Presenters and Panelists

Susan Bitter Smith  
*Arizona Corporation Commission*

Susan Bitter Smith was elected to a four year term on the Arizona Corporation Commission starting in January 2013. She is a member of the National Association of Regulatory Commissioners, currently serving on NARUC’s Water Committee as well as the Subcommittee on Education and Research. She is the President of the Western Conference of Public Service Commissioners. She is serving as Executive Director of the Southwest Cable Communications Association since 1980 and as Vice President of Technical Solutions since 1988. She earned both undergraduate and graduate degrees in Business Administration from Arizona State University and is a Past Chairman of the ASU Alumni Association. In addition, she serves as the Honorary Chair of the ASU MBA Alumni Association, is a Past Chairman of the Walter Cronkite Foundation, Past Chairman of the Arizona First Amendment Coalition, and is the Chairman of the Arizona Competitive Telecommunications Coalition. Susan received her Certified Association Executive (CAE) designation in 1987 and is a Past President of the Arizona Society of Association Executives. She received AzSAE’s Executive of the Year Award in 1988 and again in 1998. She is a Past Chairman of the American Society of Association Executives (first Arizonan to ever serve as Chairman), a member of the ASAE Government Relations Section Council, Past Chairman of the ASAE Government Affairs Committee, and an ASAE Fellow.

A native of Arizona, she has served as a member of the Scottsdale City Council and was Vice Mayor. She served two six year terms as an elected member of the Central Arizona Water Conservation District Board of Directors, having served the last four as President of the Board (the first woman to hold this position) and was a candidate for Congress in Arizona’s District Five. As a member of the CAWCD Board, Susan was instrumental in working with Arizona’s Congressional Delegation in the successful settlement of the CAWCD Repayment Settlement dispute with the United States Department of the Interior and the federal finalization of the Gila Indian Water Rights dispute. As President of the Board, Susan has led the effort to operate the Yuma Desalting Plant with a consortium of both Federal and local players. In addition, she has led the fight to mitigate the EPA’s efforts to close the Navajo Generating Station, the primary power source that operates the Central Arizona Project. She is a founding member of “Women in Water”, a local group of women involved in water policy. “Women in Water” honored Susan in December 2010 for her leadership. Susan has spoken to numerous water and energy groups throughout the region including the Colorado River Water User’s Association, Agri-Business Council, and the Water Utility User’s Association. She is currently reorganizing the Central Arizona Project Association, whose purpose is to support the success of the CAP and other water providers.

Brooks Congdon  
*Southwest Gas Corporation*

Brooks has been in the utility industry for over 35 years and has worked at Southwest Gas since 1987. Brooks recently assumed the position of Manager of Southwest Gas’ Energy Efficiency Department. In his new position, Brooks will be responsible for the Company’s conservation and energy efficiency programs in Arizona, California and Nevada and looks forward to the challenges ahead in finding and successfully deploying new natural gas energy efficiency measures.
Prior to joining the Energy Efficiency group, Brooks worked in Southwest Gas’ Pricing and Tariffs Department where he participated actively in the Company’s efforts to implement revenue decoupling in its Arizona and Nevada service territories.

Brooks has a Bachelor of Science Degree in Economics from Iowa State University and enjoys skiing, bicycle riding and outdoor activities.

**Bill Conrad**  
*Xcel Energy*

William (Bill) Conrad is currently the Manager of Energy Efficiency Marketing, at Xcel Energy, responsible for providing management of DSM Product Portfolio Managers, Channel Managers and Marketing Assistants to develop and execute marketing plans and budgets; integrating efforts with sales organizations, trade allies and technical support to exceed corporate energy efficiency goals in the Colorado, Texas and New Mexico markets.

Bill has held several positions within Xcel Energy and its operating companies, including Manager of the Key Accounts Group, for Public Service Company of Colorado, 2008-2013, as well as positions at Northern States Power Company in Account Management and DSM Product Marketing. Prior to Xcel Energy bill was responsible for energy efficiency retrofit projects for WW Grainger Company in Minneapolis MN. Bill holds a Bachelor of Science Degree from Minnesota State University.

