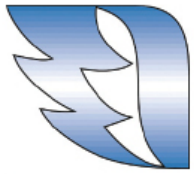
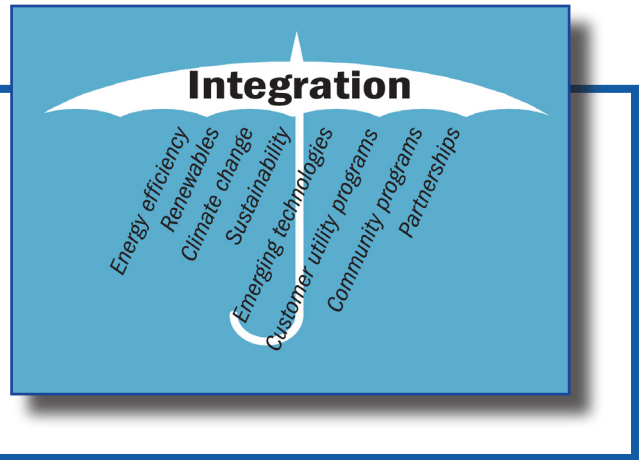


29th Annual Utility Forum



No Longer Business as Usual



Agenda

Wednesday, May 6, 2009

10:00 am - 12:00 pm - Pre-Forum Workshop for Utility and Government Attendees Only, Public-Private Utilities: Common Challenges

Co-Moderators: Joyce Kinnear, City of Palo Alto, and John Hargrove, NV Energy

Facilitated discussion (rather than presentations) on topics to include:

- Overcoming Program Silos
- Gaining Management Support and Funding
- Reaching beyond the low-hanging fruit
- Mandate Challenges with David Reynolds, Northern California Power Authority
- Integrating Low-Income, Moderate Income and CARE/FERA initiatives with Francis Thompson, Pacific Gas and Electric Company
- How utilities can satisfy the Energy Commission's reporting requirements with Kae Lewis, California Energy Commission

12:00 pm – 1:00 pm -- Lunch Buffet

1:00 pm – 2:00 pm Welcome Keynote Presentation

Duane Larson, Director, Pacific Gas and Electric Company
2009-2011 Demand Side Management Program Portfolio

Progress Report on the design and implementation of Pacific Gas and Electric Company's 2009-2011 Demand Side Management Program Portfolio.

2:00 pm – 3:00 pm -- Utility Challenge: What Should We Do Next?

Moderator, Rob Penney, Washington State University Energy Program

Panel presentation of representatives from energy-related organizations are challenged to tell attendees the 5 top things that utilities should do to address energy efficiency and renewable energy issues

- Mike Weedall, Vice President for Energy Efficiency, Bonneville Power Administration
- David Reynolds, Member Services Manager, Northern California Power Agency
- Leif Magnuson, Residential Green Building Coordinator, U.S. EPA Region IX

- Noah Long, Sustainable Energy Fellow, National Resource Defense Council

3:00 pm – 3:30 pm -- Refreshment Break

3:30 pm – 4:30 pm -- Panel Presentation Continues

4:30 pm - 5:00 pm -- Meet the Sponsors and Exhibitors

5:00 pm -- Adjourn

5:30 pm – 6:30 pm -- Reception

6:30 pm -- Dinner and Dancing hosted by RHA, Inc.

Thursday May 7, 2009

7:30 – 8:30 am -- Breakfast buffet

8:30 am – 9:00 am -- Meet the Sponsors and Exhibitors

9:00 am – 10:00 am -- The Customer View

Moderator: Janis Erickson, Sacramento Municipal Utility District

Panelists:

- Thad Carlson, Sr. Manager – Environmental Affairs, Best Buy – offering a retailer perspective
- Steve Miller, Director of Sustainability, HMM Builders- who specifies green and sustainable buildings
- Stephen Blynn, Vision Service Plan (VSP) – addressing their data center improvements with Synapsense
- Bruce Cenicerros, Sacramento Municipal Utility District - Normative messaging for customer energy bill benchmarking

10:00 am – 10:30 am -- Refreshment Break

10:30 am – 11:30 am -- The Customer View Panel (continued)

11:30 am – 12:00 pm -- Meet the Sponsors and Exhibitors

12:00 pm – 1:00 pm -- Lunch

1:00 am – 1:30 pm -- Midway Keynote Presentation

Alice Perez, Sacramento Municipal Utility District

Sacramento Municipal Utility District's Compact with the Customer initiative to enhance both the customer understanding of and experiences with their electric utility, and help direct the activity of all employees.

