

# 2018 Midwest Energy Solutions Conference

## Agenda

**Wednesday, February 7, 2018**

Chicago Hilton & Towers

Time	Session
8:30 – 11:30am	<b>Optional Pre-Conference Event:</b> Good Policy for Good Jobs: A Summit on Developing Sound EE Policy for Economic Growth

This event will focus on how energy efficiency advocates develop sound policy to drive energy efficiency investments and create and sustain regional economic growth.

This half-day pre-conference summit, will include a diverse set of advocacy and policymaker perspectives on the value of contractor and business-led advocacy, the economic impact of energy efficiency and how we leverage our collective efforts to inform and shape future Midwest energy efficiency policy.

9:00am – 5:00pm	<b>Registration Open</b>
1:00 – 1:15pm	<b>Welcome &amp; Opening Remarks</b>
1:15 – 2:00pm	<b>Keynote</b> (TBD)
2:00 – 3:30pm	<b>Plenary:</b> Midwest Regulators Leading the Way to an Energy Efficiency Future

Regulators from across the region will discuss regulatory efforts underway to rethink how energy efficiency is valued as a grid resource and recent decisions issued that will impact how utilities deliver energy efficiency and how customers are engaged. The conversation will cover a wide range of topics from ratemaking to new technology deployment and long-term resource planning.

3:30 – 4:00pm	<b>Break</b>
4:00 – 5:15pm	<b>Breakout Sessions</b>

### **Amping Up: Strategic Electrification Benefits, Barriers & Concerns**

This session will explore the benefits, opportunities and challenges to electrifying energy demand to achieve specific goals, and will include discussion of promising technology areas such as electric vehicles. The session will also address current challenges to electrification and different inflection points determined by environmental, consumer advocacy, and efficiency policy goals.

## **All Things Considered: Non-Energy Benefits for Different Customer Segments**

People are always looking for ways to leverage their energy efficiency choices. Cost and energy savings have historically been seen as the primary energy efficiency benefits, often overshadowing the increasingly important non-energy benefits (NEBs) associated with efficiency. While the importance of a particular NEB may differ from consumer to consumer, the range of non-energy benefits is staggering – from the convenience of a smart thermostat to the life-saving potential of resilient buildings. Join us as we discuss the value of NEBs as seen from the municipal, industrial, and residential sectors.

## **The Industrial Business Case for SEM**

Strategic Energy Management (SEM) programs are growing in popularity across the region, and for good reason. Well-designed SEM programs can serve both utilities and their C&I customers beyond just energy savings by helping customers create an energy-savings company culture, build support for ongoing efficiency efforts at the executive level, increase productivity and capture other important non-energy benefits.

5:30 – 6:00pm

**Opening Reception (MEEA Members Only)**

6:00 – 7:30pm

**Opening Reception (All Attendees)**

# 2018 Midwest Energy Solutions Conference

## Agenda

**Thursday, February 8, 2018**  
Chicago Hilton & Towers

Time	Session
8:00am – 5:00pm	<b>Registration &amp; Expo Hall Open</b>
8:00 – 9:00am	<b>Breakfast</b>
9:00 – 9:15am	<b>Welcome &amp; Opening Remarks</b>
9:15 – 9:45am	<b>Keynote</b> (TBD)
9:45 – 11:15am	<b>Plenary:</b> Energy Efficiency in the 21st Century Moderated discussion with utility leaders on their vision on how utilities can grow and be successful in the coming decades. The speakers will discuss new technologies, responding to the evolving infrastructure and how they plan on serving and engaging their customers in the future.
11:15am – 12:30pm	<b>Break</b>
12:30 – 1:30pm	<b>Lunch</b>
1:30 – 2:45pm	<b>Breakout Sessions</b>

### **Weeding Out Energy Waste from the Cannabis Industry**

Medical cannabis is legal in 5 of MEEA's 13-state footprint, and cannabis is expected to be considered for recreational use in several Midwestern states over the coming years. Panelists will discuss how the growing cannabis production industry provides a new opportunity for energy efficiency in the Midwest, and how building codes, energy tracking, and utility programs can best engage these new customers.