**Ralph DiNola**  
*New Buildings Institute*

New Buildings Institute Chief Executive Officer Ralph DiNola has dedicated his professional life to bringing green building innovation to scale. DiNola served as a technical advisor for the Living Building Challenge™ standard and has consulted on over 130 LEED® projects, including ten precedent-setting LEED Platinum certifications. As principal investigator of a landmark study of historic buildings, DiNola helped establish and validate the true value and benefits of building reuse, bridging the divide between sustainability and historic preservation. Through NBI’s work with the California Public Utilities Commission, Ralph has been at the forefront of developing tools and trainings to advance zero net energy buildings and support public sector early adopters in California. DiNola is a LEED Fellow, founding Board Chair of the International Living Future Institute, founder and former principal at Green Building Services and 2012 BetterBricks award winner.

**Dan Dreiling**  
*Salt River Project*

Dan Dreiling is the Director of Market Research & Customer Programs at Salt River Project (SRP). He has been with the organization for nearly 15 years. Dan is responsible for overseeing the organization’s market research efforts and the design, implementation, and evaluation 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 (CEM) and holds a Bachelor of Science Degree in Business Management from Arizona State University.

**Doug Eddie**  
*NV Energy*

Doug Eddie is a graduate of Utah State University with a BA in Liberal Arts. He began his career in the Aerospace industry, manufacturing solid rocket motors at Thiokol Corporation. He has worked on NASA’s Space Shuttle, Air Force Peacekeeper, and the Navy Trident Submarine Missile programs.

A licensed General Contractor, Doug spent 20 years of his career in Construction and Construction Management. He recently served
as Construction Quality Manager for KB HOME in Las Vegas. He is currently a program manager for residential energy conservation programs at NV ENERGY.

Doug is passionate about construction quality and process improvement and has spoken to national audiences on construction quality, construction process improvement, and construction energy efficiency at the Reed Business Conference, CEE, AESP, and NAHB conventions.

Doug has been married to his wife Kaye for 35 years and is father to five children and grandfather to 12 grandchildren. He enjoys guitar, barbershop singing, western folklore and storytelling, cowboy poetry and of course, the grandkids.

Kim Erickson
Consortium for Energy Efficiency

Kim Erickson, Senior Program Manager at the Consortium for Energy Efficiency, manages the CEE Emerging Technologies Collaborative. In this role, Kim works with a group of emerging technologies program managers from across the US and Canada to exchange relevant information about their emerging technologies assessments and enable more effective individual and collective consideration of new efficiency opportunities.

Prior to her current role, Kim spent six years on CEE’s Commercial Team, managed a foodservice equipment dealership, and worked with environmental advocacy organizations to raise awareness about a variety of issues. She earned a BA in Geography from Johns Hopkins University and an MBA from Rensselaer Polytechnic Institute.

Janet Fugarazzo
Simple Energy

Janet Fugarazzo is the Director of Client Solutions for Simple Energy’s Midwest territory. Simple Energy is a software-as-a-service (SaaS) company that is changing how millions of people save energy by making it social, fun, and rewarding. For its utility customers, Simple Energy meets energy efficiency goals and increases customer satisfaction.

Janet is responsible for designing and implementing unique behavioral programs that help utilities connect with their customers in a compelling and commercially valuable way. At the macro level, these programs help utilities maximize net impact and boost key metrics such as program participation.

In her prior role at Simple Energy, Janet led implementation and program execution with key accounts such as National Grid, including management of customer engagement channels and optimization of engagement results.

A Massachusetts native and forever a loyal Patriots fan, Janet currently resides in Denver, Colorado and thoroughly enjoys all things outdoors.

Howard Geller
Southwest Energy Efficiency Project

Howard Geller is the Executive Director and Founder of the Southwest Energy Efficiency Project (SWEEP), 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.

Lisa Henderson
Arizona Governor’s Office of Energy Policy

Lisa has served with the State of Arizona for over 30 years. Her background in Project Management and Grant Administration are essential in a time when planning and funding are essential to program success. Hired on to the
Energy Office just five years ago, it was Lisa’s experience working with Arizona’s rural communities in the preservation of their traditional commercial districts that provides an understanding of limited resources and the unique funding opportunities.

**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.

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, 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. He has testified extensively during public utility commission proceedings and is a public spokesperson for energy efficiency related topics.

