

**NAESCO Northwest Regional Meeting  
June 14-15, 2007  
Grand Hyatt Seattle**

**Transforming the Energy Efficiency Buzz into  
Sustainable Policies, Practices and Projects**

**AGENDA**

**June 14**

8:00 am – 10:00 am

**Closed Board Meeting**  
(NAESCO Board Members only)

10:00 am – noon

**Open Board Meeting**  
(Open to all NAESCO Members)

1:30 pm – 5:00 pm

**SPECIAL SEMINAR**  
**Sharpen Your Skills in Responding to RFQs and RFPs:**  
**Presenting Your Qualifications and Proposals to Government**  
**Clients**

- Understanding RFP selection and evaluation criteria
- Using all your customer communications to send the right message
- Presenting your track record, capabilities, and all the benefits of your proposal
- Effective presentation of technical proposals
- Which savings will the client count
- Using the oral interview format to your full advantage

**David Birr**, President, Synchronous Energy Solutions  
Mr. Birr has trained EPC project evaluation staff in over a dozen state energy agencies and PHA evaluation staff from over 20 states.

A separate registration fee is required to attend the RFP seminar.

1:30 pm – 5:00 pm

**Field Trip to Three Innovative Green Building Projects in Seattle**

5:30 pm – 7:00 pm

**Reception – “Greening the Emerald City”**  
Sponsored by **Synergy Companies** and **UCONS, LLC**

## **June 15**

7:30 am – 9:00 am

### **Continental Breakfast**

Sponsored by **ConEdison Solutions**

9:00 am – 9:10 am

### **Welcome Remarks**

**Buddy Hahs**, President & CEO, Custom Energy Services, L.L.C. and Chairman, NAESCO

9:10 am – 10:45 am

### **Plenary Session: New Directions, New Opportunities**

- Global and market factors reshaping the value of energy efficiency
- Governors grab the energy leadership mantle: New energy initiatives in the western states create new paradigms
- Reducing greenhouse gas emissions: It's a whole new ballgame

**Stan Price**, Partner, Putnam Price Group, Inc.

**Richard Halvey**, Project Manager, Western Governors' Association

**Nancy Hirsh**, Policy Director, Northwest Energy Coalition

Moderator: **S. Lynn Sutcliffe**, CEO, The EnergySolve Companies

10:45 am – 11:15 am

### **Break**

11:15 am – 12:30 pm

### **Scoping Out the Competitive Landscape in the Northwest: Key Factors Driving the Market for Energy Efficiency**

- How much are green initiatives accelerating the energy efficiency market development and growth in the region?
- The impact of Initiative 937 on accelerated integration of energy efficiency into utility resource portfolios

**Ash Awad**, Vice President of Energy Services, McKinstry

**Tom Eckman**, Manager, Conservation Resources, Northwest Power and Conservation Council

**Elizabeth Klumpp**, Senior Energy Policy Specialist, Department of Community, Trade & Economic Development

Moderator: **Art Vertner**, Consultant

12:30pm – 1:30 pm

### **Luncheon**

Sponsored by **The EnergySolve Companies**

*“What the Commercial Real Estate Market Sees When They Embrace Energy Efficiency and Green Practices”*

**Rod Kauffman**, President, BOMA Seattle King County

1:30pm – 2:30pm

### **Creating an Additional Value Stream for Energy Efficiency**

- How do the green and white tag systems work?
- Does the use of tags grow the market for long-term demand reduction?
- How might project economics change if federal energy efficiency tax deductions, state incentives, emission credits, and tags were rolled into the mix?

**Mel Jones**, President & CEO, Sterling Planet, Inc.

**Robert Harmon**, Chief Innovation Officer & Senior Vice President, Bonneville Environmental Foundation

Moderator: **Peter White**, Solutions Manager Northwest, Johnson Controls Inc.

2:30 pm – 3:30 pm

### **Expanding the Pool of Capital Available for “Green” Technologies**

- How Clean Tech investment criteria differentiate among green technology opportunities
- Are there enough breakthrough technologies and project opportunities?
- Will the process by which ESCOS adopt and integrate new technologies change?
- Does the increase in Clean Tech investment expand market opportunities for ESCOs?

**Joyce M. Ferris**, Principal, Blue Hill Partners

**Robert Hopper**, Vice President, MMA Renewable Ventures, LLC

Moderator: **Peter Flynn**, Principal, Bostonia Partners

3:30 pm

### **Closing Remarks**