1:30 pm – 3:30 pm -- Utility Program Snapshots

Moderator: Jim Brands, Efficiency Services Group and Sandee Peebles, Western Area Power Administration

Panel discussion of innovative program practices and lessons learned

- Sustainability and Utility-Government Customer Perspective - Jenna Olsen, Senior Manager, Government Partnerships and Third Party Programs, Customer Energy Efficiency Department, Pacific Gas and Electric Company

Presentations will be available for download at www.UtilityForum.org

- Community Environmental Action Partnership - Wendy Hediger, City of Palo Alto
- Tax Bill Financing - Alice La Pierre, Building Scientist, City of Berkeley Office of Energy & Sustainable Development

3:30 pm – 4:00 pm -- Refreshment Break

4:00 pm – 5:30 pm -- Utility Program Poster Sessions

Session: Chair: Michael Jaramillo, Imperial Irrigation District

Utility and government representatives submitted a brief descriptive of an innovative utility-sponsored energy efficiency or renewable energy program. The Planning Committee selected 7 of the program submissions to be presented during this session.

- **Commercial Clothes Washer Savings Measurement and Verification**

Graham Parker, CEM, BEP ; Senior Staff Engineer, Pacific Northwest National Laboratory
Results of a measurement and verification study for four California investor-owned utilities. Battelle undertook metering of 120 commercial washers at 12 multifamily properties within the service territories of the utilities. Baseline energy and water end-use metering of existing washers was followed with placement and metering of the high-efficiency (ENERGY STAR) washers. The results of the field evaluation were positive with natural gas savings of over 60 therms/year/washer and water savings in excess of 17,000 gallons/year/washer.

- **Transforming the Commercial Window Glazing Market**

Jim Benney, CAE; Executive Director, National Fenestration Rating Council
This year, the National Fenestration Rating Council will introduce its Component Modeling Approach (CMA) for rating and labeling the energy performance of fenestration systems in commercial applications. CMA will help to bring the benefits of fair, accurate and credible ratings to the nonresidential sector of the industry.

- **Utility Green Pricing Programs: Lessons Learned from the Nation's Top Programs**

Beth DeLashmutt-Poore, Utility Partnership Associate, 3 Degrees
3Degrees partners with utilities nationwide (including City of Palo Alto Utilities, Silicon Valley Power, and Roseville Electric) in the marketing of their voluntary green pricing programs. This poster presents lessons learned from these top performers, including common pitfalls to avoid and which program design and marketing approaches work best.

- **Introduction to Geothermal Heat Pump Systems**

Guy Nelson, Utility Geothermal Workshop Group
Geothermal heat pumps are more efficient than air-source heat pumps and air conditioners, using approximately 25 to 50 percent less energy. The systems use the relatively constant temperature of the ground and ground water to provide heating and cooling. Geothermal heat pumps can be used in commercial and residential buildings. This poster session will detail average capital and operating costs for Geothermal Heat Pumps.

- **Commercial Building Energy Benchmarking in California**

Douglas Mahone, Principal/Executive Officer, Heschong Mahone Group
California state law requires utilities to make commercial customer billing data available in electronic form for benchmarking purposes. It also requires (starting January, 2010) benchmarking data to be disclosed as part of all commercial real estate transactions.

Presentations will be available for download at www.UtilityForum.org

Benchmarking gives building owners a standardized tool for comparing their building's energy performance to similar buildings, which is increasingly important to both owners and tenants. Benchmarking also provides a way to track energy use improvements over time. This poster will report on progress in California toward making benchmarking universal for commercial buildings.

- **Small Wind Electric Systems: New Business Opportunities**

Gary Hoffmann, Western Area Power Administration

Overview of technological innovations and market drivers that are making grid-connected small wind power more practical.

