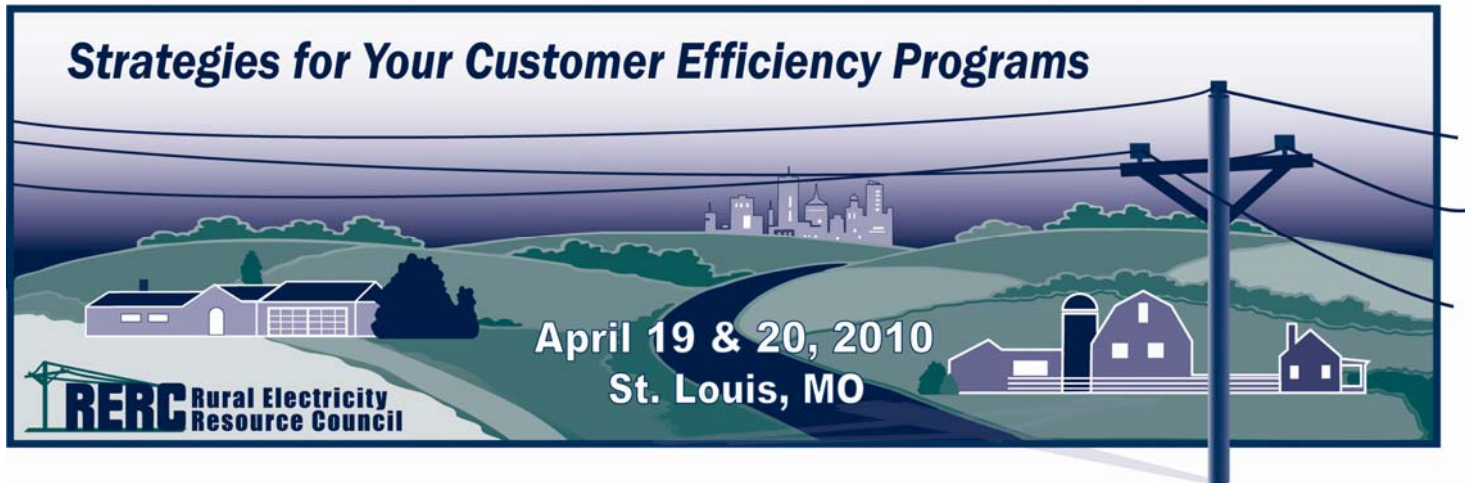


Strategies for Your Customer Efficiency Programs



----- Monday ~ APRIL 19, 2010 -----

8:45 A.M. General Session Begins; Opening Comments (M. Miller)

◆ *Energy Efficiency-From the Perspective of a “Geographically Challenged” Utility*

Mr. Ken Curry, Energy Efficiency Manager
Nebraska Public Power District
Columbus, Nebraska

Learn how this major power supplier built their Energy Efficiency and Demand Response Programs, founded on an integrated resource plan, but built to engage wholesale and retail customers throughout their rural and diverse territory in Nebraska. After a year's worth of experience in carrying-out the plan, NPPD will share what has worked – and some lessons learned!

◆ *Stimulating Energy Efficiency & Job Growth in Your Territory*

Mr. Greg Lovett, Managing Supervisor Energy Efficiency
AmerenUE
St. Louis, Missouri

A portfolio of programs that encourages customers to cut demand and manage their energy, while also helping stimulate the local economy is a win-win for all. In this session, the utility serving St. Louis and the eastern portion of Missouri will explain their approach. The “UEfficiency Platform” brings all parties together through on-line tools, strong partnerships and clear goals.

◆ *Creating Hands-On Energy Displays to Educate Your Consumers*

Ms. Nancy Gibler, Director of Business Development
Central Electric Power Cooperative
Jefferson City, Missouri

There is nothing like a hands-on display to show customers ways to manage energy. Learn how this group of rural utilities developed 12 different portable “display walls” used at customer events and educational sessions. The actual displays will be on-hand at the conference. See for yourself how these customer education tools might work for you.

