

West Coast Energy Management Congress

Long Beach Convention Center, Hall A, Long Beach, CA

OPENING SESSION: A GREENER FUTURE

WEDNESDAY, JUNE 15 / 9:15-11:00AM
 GRAND BALLROOM

Chair: Stuart R. Hemphill, Senior Vice President, Power Supply, Southern California Edison



• 9:15 - 9:20AM
WELCOME FROM AEE
 Albert Thumann, P.E., C.E.M., Executive Director, Association of Energy Engineers



• 9:20 - 9:30AM
WELCOME FROM HOST SPONSOR, SCE
 Stuart R. Hemphill, Senior Vice President, Power Supply, Southern California Edison



• 9:30 - 10:00AM
NEW DIRECTIONS IN ENERGY
 Ronald L. Litzinger, President, Southern California Edison



• 10:00 - 10:30AM
SUSTAINABILITY IN CALIFORNIA'S COMMUNITY COLLEGES
 Fred Harris, Vice Chancellor, California Community Colleges



• 10:30 - 11:00AM
IKEA GOES BEYOND ENERGY EFFICIENCY
 Ryan Park, Director of Business Development, REC Solar

FREE: NEW TECHNOLOGIES BREAKFAST



Wednesday, June 15th, 8:00-9:00AM / Room 103BC

The New Technologies breakfast, sponsored by Leviton Manufacturing Company, is a concise and informative forum for EMC attendees to preview the new and innovative products and services on display at the show. Presenting exhibitors will provide brief 5-7 minute presentations on their newest technologies, enabling attendees to quickly map out their time at the show and get a rapid survey of what's new.

SCE MOBILE ENERGY UNIT

Outside the Convention Center on the Promenade



The Mobile Energy Unit is a mobile education center, which attends major events throughout SCE's service territory and promotes an energy efficiency "ethic" by increasing energy efficiency awareness and participation in SCE programs and services.

Exhibit Hall Hours: Wednesday, June 15th / 10:00AM-4:00PM & Thursday, June 16th / 10:00AM-2:00PM

Presented by



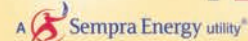
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Government Energy Leader