Mr. Hines is currently a Director at Tierra Resource Consultants, a program design and evaluation think-tank of industry veterans, 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.

**Kathryn Hymas**  
*Rocky Mountain Power*

Kathryn Hymas is vice president demand-side management for PacifiCorp with responsibility for energy efficiency and load control programs in California, Idaho, Utah, Washington and Wyoming, and for the company’s partnership with the Energy Trust of Oregon in delivering energy efficiency programs in Oregon. She was appointed to this position in October 2013.

Kathryn joined PacifiCorp in 1983 as a systems analyst for Utah Power & Light Company, followed by various positions of increased responsibility in finance and business services in both Salt Lake City, Utah and in Portland, Oregon. Prior to her current role, Kathryn served as division controller for Rocky Mountain Power.

Kathryn earned a bachelor’s and master’s degree in accounting from Brigham Young University.

She currently serves on the Utah Taxpayers Association Board, Junior Achievement of Utah Board, and Southwest Energy Efficiency Project Board.

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

Dru Jones is Senior Program Developer for New Mexico Gas Company (NMGC). He has over 14 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.
Ryan Kerr  
*Gas Technology Institute*

Ryan Kerr is Emerging Technologies Manager at the Gas Technology Institute (GTI). GTI is an independent, nonprofit technology organization, headquartered in Des Plaines, Illinois. At GTI, Ryan leads efforts to accelerate the market adoption of emerging gas technologies for residential, commercial, and industrial end-use markets. Before joining GTI, Ryan worked for the California-based energy consulting firm ConSol. At ConSol, Ryan served as an expert advisor to the California Public Utilities Commission on its long-term energy efficiency strategic plan. Ryan holds a BS from University of Montana, where he majored in International Business and Environmental Policy.

Mark P. Modera  
*Western Cooling Efficiency Center*

Mark P. Modera is a Professor in Civil and Environmental Engineering, as well as Mechanical and Aerospace Engineering, and holds the Sempra Energy Chair in Energy Efficiency, all at UC Davis. Professor Modera is also the Director of the UC Davis Western Cooling Efficiency Center (WCEC), and a Fellow of the American Society of Heating Refrigerating and Air-conditioning Engineers. Dr. Modera joined the WCEC after working at Carrier Corp., and long career at Lawrence Berkeley National Laboratory (LBNL). While at LBNL, Mark developed an aerosol-based duct sealing process, and subsequently established Aeroseal, Inc. to commercialize the technology. Aeroseal’s technical success and market promise became recognized by Carrier, who bought the business in 2001. The WCEC currently consists of more than 25 people working to help facilitate the implementation of efficient HVAC technologies through manufacturer-utility-customer partnerships, as well as to develop and test new energy-efficient and peak-demand-sensitive HVAC technologies.

Matt O’Keefe  
*Opower*

Matt O’Keefe serves as the Director, Market Development and Regulatory Affairs, West at Opower, a software company that provides energy efficiency, demand response, and customer engagement solutions to the utility industry. Opower was founded only seven years ago but now partners with more than 95 utilities in nine countries and is supported by 500 employees from offices in the United States, United Kingdom, Japan, and Singapore. Matt manages Opower’s regulatory and policy strategy throughout the Western United States and Canada.

Prior to joining Opower, Matt worked for the California Energy Efficiency Industry Council where he worked with that state's leaders of energy efficiency businesses, investor-owned utilities, and relevant regulatory bodies. Matt also worked at the intersection of government, economic development, and the environment while serving in the Office of the Mayor of Los Angeles and with CleanTech LA, a multi-institutional collaboration in support of regional economic development in the clean technology sector. Previously, Matt served as a Teach for America corps member where he taught in an underserved community, and as a political organizer. He holds a Master of Public Policy from University of California, Los Angeles and a BA in International Affairs from The George Washington University.

Matt serves on the Board of Directors of the Canadian Energy Efficiency Alliance.

Mike Orton  
*Questar Gas Company*

Mike Orton has held a variety of positions with Questar Gas Company since 1997. He is currently the Director of the Company’s energy efficiency programs. He has been employed in that capacity for two years and has worked in the energy efficiency field for nearly eight years. Prior to his time in the energy efficiency department, Mike held several positions in the Company’s finance area.
Mike holds both a Master of Business Administration degree and Bachelor of Science degree (finance) from the University of Utah.