- **NV Energy: Leaders in Efficiency. We will do anything to move CFLs**

Bobby Robertson, Strategic Account Manager, ecos

Since 2003, NV Energy's Residential ENERGY STAR Lighting Program has provided rebates for more than 7.5 million CFLs to save more than 460 million annual kWh. The program has increased from providing rebates for 110,000 CFLs in 2005 to over 3.4 million CFLs in 2008. Whether it's providing CFLs for local gamblers at casinos as part of their casino loyalty programs or the "Bulbs for Blood" campaign with United Blood Services, NV Energy aggressively promotes CFLs to every market segment that they service. This program received the 2008 Excellence in ENERGY STAR Promotion award for "Change A Light, Change the World" Campaign Outreach in recognition of these types of cutting edge activities to promote energy-efficient lighting in the residential sector.

5:30 pm – 6:30 pm -- Reception

6:30 pm -- Dinner and "Any Port in a Storm" hosted by Apogee Interactive

A full-course Dinner followed by port wine tasting and the classic rock acoustic guitar stylings and singing of Kip Yager

Friday May 8, 2009

7:30 – 8:30 am Breakfast buffet

8:30 am – 10:30 am Emerging Technologies Panel

Moderator: David Maul, Maul Energy Advisors

Panel discussion of emerging technologies for the short-term and long-range planning

- Graham Parker, Pacific NW Laboratory
- Guy Nelson, Utility Geothermal Working Group
- Alex Chase, Energy Solutions – news in electronics technology
- Elaine Hebert, California Energy Commission -- technologies that utilities could consider as part of their Green Buildings portfolios

10:30 am – 11:00 am -- Refreshment Break

11:00 am – 12:00 pm -- Late-Breaking News on the Stimulus Package

Senior Representative from California Energy Commission

This spot on the agenda is reserved for emerging issues related to federal initiatives such as the American Recovery and Reinvestment Act.

Presentations will be available for download at www.UtilityForum.org

12:00 pm -- Adjourn

12:00 pm – 1:00 pm -- Lunch Buffet



Sponsors

Gold Sponsors

The California Energy Commission is the state's primary energy policy and planning agency. Created by the Legislature in 1974 and located in Sacramento, the Commission responsibilities include: Forecasting future energy needs and keeping historical energy data; Licensing thermal power plants 50 megawatts or larger; Promoting energy efficiency by setting the state's appliance and building efficiency standards and working with local government to enforce those standards; Supporting public interest energy research that advances energy science and technology through research, development, and demonstration programs; Supporting renewable energy by providing market support to existing, new, and emerging renewable technologies; providing incentives for small wind and fuel cell electricity systems; and providing incentives for solar electricity systems in new home construction; Implementing the state's Alternative and Renewable Fuel and Vehicle Technology Program; and Planning for and directing state response to energy emergencies.



Pacific Gas and Electric Company is one of the largest combination natural gas and electric utilities in the United States. The company, a subsidiary of PG&E Corporation, serves approximately 15 million people in northern and central California. Pacific Gas and Electric Company is committed to the environment, from clean-air vehicles to the redwood forests.



Western Area Power Administration markets and delivers reliable, cost-based hydroelectric power and related services within a 15-state region of the central and western U.S. We're one of four power marketing administrations within the U.S. Department of Energy whose role is to market and transmit electricity from multi-use water projects. Our transmission system carries electricity from 57 power plants operated by the Bureau of Reclamation, U.S. Army Corps of Engineers and the International Boundary and Water Commission. Together, these plants have an installed capacity of 10,395 megawatts.



Silver Sponsors

Northern California Power Agency (NCPA) is a joint powers agency that provides support for the electric utility operations of our 17 member communities and districts in Northern and Central California. We own and operate several power plants that together comprise a 96% emission-free generation portfolio. NCPA was founded in 1968 as a forum through which community-owned utilities could prevent costly market abuses employed by private utilities at that time, and to make investments to ensure an affordable, reliable and clean future energy supply for the electric ratepayers we serve.



Bronze Sponsors

City of Palo Alto Utilities (CPAU) is the only municipal utility in California that operates city-owned utility services that include electric, fiber optic, natural gas, water and wastewater services. Since 1896, CPAU has been providing quality services to the citizens and businesses of Palo Alto.