WEDNESDAY CONFERENCE PROGRAM

JUNE 15, 2011 / 2:00-4:00PM

Speaker/Press Room 102A

Track 1: Smart Grid Session 1A: Smart Meters Room 102B	Track 2: New Climate & Environmental Realities Session 2A: Environmental Considerations Room 102C	Track 3: Green Energy & Buildings Session 3A: Building Codes/Standards Room 103A	Track 4: Making the Most of Renewable Energy Resources Session 4A: Wind Room 103B	Track 5: Integrated Demand Side Management Session 5A: Energy Efficiency in Action Room 103C
Chair: Marc Guirguis, Manager, Smart Connect Program Controls, Southern California Edison	Chair: Ronald Jensen, Manager, Corporate Environmental Health & Safety, Southern California Edison	Chair: Arun Jhaveri, Ph.D., C.S.D.P., Senior Advisor/Consultant, Arun Jhaveri & Associates	Chair: Richard J. Costello, P.E., M.S.E.M., B.S.M.E., C.E.M., President, Acela Energy Group, Inc.	Chair: Foroud Arsanjani, Chief Operating Officer, North America Power Partners, LLC
2:00 - 2:30PM Edison SmartConnect: Overview Marc Guirguis, Manager, Smart Connect Program Controls, Southern California Edison	2:00 - 2:30PM Precision Agriculture Irrigation Techniques Robert Farber, Ph.D., Senior Research Scientist, Corporate Environmental Health & Safety, Southern California Edison	2:00 - 3:00PM CALGreen: The New 2010 California Green Building Standards Code Enrique Rodriguez, Associate Construction Analyst, California Buildings Standards Commission	2:00 - 2:30PM First 200kW Vertical Axis Wind Turbine - Ishpeming Michigan Richard J. Costello, P.E., M.S.E.M., B.S.M.E., C.E.M., President, Acela Energy Group, Inc.	2:00 - 2:30PM Incubating Innovators: TRIO Program Robyn Zander, Manager, Contract Support Services, Customer Energy Efficiency & Solar, Southern California Edison
2:30 - 3:00PM Smart Appliances Christopher A. Saikus, Whirlpool Corporation	2:30 - 3:00PM Implications of Eliminating Once Through Cooling David Asti, CPG, CHMM, Manager, Corporate Environmental Policy, Southern California Edison		2:30 - 3:00PM The Tehachapi Project Juan Castaneda, Manager, Power Systems Studies, Southern California Edison	2:30 - 3:00PM How CA Utilities are Implementing Demand Side Management Richard Jett, Manager, Market Segment Solutions, Customer Energy Efficiency & Solar, Southern California Edison
3:00 - 3:30PM Edison SmartConnect: Technology Enabled Applications Mark Podorsky, Senior Manager, Business Design, Edison SmartConnect, Southern California Edison	3:00 - 3:30PM Renewable Impacts Adam Shor, Project Engineer/Scientist, Electric Power Research Institute	3:00 - 3:30PM Building Efficiency Standards & Practical Considerations Carl Salas, P.E., Founding Principal, Salas O'Brien Engineers, Inc.	3:00 - 3:30PM Wind and Load Following Challenges Randy Minnier, CEO & Principal, MPE Consulting, Inc.	3:00 - 3:30PM Demand Response and TATI Programs Erik Oh, Regional Sales Manager, North America Power Partners, LLC
3:30 - 4:00PM Benefits of Smart Meters Doug Mitarotonda, Ph.D., Associate, The Brattle Group	3:30 - 4:00PM Greenhouse Gas Emissions and Energy Efficiency Nancy Whalen, Director, North American Energy Efficiency Program, The Climate Registry	3:30 - 4:00PM New Legislation for the Training of Federal Buildings Personnel vis-à-vis Better Buildings Initiative Arun Jhaveri, Ph.D., C.S.D.P., Senior Advisor/Consultant, Arun Jhaveri & Associates	3:30 - 4:00PM Managing Customer Expectations: Small Scale Wind Jake Wade, Net Metering Program Manager, Puget Sound Energy	3:30 - 4:00PM Integration of Demand Response into Traditional EE Programs Kimberly Rodriguez, M.S., Manager, Commercial Third Party Programs, Customer Energy Efficiency & Solar, Southern California Edison and Cody Coeckelenbergh, M.S., Program Manager, Solaris Technical

CONFERENCE ATTENDEE NETWORKING RECEPTION

Wednesday, June 15th, 4:00 - 6:00PM / P.F. Chang's
Join AEE for the networking reception where you can share ideas with a number of the industry's key experts. All EMC conference and seminar attendees, speakers, and exhibitors are invited to this reception.

PORTFOLIO MANAGER BENCHMARKING WORKSHOP

Thursday, June 16th, 9:00-11:00AM
Room 101B
Come to this free workshop, sponsored by AEE and ENERGY STAR, where you will get hands-on live training on how to use Portfolio Manager.

Sponsored by:



THURSDAY CONFERENCE PROGRAM

JUNE 16, 2011 / 9:00-11:00AM

Speaker/Press Room 102A

Track 1: Smart Grid Session 1B: Electric Vehicles Room 102B	Track 2: New Climate & Environmental Realities Session 2B: Behavioral Actions Room 102C	Track 3: Green Energy & Buildings Session 3B: Building Intelligence Room 103A	Track 4: Making the Most of Renewable Energy Resources Session 4B: Solar Room 103B	Track 5: Integrated Demand Side Management Session 5B: Energy Efficiency/Demand Response in Sustainability Room 103C
Chair: Jack McGowan, C.E.M., President, Energy Control, Inc.	Chair: Tiffany Stovall, Energy Management Program Director, Mid-America Manufacturing Technology Center	Chair: Jon R. Haviland, P.E., C.E.M., G.B.E., Assistant Vice President, Marx/Okubo Associates	Chair: Philip W. Le Grand, C.E.M., B.E.P, C.E.P., C.D.S.M., C.S.D.P., Senior Account Manager, Government & Institutions, Business Customer Division, Southern California Edison	Chair: Steve Sullivan, Director, Government & Institutions, Business Customer Division, Southern California Edison
9:00 - 9:30AM Plug-In Electric Vehicle Readiness Robert Graham, Manager, Plug-In Vehicle Readiness, Advanced Technology, Southern California Edison	9:00 - 9:30AM Piloting Global Energy Management System Standards for Behavior Change Dresden Skees-Gregory, M.S., C.E.M., C.D.S.M., LEED AP, Principal & CEO, Environmental Engineer, Sustainable Environmental Services	9:00 - 9:30AM The Neglected Intelligence: What Utility Bills Can Tell You About Your Buildings John M. Avina, C.E.M., B.E.P., C.S.D.P., C.M.V.P, President, Abraxas Energy Consulting	9:00 - 9:30AM SCE Solar Program: Rooftops and Power Contracts Russ Harding, Manager of Finance, Regulatory & Communications, Solar Photovoltaic Program, Southern California Edison	9:00 - 9:30AM Southern California Edison Energy Leader Partnership Doug Krauss, Environmental Programs Coordinator, City of Hawthorne, Tara Beonel, Project Manager, Customer Program, Outreach, Partnerships, Tariff Programs & Services, Southern California Edison, and Michelle Prewitt, Project Manager, Local Government Partnerships, Customer Energy Efficiency & Solar, Southern California Edison
9:30 - 10:00AM Impacts on the Grid Jack McGowan, C.E.M., President, Energy Control, Inc.	9:30 - 10:00AM Awareness IDEAS & Energy Conservation Marvin Weisenthal, President, FLEXi Display Marketing, Inc.	9:30-10:00AM Advanced Lighting Controls Doug A. Avery, Project Manager, Technical Services, Business Customer Division, Southern California Edison	9:30 - 10:00AM Property Assessed Clean Energy Program Cisco DeVries, President, Renewable Funding, LLC	9:30 - 10:00AM Mount San Antonio College Gary Nellesen, Director, Facilities Planning & Management, Mount San Antonio College
10:00 - 10:30AM Transportation Efficiency Alicia A. Reich, EIT, Associate Energy Engineer, CLEARResult	10:00 - 10:30AM It All Comes Down to People - The Key to Sustaining Energy Efficient Behavioral Change Nick Blandford, MSc, Speakers Bureau Manager - North America, Schneider Electric	10:00-11:00AM High Performance Buildings: Achieving Superior Performance for Life Dane R. Taival, Vice President, Building Services, North America Region, Trane	10:00 - 10:30AM West Coast Solar Economics: What is Driving Projects in Your Area? Chris Hiller, Solar Analyst, Stellar Energy GP, Inc.	10:00 - 10:30AM The New USGBC LEED Demand Response Credit Peter Weigand, Chairman & CEO, Skipping Stone
10:30 - 11:00AM Establishing a Regional Coalition to Enable the Region to Become PEV Ready Robert Graham, Manager, Plug-In Vehicle Readiness, Advanced Technology, Southern California Edison	10:30 - 11:00AM Phantom Load - Be an Outlet for Change Steve Galanter, Manager, Strategic Planning & Technical Services, Customer Energy Efficiency & Solar, Southern California Edison		10:30 - 11:00AM SCE Customer Solar & Self Generation Programs Priscilla Ortiz, Manager, Solar Customer Solutions, Customer Energy Efficiency & Solar, Southern California Edison	10:30 - 11:00AM Statewide Energy Efficiency Collaborative Kate Meis, Associate Director, Local Government Commission, Yvonne Hunter, Program Director, California Climate Action Network, Institute for Local Government and Monica Gilchrist, Regional Officer, Local Governments for Sustainability (ICLEI)

AAE SOUTHERN CALIFORNIA CHAPTER LUNCHEON

Thursday, June 16th, 11:30AM-1:00PM / Room 104A

Join us for a luncheon, chapter meeting and presentation from Dean Saito, Manager On-Road Strategies, Mobile Source Division, Science & Technology Advancement, South Coast Air Quality Management District (SCAQMD).