12:00 Noon - Luncheon for All Attendees - Enjoy a delicious meal while you visit with attendees from other states.

◆ *Tearing Down Barriers to Efficiency Improvements*

Mr. Michael Volker, Director, Regulatory and Energy Services
Midwest Energy
Hays, Kansas

The How\$mart program tears down market barriers by making energy efficiency a part of utility service. The program is like a line extension beyond the customer meter. Cost recovery is tied to the building and stays there even if the customer leaves.

◆ *How Your Home's Energy Use Compares With The Neighborhood*

Mr. Bruce Sayler, Manager, Regulatory and Government Affairs
Connexus Energy
Ramsey, Minnesota

Would your customers like to know how their energy usage compares to their neighbors with similar sized homes? How they rank to the top 20% of their most efficient neighbors? This cooperative allows 40,000 of their customers to make these comparisons using Home Energy Reports. Learn how it works and the great results they have seen so far.

Training Short Course (1.5-hour session)

Navigating the Farm Energy Audit Challenge

Mr. Mike Kawleski, Instructor, Sobieski, Wisconsin

This session covers the major issues and considerations in offering energy audits to farm customers. Emphasis will be placed on program development and experiences from other utilities. Learn how farmers (and other stake-holders) view energy audits.

4:45PM. – Adjourn for the Day

6:00 P.M. - Hospitality Reception

Here's your chance to visit informally with other attendees and exchange ideas. We'll provide the food (hors d'oeuvres); you come prepared to renew old friendships and make new contacts with others.



----- **Tuesday ~ APRIL 20, 2010** -----

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

◆ *Helping Consumers “Beat the Peak” Allowed Us To Reduce Rates*

Mr. Bill Andrew, President/CEO

Delaware Electric Cooperative

Greenwood, Delaware

This power supplier focused their customers on the value of reducing electrical demand during peak periods, and had impressive results. In addition to radio messages and direct emails, the co-op gives consumers a plug-in device that alerts them using an indicator light, audible signal and text message. The response from consumers saved more than \$2 million dollars in 2008, and allowed the co-op to reduce rates by 7.22% in 2009. Learn about their “Beat the Peak” program.

◆ *What Every Power Supplier Should Understand About Grounding*

Mr. Steve Wallenwine, Agriculture Services Director

Consumers Energy Company

Jackson, Michigan

This presentation will be of value to any attendee, no matter what your job responsibility. The most useful concepts about electrical grounding will be discussed using interesting visuals and examples. This will increase your knowledge in talking with customers, and in working with operations staff on power quality, lightning protection or stray voltage activities.

◆ *Putting Electric Technologies To The Test*

Mr. Erik Miller, Energy Efficiency Program Coordinator

Mr. Caleb Steiner, Renewable Energy Specialist

Hoosier Energy

Bloomington, Indiana

Testing heat pump water heaters and LED outdoor lighting under real world conditions can reveal valuable information. Also, wind and solar demonstrations help consumers see the realities of green power options. This presentation from a two-speaker team will provide you an overview of what their G&T is doing. It will focus on non-technical aspects to share the practical knowledge gained in their demonstrations. If you are wondering about the potential of these technologies, come learn from the experiences of this rural utility.

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.

Training Short Course (2-hour session)

Achieving Energy Efficiency With Key Account Customers

Mr. Greg Stark, P. E., Instructor & RERC Program Associate
College Station, Texas

This session offers step-by-step methods to help you assist larger customers with their electricity use. You will learn to view energy efficiency through your commercial customer's eyes and understand how it ranks in terms of other business issues. Case studies and "real world" examples will be used to make the training meaningful. Tips from the instructor's experiences will be provided, along with recommendations on efficiency measures that make the most sense. (Handouts provided).

*3:15 PM. - Final Comments and Grand Prize Drawing (\$150 cash)**

* Only those registered by the April 2nd deadline are eligible.

Adjourn