by 50%. Dave serves on several national committees focused on that task, as well as directing NBI’s *Getting to 50* project.

Prior to joining NBI, Dave directed the Northwest Energy Efficiency Alliance’s commercial sector portfolio. Among his accomplishments at the Alliance were re-developing the BetterBricks marketing and program strategy, creating the Washington Sustainable Schools project and establishing daylighting labs at five university schools of architecture. He has also served as Director of Research, Development and Evaluation at the Northeast Energy Efficiency Partnerships; Director of the Energy Office for the City of Portland, Oregon; and the first Executive Director of the Wisconsin Energy Conservation Corporation. Dave’s work includes 15 years as a consultant with Pacific Energy Associates, with clients in the utility, government and advocacy sectors relating to demand-side program design and evaluation throughout North America. He also helped design the initial set of programs for the Energy Savings Trust in London, UK.

**Tom Hines**  
*Arizona Public Service*

Tom Hines is a residential energy efficiency expert with more than 20 years of experience. Since 1997, 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, consumer products, pools, multi-family efficiency, energy efficiency financing and behavioral conservation programs. In this position, Mr. Hines works closely with local builders, contractors, trade allies, stakeholders and APS residential customers to help provide information and education on energy efficient practices. Tom holds a masters degree in Environmental Planning from Arizona State University and is a board member of “EEBA” the Energy and Environmental Building Alliance.

**Larry Holmes**  
*NV Energy*

In Larry’s current assignment as Manager of Customer Programs and Strategies, he is responsible for Nevada Power’s and Sierra Pacific Power’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 positions in design, planning, operations, economic development, regulatory affairs, and customer service.

Prior to his utility work Larry began his engineering career in the United States Navy Civil Engineer Corps. His responsibilities centered on facilities management including planning, budgeting, operations, maintenance, construction, and client relations for shore facilities including the buildings, grounds, and utility systems.

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 with the Association of Energy Engineers.

**Carol Hunter**  
*Rocky Mountain Power / Pacificorp*

Carol Hunter is currently the vice president responsible for Rocky Mountain Power and Pacific Power’s energy efficiency and peak management programs.
Hunter joined the company in 1977 as a customer service engineer. She has served in various management positions in resource planning, wholesale marketing, demand-side management, community and business services, economic development and communications.

She received a bachelor’s degree in mechanical engineering and a master’s degree in business administration from the University of Utah.

Hunter currently represents the company on the Salt Lake Chamber of Commerce executive committee. During her career, she has served on numerous committees for the State of Utah and for various local government entities. In 1994 and 1995, she was recognized as a Utah “Up and Coming” professional and, in 2006, she was recognized as one of the “30 Women to Watch in Utah.”

**Dru Jones**  
*New Mexico Gas Company*

Dru Jones is the Senior Program Developer for New Mexico Gas Company’s Energy Efficiency Programs and has more than 12 years of experience in the energy industry. Dru is responsible for the research and development of all residential, low income, commercial and industrial energy efficiency programs for New Mexico Gas Company.

Dru helps oversee a team of third party administrators tasked with implementation and administration of all New Mexico Gas Company Energy Efficiency Programs, and is responsible for marketing and promotions of the NMGC energy efficiency portfolio. Dru is also involved in the regulatory approval process including filings, hearings, and providing subject matter expert witness testimony on behalf of the company before the New Mexico Public Regulation Commission (NMPRC).

Dru was instrumental to a team that has earned national recognition in the form of ENERGY STAR Partner of the Year Awards in 2009 and 2010, ENERGY STAR Sustained Excellence Award in 2011, and many other accolades in the natural gas energy efficiency industry.

Dru holds degrees of Bachelors of Science in Business Management (B.S.B.M.) and a Masters of Business Administration with a concentration in Energy Management (M.B.A.). He is also involved in the following professional organizations: Consortium of Energy Efficiency (CEE), American Gas Association (AGA), American Energy Service Professionals (AESP), Young Professionals of Energy (YPE), and the Young Professionals of Albuquerque (YPA).

**Deborah Kimberly**  
*Salt River Project*

Deborah Kimberly has managed SRP’s energy efficiency and marketing group since February, 2008. Based in Tempe, Arizona, SRP is the nation's third largest publicly owned electric utility, with annual operating revenues of $2.8 billion, and a balance sheet totaling about $11 billion.

Since joining SRP in 1982, Kimberly has served as an analyst, manager of financial planning, special projects manager, manager of financial services, manager of energy efficiency and policy analysis and director of customer programs and marketing. Current responsibilities include energy efficiency product design and implementation, marketing of all SRP products, price plans and services, corporate events management, measurement & evaluation and the customer and market research function.

Kimberly earned her baccalaureate degree in International Relations from Stanford University and her Master's in International Management from Thunderbird.

