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Conference Agenda



The following represents presentations we are currently pursuing for the event. Those with names listed have been confirmed. As other speakers are identified we will update this site.

----- Tuesday, April 21, 2009 -----

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

◆ "Our Approach to Renewables & Promoting Energy Efficiency"

Mr. Gary Connett, Director of Environmental Stewardship & Member Services

*Great River Energy
Maple Grove, Minnesota*

Learn how this progressive cooperative (G&T) has successfully balanced the pursuit of both energy efficiency and renewable generation. You will learn how they worked with their member distribution systems to offer incentives to customers, which rewards and assists them with efficiency measures. A companion effort in wind generation (and managing its value to the utility) will be discussed, so you can apply a similar "game plan" back home.

◆ "How Our Utility Manages Residential Customer Demand"

Mr. Keith Gade, Energy Services Supervisor

*Black Hills Power
Rapid City, South Dakota*

This investor-owned utility's residential customers are signing-up for a demand rate that helps them reduce costs, and allows the utility to manage peaks. Learn what it takes to create an effective residential

demand rate, and how to successfully “market” it to get happy customers. Learn also how Black Hills Power educates consumers about tankless water heaters and other issues.

10:30 AM. -- Refreshment Break

◆ **“New Ways to Achieve Customer-Side Efficiency This Time Around”**

Mr. Brian Heithoff, CEO/General Manager
Consumers Energy
Marshalltown, Iowa

What does it take to capture the interest of consumers in energy efficiency these days? Power suppliers have promoted efficiency measures and demand-side management for years, but what fresh approach or new “spin” can increase your chances of success? Learn how this rural utility offers a broad range of efficiency services and options for customers, mixed with a few green power choices. Hear also about the innovative marketing and communication methods used to reach consumers.

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.

1:15 PM. Afternoon General Session: Opening Comments (M. Kawleski)

◆ **“Energy Success Stories with Three Key Accounts”**

Mr. Craig Meredith, P. E., Partner-Owner
Riverbend Group, Energy Consulting
Liberty Lake, Washington

There’s nothing like a case study to make learning enjoyable. Here are three “real world” energy success stories that you will find useful. First you will learn about air compressors and how one key account saved big bucks by managing compressed air. Then you’ll hear the story of a poultry egg-laying operation and their energy use. Third, you will learn about commercial greenhouses, and how one grower found the best way to cut energy costs.

◆ **“How LED Lighting Could Change Your Utility’s Outdoor Lighting Program”**

Ms. Martha Carney, Principal
Outsourced Innovation, LLC
Naperville, Illinois

With a service life of 50,000 to 100,000 hours and super efficiency, why wouldn’t a power supplier want to convert all yard lights and street lights to LED? In this session, we will update you on the latest LED (Light Emitting Diode) fixtures for street or parking lot illumination. You’ll see the huge opportunities for power suppliers to cut energy use and demand, while delivering earth-friendly lighting to all types of consumers. An added bonus is the reduced labor for utility crews, since LEDs promise to last many times longer than conventional light sources. This is a learning session you won’t want to miss.

3:00 PM. -- Refreshment Break

Training Short Course (1.5 - hour session)



“Dealing With Customer Interest in On-Site Renewable Power”



**Mr. Richard Peterson, Instructor
Ithaca, New York**

This session offers a step-by-step method to educate customers who ask about residential-size wind & solar systems. It will provide tips, resources to use & useful Web sites to help consumers realize the limitations and economics of owning on-site generation. (Handouts provided).

For the detailed training **agenda**, visit the on-line Conference site.

4:45 PM. - 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), and a few prizes; you come prepared to renew old friendships and make new contacts with others.



----- Wednesday, April 22, 2009 -----

8:15 A.M. General Session Begins; Opening Comments (H. Ruth)

◆ "Using Our Green Power Demonstration to Educate Consumers"

Mr. Bernie Woller, Dir. of Facilities & Special Projects
*Buckeye Power
Columbus, Ohio*

Learn how this power supplier has educated consumers on the realities of on-site renewable power, using actual installations they have funded. This is a very effective way to explain the limitations and economics of residential-size green power systems, without appearing negative about them. The monitored output from these wind and solar systems are shared with consumers to make them better informed customers, rather than disappointed purchasers.

◆ "Explaining the Key Issues of On-Farm Biogas Generation to Customers"

Mr. Richard Peterson, President
*Northeast Agriculture Technology Corp.
Ithaca, New York*

Producing energy from animal waste is an appealing option for some farmers, but what are the key considerations? In this session, you will hear the essential concepts involved in biogas production, and learn from actual swine & dairy farm cases the successes (and challenges) of producing biogas. The knowledge you'll gain from this session will make you better prepared to discuss biogas considerations with customers.

10:00 AM. -- Refreshment Break

◆ "How We Helped These Farms (and Their Utilities) Use Biogas"

Ms. Norma McDonald, Operating Manager
*Phase 3 Renewables
Cincinnati, Ohio*

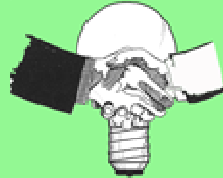
There is much to be learned (on both sides of the meter) from actual operating farms that turn waste into energy. In this session you will learn first-hand how each farm was evaluated, and then moved through the key steps to completion. Some of the farms generate electricity, while others inject the biogas into the natural gas pipeline for use by the utility. Even if you don't serve many dairy or swine farms, this

session will open your eyes to the new energy possibilities for rural America.

◆ **"Lessons Learned From Others In Customer Education"**
(Speaker not yet confirmed)

We plan to share experiences from others that will help you with your own customer education programs back home. Issues like rising electric rates, energy efficiency measures, or electrical safety hazards are all topics that customers need to understand. As we confirm this presentation, check our Web listing for this conference to get the latest information.

12:00 Noon - Awards and Recognition Luncheon
(And Annual Business Meeting)



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 ticket for family and guests.

1:30 P.M. Afternoon Session Begins
Opening Comments (T. Killebrew)



Training Short Course (2-hour session)

◆ **"Creating Key Account Energy Management Partnerships"**
Mr. Bob Mason, Instructor
Atlanta, Georgia

This training session will provide "how to" steps for partnering with a local key account to yield win-win energy results. Our instructor has years of experience in working with both electric cooperatives and utility companies. Using "real world" cases, you will learn tips on which large customers to approach, and how to build upon their needs.

New opportunities exist to help businesses manage peaks, apply new electric technologies, or fund green power generation. Learn how to find the right approach for your account(s) from these case studies, and the benefits to be gained for both the utility and customer.

This is a condensed version of a 1-day course that could be brought to your area. Come check it out to see if you'd like to sponsor the full version locally. (Handouts provided).

For the detailed training **agenda**, visit the on-line Conference site.

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

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

Adjourn

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