### **How Being Human Shapes Our Marketing**

Even the most thoughtful policies and cost-effective programs face an uphill battle if their marketing does not consider the human element. Learn how leveraging unique marketing delivery channels, such as realtors, code officials and builders, and k-12 educators and students can have huge impacts in driving behavior change and program participation.

## **Rate Rate Don't Tell Me: How Rate Design Impacts Energy Efficiency**

Most Americans pay for energy via a two-part rate that includes a small, fixed customer charge and an energy rate applied per unit of energy used. In response to changing dynamics within the utility industry, utilities have proposed significant changes to this format in recent years, including demand charges, time of use and real-time pricing. Join us as we host a facilitated discussion on the implications these different rate designs have for energy efficiency.

2:45 – 3:30pm

**Break**

3:30 – 5:00pm

**Workshops**

## **Overcoming Barriers to Intelligent Efficiency**

This discussion-based workshop will focus on the most significant barriers to adopting intelligent efficiency technologies throughout the Midwest. As the opportunities associated with these new products, platforms and solutions grow, it's more important than ever to collaborate on how to overcome these barriers and ensure integration with energy efficiency programs.

## **Diversity Opportunities within Energy Efficiency**

From executives of energy efficiency companies to contractors working directly with customers, there is a lot that can be done internally to foster a more diverse and inclusive industry and ensure that the goods and services offered by energy efficiency providers reach all customers. This workshop will discuss workforce diversity, designing and implementing programs that serve all customers, and fostering increased diversity in utility energy efficiency supply chains. This interactive workshop will encourage participants to share experiences and brainstorm together what MEEA can do to promote increased diversity and inclusion in our industry.

## **EE First: The Right Way to Get to Net Zero Energy**

What does NZE mean for EE? MEEA will facilitate a discussion on Net-Zero Energy, including its definitions and standards in residential and commercial building practices and programs the opportunities and challenges for different fuel types, and best practices in policies and utility programs. DOE will also provide a National Update for the Midwest Home Performance Collaborative.

5:30 – 7:00pm

**MEEA Member Reception**

7:00 – 9:00pm

**2018 Inspiring Efficiency Awards Dinner & Gala**



# 2018 Midwest Energy Solutions Conference

## Agenda

**Friday, February 9, 2018**

Chicago Hilton & Towers

Time	Session
8:00 – 11:15am	<b>Registration &amp; Expo Hall Open</b>
8:00 – 8:45am	<b>Breakfast</b>
8:45 - 8:55am	<b>Opening Remarks</b>
8:55 - 9:30am	<b>Keynote</b>
9:30 – 10:45am	<b>Plenary:</b> How are EE Companies Keeping Pace with a Changing Utility Business Model?

This session will feature c-suite leadership from major energy efficiency implementation companies who are adapting their strategies in an age where utilities and public utility commissions are changing what it means to be a local energy distribution company. Come hear how these execs plan to thrive in a future with more distributed energy, more precise EM&V, and evolving regulations.

10:45 – 11:15am	<b>Break</b>
11:15am – 12:30pm	<b>Break-Out Sessions</b>

### **EISA's Impact on Lighting**

Uncertainty about whether DOE and EPA will diverge from the expected lighting regulation trajectory has created ambiguity for utilities and program implementers tasked with designing the next wave of programs. Learn what we know—and perhaps more importantly—what we don't know about the future of lighting standards and how utilities can adapt to change.

### **Using EE to Improve Health and Housing**

Rural, multifamily rental and economically disadvantaged customers face unique challenges in accessing the benefits of energy efficiency. These customers may also face health and housing insecurity. This panel will explore how energy efficiency can be leveraged to improve health and preserve affordable housing for the benefit of underserved customers.

## **A Complementary Approach to Integrated Resource and DSM Planning**

Utilities use both IRP and DSM planning to set future energy savings goals. These processes determine the long-term energy needs and necessary measures and programs used to build efficiency portfolios. These long- and short-term plans can operate independently, but a complimentary approach more effectively drives energy savings. How can IRP scenarios and forecasts inform the development of DSM portfolios? How do program results and evaluations feed into the next IRP process? This panel explores the connections between these plans and how they can be used together to optimize energy efficiency.

12:30pm

**Close of Conference**