Kimberly serves on the Board of Directors of the Maricopa Health Foundation, is executive sponsor of SRP Females in Technology and is a past Board member of the Desert Foothills Habitat for Humanity Chapter. She is active in industry affairs, and is currently serving on the executive committees for EPRI’s Energy Efficiency 2.0 Demonstration Project and the Early Deployment of Efficient End-Use Technologies. She has also served as Treasurer of the Large Public Power Council and as chair of its Tax and Finance Task Force.
**John Linn**  
*Northeast Energy Efficiency Partnerships*  

Jon Linn is the Commercial Programs Manager at Northeast Energy Efficiency Partnerships (NEEP). He manages the DesignLights™ Consortium (DLC), NEEP’s Commercial Lighting Initiative. Jon draws on extensive technical and market knowledge in developing and directing the DLC Solid State Lighting (SSL) resources project which includes the Qualified Products List (QPL) and its associated Technical Requirements. These function as tools to help program managers, lighting manufacturers and customers throughout North America to assure quality and performance as well as energy efficiency as they work together toward smooth market adoption of this exciting new lighting technology.

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**Michelle Lindsay**  
*NV Energy*  

Michelle Lindsay joined the NV Energy DSM Planning group in early 2011. Ms. Lindsay’s contributions to the DSM program include the creation of a community partnership to provide Energy Efficiency & Conservation education to teachers and students and a cost-effective Low Income Weatherization program design. Ms. Lindsay’s interest in Energy Efficiency was activated by a Sustainable Construction course at UNLV where she is earning a Master’s of Science in Construction Management. Ms. Lindsay is a founding member of the UNLV USGBC Student Chapter. Ms. Lindsay was previously employed at NV Energy in Information Technology Development. Prior to NV Energy, Ms. Lindsay was employed by Bechtel National on DOE Contracts in Nevada and South Carolina in the areas of Process Improvement, Supply Chain, and Project Controls.

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**Patrick O’Connell**  
*Public Service Company of New Mexico*  

Patrick O’Connell, P.E., is PNM’s Director, Planning and Resources and in that capacity he oversees PNM’s Integrated Resource Planning (IRP) and Energy Efficiency Design teams. The IRP team is responsible for developing PNM’s resource plans and the regulatory filings to support the resource plans, including the annual renewable energy procurement plan and the IRP which is required to be filed every three years. The IRP team also conducts requests for proposals to procure PNM’s generation resources. The Energy Efficiency Design team develops PNM’s energy efficiency and load management program plans and the regulatory filings to support them. The Energy Efficiency Design team also oversees the energy efficiency and load management program budget and prepares the annual reports that are filed with the New Mexico Public Regulation Commission.

Patrick has worked at the Public Service Company of New Mexico since 1996, leading planning efforts in several areas of the Company, including gas supply planning and strategic planning projects in PNM’s IRP group and PNM’s Generation group. He has been Director, Planning and Resources since July 2012. Patrick is a life-long New Mexican, grew up in Albuquerque, and graduated with distinction and magna cum laude in General Honors from the University of New Mexico in May, 1990, with a bachelor’s degree in Civil Engineering.

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**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.

**John Proctor**

**Proctor Engineering Group**

John Proctor, P.E., is the honest voice of energy efficiency for utility, contractor, and consumer. John has devoted over 30 years of research to sort fact from fantasy. When energy experts need an expert, they come to John.

John Proctor has been awarded the Technical Merit Award from the Energy Efficient Building Association. He is on the board of the CEEIC, (California Energy Efficiency Industry Council and a voting member of ASHRAE (American Society of Heating, Refrigeration, and Air Conditioning Engineers) Standards Subcommittee for Residential Indoor Air Quality and Ventilation, as well as the Duct Efficiency Standards Subcommittee.

As CEO of Proctor Engineering Group, Ltd., he leads a team with more than 60 years accumulated experience in the design, implementation, training, and evaluation of energy efficiency programs. His research efforts and theory are applied daily toward making people’s air conditioners, furnaces, ducts, and homes work more efficiently. He has teamed with hundreds of contractors, training more than 1,000 technicians to better maintain and service air conditioning and heating systems.

In 1997, John Proctor created CheckMe! a computerized expert system that helps contractors bring air conditioners up to optimal performance. CheckMe! has achieved national acclaim (Energy Design Update, Vol. 21, No. 3) and is currently bringing air conditioners to their full efficiency in California, Nevada, Missouri, Florida and Oregon.

John’s objectivity may be his greatest value to the field of energy efficiency. He’s a committed partner to utilities, contractors, and consumer. At the same time he answers to his ethics and science. An M.I.T. engineer and scientist, John is obligated to finding the truth. He is free to explore hard energy issues. Proctor Engineering Group’s current client partners include NV Energy, Gulf Power, Pacific Gas & Electric Company of California, Kansas City Power & Light and the Oregon Department of Energy.