Denise Smith  
_Tucson Electric Power_  
Denise Smith is Director of Customer Care and Energy Efficiency for Tucson Electric Power. Since joining the company in 1996, Denise has held various positions including Pricing and Regulatory as well as Energy Efficiency and Renewable positions. In her current position she is responsible for the Energy Efficiency and Customer Care teams which include Unisource’s Call Center, Remittance, Billing, and Special Plans.  

Denise has overseen Unisource’s rapidly growing energy efficiency efforts increasing from a few programs to over 30. In her career she has overseen cost of service studies, program design and evaluation, regulatory filings, technical review, and portfolio development. She specializes in team building and process improvement.

Greg Rybka  
_Lawrence Berkeley National Laboratory_  
Gregory Rybka is a Principal Research Associate in the Electricity Markets and Policy Group at Lawrence Berkeley National Laboratory. Greg conducts research and analysis on emerging issues in demand response, energy efficiency, and distributed energy resources. At present, his research focuses on quantifying the total resource cost of saved energy in the US as well as quantitative analysis of regulated electric utility business models and the impacts of demand side resources and distributed generation on utility shareholders and customers. He also serves as a reviewer for _Utilities Policy and The Energy Journal_.  

Prior to joining LBNL, Greg worked for Nexant where he led and supported projects on a range of demand side management projects using engineering, economic, policy, and market analysis skills for a variety of clients, including: investor-owned utilities and publicly-owned utilities, such as PG&E and LADWP; energy service companies, such as Johnson Controls; and, international organizations, such as USAID and the International Energy Agency. Earlier in his career he spent time working at Argonne National Laboratory and GE Energy.

Greg received a BS in Mechanical Engineering and a BA in Science, Technology, and Society from The Pennsylvania State University.

Steven Schiller  
_Lawrence Berkeley National Laboratory & Schiller Consulting, Inc._  
Steve Schiller is a consultant and visiting scientist/senior advisor affiliate with the Electricity Markets and Policy (EMP) Group of the Lawrence Berkeley National Laboratory. He has also been a consultant to US EPA for 15 years on incorporating efficiency and renewables into air quality and climate change mitigation programs, including the 2014 Clean Power Plan – 111(d). Steve’s currently supports several research projects in the EMP Group and is also providing technical assistance services in several states through the EMP Group, with funding from the U.S. Department of Energy.

Steve has over thirty years of experience in the energy industry with a focus on demand-side energy efficiency, renewables and independent power. Steve has been a senior manager or CEO of three energy engineering and project management firms. Steve has overseen the development and administration of energy programs in over a dozen states, and in other countries, for utilities, local, state and federal government agencies.  He has had an active role in the development and implementation of about 2,000 MW of independent power and demand side management projects. Steve is also an internationally recognized evaluation, measurement and verification (EM&V) expert having been responsible for many of the guidelines and protocols used in the industry. He holds Mechanical Engineering degrees from the University of California, Berkeley and the University of Michigan. Steve is also a registered Mechanical Engineer in California.
Erick Seelinger  
*Public Service of New Mexico*

Erick Seelinger has been in industry over 30 years. His first career stops were in the natural gas industry, then after eight years of volatility, he moved to the utility sector, where he has worked in pipeline, supply planning, environmental, marketing, CNG, and most recently energy efficiency. He started with energy efficiency in 2006, and works in all phases of program development, management, evaluation and reporting.

Erick has a BS in Chemical Engineering and an MBA in Financial Management from the Anderson School of Management.

Greg Stiles  
*Pacificorp / Rocky Mountain Power*

Greg Stiles is a Program Manager with PacifiCorp, managing residential energy efficiency programs across five states. Greg has over 15 years of experience in the energy efficiency field. He spent 8 years with Energy Trust of Oregon, joining the organization shortly after it was created, helping it grow to a $140 million/yr operation. He has also worked with ICF International, Aspen Skiing Company and AHC Group on energy, environmental and green building issues. Greg has a bachelor’s from Willamette University and a MBA from Rensselaer Polytechnic Institute. He currently serves on the Willamette University Alumni Board of Directors and on the Advisory Board for Focus the Nation.