NV Energy is joint powers agency that provides support for the electric utility most of Nevada and the Lake Tahoe area of California, serving approximately 1.2 million customers. The utility also serves approximately 149,000 natural gas customers in the Reno-Sparks area of northern Nevada. The holding company for NV Energy is Sierra Pacific Resources, which is listed on the New York Stock Exchange under the ticker symbol SRP.



Sacramento Municipal Utility District was founded with the idea that providing electric power to Sacramento was a job best done by a public utility overseen by an elected board of directors. As the sixth largest publicly owned utility in the country in terms of customers served, our innovative energy programs are known throughout the state, nation and world. SMUD's purpose is to provide solutions for meeting our customers' electrical energy needs. SMUD's vision is to empower our customers with solutions and options that increase energy efficiency, protect the environment, reduce global warming, and lower the cost to serve our region.



Silicon Valley Power-City of Santa Clara works hard to help its customers reach their goals and enjoy brighter lives. We follow a basic set of principles that have served as our core values for over one hundred years: Service, Stability, Reliability and Quality. Today, the people in our organization embody these values, embrace them, and bring them to life. And they're what make Silicon Valley Power Your Hometown Advantage.



29th Utility Energy Forum

Hospitality Hosts

RHA, Inc. Since 1979, RHA has lead public outreach programs with innovative techniques focused on mainstream and hard-to-reach audiences. A program design and management firm, RHA serves as a prime contractor to federal, state and private sector clients. Its corporate capabilities reach and impact target publics in the energy arena. A minority-owned company with six California offices and over 250 employees, RHA has managed programs serving more than 13 million people and has achieved energy savings of approximately 57,351,000 kWh in 2007.



Apogee Interactive, Inc. is the leading provider of self-service Web applications that drive sustainable behavioral change among utility consumers. Superior analytics coupled with engaging Web presentation provide actionable steps for customers, encourage greater participation in utility programs and generate automated reports for tracking results. From online to onsite energy audits and analyzers to fully integrated billing analysis and metering applications, Apogee's online solutions deliver impeccable energy analysis and engaging customer experiences.



Exhibitors

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Beutler Corporation is the largest heating and air conditioning company in the United States with three locations throughout Northern California. For over 60 years, Beutler has set the standard as an innovative industry leader that has developed several patented products and comfort solutions to benefit their customers. Serving 300,000 customers in Northern California from Chico to Stockton, the Central Valley and East Bay, Beutler offers products that are energy efficient, environmentally focused and support new green technology.



California Lighting Technology Center's (CLTC) mission is to stimulate, facilitate and accelerate the development and commercialization of energy efficient lighting and daylighting technologies. This is accomplished through facilitating technology development and demonstrations, as well as offering outreach and education activities in partnership with utilities, lighting manufacturers, end users, builders, designers, researchers, academicians and



governmental agencies. The concept of the CLTC was developed through a collaborative effort between the California Energy Commission, the US Department of Energy, the National Electrical Manufacturers Association, and University of California, Davis to advance energy efficient lighting and daylighting technologies.

Climate Master is the leading manufacturer of water source heat pumps and geothermal heat pumps for commercial, industrial and residential applications, which are considered to be the most energy efficient and environmentally friendly type of air conditioning and heating products available on the market today. Climate Master GeoThermal Heat Pumps has been and remains the best total space conditioning alternative using a renewable energy resource for good demand side management.



Electric & Gas Industries Association (EGIA) is a non-profit organization dedicated to advancing energy efficiency and renewable energy solutions through a nationwide network of over 2,500 contractors, distributors, manufacturers and utility partners. EGIA provides utility companies, water agencies and state organizations with individually targeted or broad regional rebate program administration, energy efficiency & solar financing, contractor network management, retailer field services, contractor and channel partner training, and home energy makeover contest administration. Additionally, EGIA through its subsidiary, UtilityExchange.org produces activities where utilities, allied organizations and contractors learn and network regarding best practices in energy efficiency, renewable energy, customer services, enhanced business operations and sales and marketing.



Enovative Group is an energy services company that specializes in energy efficient domestic hot water delivery. Enovative has experience doing research on hot water delivery systems in commercial buildings such as multifamily buildings and hotels and has successfully implemented D'MAND® controlled hot water delivery systems in hundreds of multifamily buildings in southern California saving hundreds of thousands of therms and kilowatt hours through a program called On-Demand Efficiency. D'MAND® controls is one of the easiest ways to lower both natural gas and electricity consumption for a building's domestic hot water system.