**Mitchell Rosenberg**

**DNV KEMA Energy and Sustainability**

Mitchell Rosenberg is a Senior Principal Consultant in the Sustainable Use practice of DNV KEMA Energy and Sustainability. He has 25 years of experience in the design, management, and evaluation of energy efficiency programs. Mr. Rosenberg has conducted assessments of markets for energy-efficient products and services including commercial and residential lighting, LED lighting, energy efficient motors, compressed air efficiency services, residential and commercial HVAC, and many others. He is currently leading evaluation of Market Effects of utility programs for the California Public Service Commission. Mr. Rosenberg has also developed and managed energy efficiency programs that address a number of markets, including industrial compressed air, industrial motors, and commercial HVAC. His work on market transformation has been published by the California Public Utilities Commission, and in the proceedings of the ACEEE Summer Study, the International Energy Program Evaluation Conference, the Industrial Energy Conference, the European Council for an Energy-Efficient Economy, and the International Energy Agency.

**Denise Smith**

**Tucson Electric Power**

Denise Smith is the Manager of Demand Side Resources at Tucson Electric Power (TEP) and UniSource Energy Services (UES). She oversees the rapidly growing energy efficiency efforts for three investor-owned utilities as well as other demand side resource initiatives including direct load control and demand side management. She has been employed in the utility industry for more than fifteen years holding demand-side management, renewable, regulatory and pricing positions. In her career she has overseen cost of service studies, strategic business initiatives, program design and implementation, regulatory filings, technical review, and portfolio development.
Bobbi Sterrett  
*Southwest Gas Corporation*

Bobbi Sterrett manages the Conservation and Demand Side Management programs for Southwest Gas Corporation. Bobbi oversees program development, implementation and regulatory reporting among Southwest’s tri-state service area for all regulated energy efficiency programs. She is also responsible for Southwest’s research activities, including customer satisfaction surveys. Bobbi joined Southwest in 1995 and has held several positions in state regulatory affairs, marketing and customer assistance. She has been a member of the DSM team since 1998. Bobbi received a Bachelor of Science Degree in Business Administration with an emphasis in Marketing from the University of Nevada-Las Vegas and a Masters Degree in Business Administration from Webster University.

Ed Wisniewski  
*Consortium for Energy Efficiency*

Ed Wisniewski became the executive director of CEE in October 2011 after 22 years of professional work in the energy industry, including 16 years of ongoing leadership in a variety of positions at CEE. As such, he is responsible to the CEE Board of Directors for the direction, operation, and performance of CEE. CEE has over 130 program administrator members in the United States and Canada, a budget of $4.2 million, and a staff of 30. Members directed approximately 86 percent of energy efficiency budgets in 2011, which totaled $9.2 billion.

While leading the development and growth of CEE program staff as deputy director, Ed was instrumental in developing and implementing all of the major program accomplishments of CEE over a decade. During this time, Ed had overall responsibility for directing CEE program development and strategy and for cultivating key stakeholder relationships. Under his direction, CEE has significantly increased its capability in residential, commercial, industrial, and natural gas programming and has been recognized by key industries as the bi-national organization supporting local, ratepayer-funded efficiency programs. Among his major accomplishments at CEE are the development and launch of the following CEE Initiatives: consumer electronics, servers and data centers, super efficient apartment-sized refrigerators, energy efficient traffic signals, lighting and appliance strategies including the Lighting for Tomorrow campaign, super efficient home appliances, and programs in evaluation and behavior. Wisniewski’s negotiations with the motors industry helped produce two national voluntary partnerships: the NEMA Premium® labeling program for high efficiency motors and lighting, and the multi-industry awareness campaign, Motor Decisions Matter™. Throughout all these activities, he has focused on maintaining impeccable standards of care throughout CEE work at a time of rapid growth in our field.

Prior to joining CEE in 1995, Ed had held several positions including Senior Economic Analyst at the Illinois Commerce Commission as well as Sales Representative for Eli Lilly Pharmaceuticals. He is a cum laude graduate from Illinois State University holding degrees in Marketing as well as Economics.

Shawn White  
*Xcel Energy*

Shawn White has been with Xcel Energy for almost 12 years in the DSM organization and currently has responsibility to lead a team in the implementation of Demand Side Management programs for Colorado, New Mexico and Texas. His team is responsible for more than doubling Xcel Energy’s Colorado DSM portfolio achievement from 2007 to 2011 with program recognition from ACEEE and Energy Star®. Shawn has an MBA from the Carlson School of Management, University of MN, a BS in Marketing from Hawaii Pacific University and is a graduate of the US Navy’s Nuclear Power Program.