

Even though the 2011 Conference is now history; we wanted to show viewers the type of information we shared at this national event.



Come learn successful strategies for energy efficiency and customer education! This training and education event uses a format that combines presentations with targeted “short courses” during the main sessions.

----- MONDAY ~ May 23 -----



1:00 to 4:30 P.M. Pre-Conference **Training Course:**

**“Helping Ethanol Plants, Grain Elevators & Feed Mills Manage Electricity”**

**Mr. Mark Kingland, Instructor**

This pre-conference course explains the workings of three common key accounts, giving step-by-step ways to manage demand and energy. Actual case studies will be used, plus audit results and visuals. You will upgrade your knowledge of these agribusinesses, and learn the energy strategies that work. Feel free to **bring your key accounts** to this training event.

View the detailed [agenda and instructor background](#) for this training.

(Handouts provided)

**New - 6:00 to 9:30 P.M. – Tour of LED Lighting Facility**, see link to Fact Sheet on main Conference page, **May 19<sup>th</sup>** deadline.

----- TUESDAY ~ May 24 -----

8:30 A.M. General Session Begins; Opening Comments

AGENDA

◆ **“Finding New Ways to Manage kWh and kW on the Customer-Side of the Meter”**

**Ms. Kristin Brief & Mr. Judd Moritz, Utility Customer Solutions**

**EnerNOC Corporation (MA)**

Learn how new approaches to demand response in agricultural, commercial and industrial customers classes can enable you to cut peak demand. Hear case studies from Idaho Power, Midwest Energy and several other utilities. Learn the key elements of successful demand response implementation, from hardware solutions to successful customer engagement.

◆ **“Successful Load Shaping To Manage Peaks, The Nebraska Story”**

**Mr. Max VanSkiver, General Manager, South Central PPD**

**Mr. Cory Fuehrer, Energy Efficiency Manager, Nebraska Public Power District**

Power suppliers in Nebraska have been using demand response programs and interruptible rates for more than four decades. Much can be learned from their success, as you look for ways to reduce system peaks but also keep customers happy.

◆ **“Dealing With Customer Interest in Small-Scale Wind and Solar”**

Ready or not, your customers want to generate their own electricity. Learn how to explain the key requirements to consumers, from those who **have** sufficient wind/solar in their area, and those who **don't**.

1. Those **not having** adequate wind (or solar) in their territory – **Mr. Richard Peterson, Northeast Agr. Technology Corp. (NY)**

2. Those **having** adequate wind/solar in their territory - **Mr. Syd Briggs, Gen. Manager, Steele-Waseca Co-op Electric (MN)**

## 12:00 Noon - Luncheon for All Attendees

Enjoy a delicious meal while you visit with attendees from other states. Both this Tuesday luncheon and Wednesday's *Awards Luncheon* are included in your registration.

### ◆ “Solid-State Lighting as a Shared Goal for Power Suppliers and Manufacturers”

Training Short Course



Ms. Martha Carney, Principal  
*Outsourced Innovation* (IL)

The tremendous excitement about solid-state lighting brings new information about LEDs and other lighting technologies that you need to know! Get the latest updates on progress with standards, learn how to identify quality, and understand the energy-saving opportunities with lighting controls. Then learn how power suppliers and LED manufacturers can work together to understand business challenges and work collaboratively to move the technology forward. (Handouts provided)

### ◆ “Results from Our LED Lighting Demonstrations (an Update)”

1. Small community street lighting – Mr. Chris Rohlring, Manager of Member Services, *Boone Electric Co-op* (MO)
2. Agricultural LED results - Mr. Richard Hiatt, RERC & Ms. Martha Carney, *Outsourced Innovation*

### ◆ “One-on-One with LED Leaders and Other Technology Allies”

Round table discussions between power suppliers and technology allies (List at bottom of agenda\*)

It takes open communication between power suppliers and manufacturers to achieve common goals. Be ready to learn from one another in this session. You will expand your knowledge of electric technologies, and be able to discuss your specific questions about advanced lighting and other new technologies.

*Adjourn for the day*



6:00 P.M. – *Heartland Hospitality Reception* ~ Here's your chance to visit informally with others and share ideas. We'll provide the food (hors d'oeuvres), and a few prizes; come prepared to renew old friendships and make new contacts with others.

## ----- WEDNESDAY ~ May 25 -----

8:15 A.M. General Session Begins; Opening Comments

### ◆ “New Electric Technologies and What you Should Know”

Mr. Greg Stark, Instructor and RERC Program Associate  
*College Station, Texas*

Training Short Course



This training will elevate your understanding of a few electric technologies that customers need to understand. We'll start with those “questionable energy saving products” being marketed to unsuspecting consumers. As a talented instructor, Greg Stark can explain each of them in an easily understandable way. You'll also learn about home energy management systems now sold at outlets like Best Buy. Hear what they can and can't do, and get prepared for consumer questions. It's likely these systems will be sold as part of a home security system, which is already standard practice with the commercial customer market. (Handouts provided)



### ◆ “Ways to Help Your Key Accounts . . . Lessons Learned in the Field”

Training Short Course

Mr. Doug Litwiller and Mr. Mark Kingland, Co-Owners  
*Energy Solutions-OTB* (IA)

In this instructional session, you will learn ways to help larger key account customers get things done in energy efficiency. These former “utility guys” understand what power suppliers face these days, and can share their valuable experience. Using specific examples and case studies, they will expand your knowledge of commercial and industrial equipment, so you'll become more effective in serving customers. (Handouts provided)

## ◆ “Taking Rural Customer Energy Efficiency to the Next Level”

You can learn valuable knowledge from power suppliers and universities who are jointly promoting efficiency improvements with rural customers. These insights will help you advance your program efforts to the next level.

1. **Establishing a Farm & Rural Business Energy Audit Program** - Keys to a sustainable program; model for training auditors; results based on two years of experience in Michigan.

**Dr. Truman Surbrook**, P.E., Professor, **Biosystems and Agricultural Engineering Dept**, Michigan State Univ.

2. **Iowa State’s Farm Energy Initiative Program** – Capturing farmers’ interest; joint development with electric power suppliers; providing educational materials and data; using statewide webinar.

**Ms. Dana Petersen**, Coordinator, Farm Energy Initiative, **Agriculture and Biosystems Engineering**, Iowa State Univ.

**Dr. Mark Hanna**, Extension Agricultural Engineer, **Agriculture and Biosystems Engineering**, Iowa State Univ.



### 12:00 Noon - Awards and Recognition Luncheon

Join together to recognize outstanding people and programs in our industry. Your luncheon ticket is included with a full meeting registration, and you can purchase additional tickets for family and guests.

1:10 PM. – Final Comments and Grand Prize Drawing (\$150 cash)\*

\* Only those registered by the **May 6<sup>th</sup>** deadline are eligible.

1:15 PM. Final closing comments - **Adjourn**

\* For Tuesday’s round table discussions, the following technology allies have signed-up so far:



Your Touchstone Energy® Partner 



**GDS Associates, Inc.**  
Engineers and Consultants



**NIAGARA**  
CONSERVATION®