The National Fenestration Rating Council (NFRC) is a nonprofit public-interest organization that provides energy rating information on windows, doors, skylights and curtain walls systems. In addition to publishing consensus standards for determining fenestration ratings, NFRC also administers an independent certification and labeling program to assure product performance.



Niagara Conservation, headquartered in Cedar Knolls, New Jersey with satellite offices around the world, is the only company in the world that manufactures efficiency products and administers turnkey programs. Niagara Conservation features an extensive product line of conservation hardware, supplemented by complete programming solutions and services for water, electric and gas utilities, as well as state and local government agencies.



Organizational Support Services is a turnkey resource for incentive programs, event management and sales promotions serving corporate America from our base in Southern California. We have been in the energy services business since 1990 and have achieved exceptional program results for our energy services clients. We offer the most complete, dynamic and professional suite of services in the industry.



Pacific Gas and Electric Company is one of the largest combination natural gas and electric utilities in the United States. The company, a subsidiary of PG&E Corporation, serves approximately 15 million people in northern and central California. Pacific Gas and Electric Company is committed to the environment, from clean-air vehicles to the redwood forests.



Resource Action Programs® (RAP) designs and implements community programs to reduce residential water and energy use. RAP programs combine unique participant-driven educational materials, kits of high efficiency products and comprehensive implementation services that include data tracking for municipalities, utilities, government agencies, and community action agencies. Participants are equipped with the tools and products to enact the lessons learned making our approach to education truly 'hands-on' for a larger, longer lasting impact.



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Rheem Marathon Water Heaters is a manufacturer of non-metallic, lifetime warranty, thermal-storage electric water heaters with the highest efficiency ratings in the industry. Marathon has active programs with over 250 distribution and G&T cooperatives across the country.



Staples Energy Marketing & Services (SEMS) specializes in developing and implementing customized marketing and education programs in the fields of energy and environmental awareness. SEMS also conducts the direct installation of energy efficiency measures



including lighting and water conservation equipment, energy audits and weatherization.

Synergy Companies' Energy Management Division serves the investor-owned utilities community (PG&E, SCE, SCG and SDG&E), as well as other municipal and local power companies. Synergy is a fully qualified contractor who works with you and your utility company to provide cost effective energy efficiency measures to residential and non-residential markets, and works to create energy-efficient homes, offices, commercial properties and a more secure energy future for California and the Nation.

Western CRSP Management Center markets and delivers reliable, cost-based hydroelectric power and related services within a 15-state region of the central and western U.S. We're one of four power marketing administrations within the U.S. Department of Energy whose role is to market and transmit electricity from multi-use water projects. Our transmission system carries electricity from 57 power plants operated by the Bureau of Reclamation, U.S. Army Corps of Engineers and the International Boundary and Water Commission. Together, these plants have an installed capacity of 10,395 megawatts.

The U.S. Department of Energy (DOE) Energy Efficiency and Renewable Energy (EERE) *Wind and Hydropower Technologies Program* is working with wind industry partners to develop clean, domestic, innovative wind energy technologies that can compete with conventional fuel sources. DOE's Wind Energy Program efforts have culminated in some of industry's leading products today and have contributed to record-breaking industry growth.

The U.S. Department of Energy (DOE) Energy Efficiency and Renewable Energy (EERE) *Geothermal Technologies Program* (GTP) conducts research, development and demonstration projects to establish Enhanced Geothermal Systems (EGS) as a major contributor for electricity generation. The key decision point for EGS demonstrations is whether these systems can be shown to be technically feasible by 2015. GTP works in partnership with industry, academia, and DOE's national laboratories to establish geothermal energy as an economically competitive contributor to the U.S. energy supply.

The U.S. Department of Energy (DOE) Energy Efficiency and Renewable Energy (EERE) *Industrial Technologies Program* leads the national drive to reduce energy intensity and carbon emissions by changing the way industry uses energy. ITP sponsors cost-shared R&D, and supports the use of today's advanced technologies and energy management best practices.





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