CWEEL is a division of the Association of Energy Engineers with the goals of providing representation of women in industry related policy issues, securing a future in energy related technical fields for women by supporting training, education, and mentoring of young girls and women, and contributing to the advancement of women in leadership positions throughout the industry.

FREE BREAKFAST

Thursday, June 16th, 7:30-9:00AM / Room 104A
Future of Green Jobs in California

NETWORKING & FUNDRAISING RECEPTION

Thursday, June 16th / 4:00-6:00PM
Free to CWEEL Members / \$30 for all others
Join CWEEL and come as our guest!

THURSDAY CONFERENCE PROGRAM

JUNE 16, 2011 / 2:00-4:00PM

Speaker/Press Room 102A

Track 1: Smart Grid Session 1C: Zero Net Energy Room 102B	Track 2: New Climate & Environmental Realities Session 2C: New Legislation Room 102C	Track 3: Green Energy & Buildings Session 3C: Green Business Strategies Room 103A	Track 4: Making the Most of Renewable Energy Resources Session 4C: Energy Storage Room 103B	Track 5: Integrated Demand Side Management Session 5C: Customer Success Stories - How to Use Energy Efficiency & Demand Response Programs Successfully Room 103C
Chair: Peter W. Turnbull, Principal, Commercial Buildings, IDSM Products, Zero Net Energy Program, Pacific Gas & Electric Company	Chair: Leslie A. Solmes, Principal/Autor, LAS & Associates	Chair: Eric A. Woodroof, Ph.D., C.E.M., C.R.M., AEE President, Founder - www.ProfitableGreenSolutions.com	Chair: Christopher Kuhl, Sales Application Engineer, ZBB Energy Corp.	Chair: Janet Pasker, Director, Commercial Segment, Business Customer Division Southern California Edison
2:00-3:00PM Net Zero Strategies Kim Fowler, LEED AP, Chief Research Engineer, Pacific Northwest National Laboratory	2:00 - 2:30PM Global Warming, Energy Crisis & Legislative Issues Darr Hashempour, Ph.D., P.E., President & CEO, DH Green Energy	2:00 - 2:30PM Efficiency, Carbon Abatement & Improving the Bottom Line: A Case Study of Award Winning Results Tom Bowman, President, Bowman Design Group	2:00 - 2:30PM Bulk Power Storage in the Tehachapi Wind Project Michael R. Montoya, Director, Grid Advancement, Southern California Edison	2:00 - 2:30PM A Megawatt Saved is \$1 Million Earned: LA County Sanitation Districts Energy Efficiency Management Program Andre Schmidt, P.E., Senior Engineer, Los Angeles County Sanitation Districts
	2:30 - 3:00PM California's Renewables Portfolio Standard Laura Genao, Manager, Regulatory & Legislative Matters, Southern California Edison	2:30 - 3:00PM Lighting and Daylighting: Energy Efficiency and Creating Sustainable Commercial Spaces of the Future Chip Israel, FIALD, MIES, LEED AP, LC, President, Lighting Design Alliance	2:30 - 3:00PM ZBB Power PECC & DC Micro-Grid in Commercial Building Applications Christopher Kuhl, Sales Application Engineer, ZBB Energy Corp.	2:30 - 3:00PM Customer Success Story - Nordstrom Keli Stosich, C.E.M., C.E.P., Energy Manager/Facilities Analyst, Nordstrom
3:00 - 3:30PM PG&E's Zero Net Energy Pilot Program Peter W. Turnbull, Principal, Commercial Buildings, IDSM Products, Zero Net Energy Program, Pacific Gas & Electric Company	3:00 - 3:30PM Renewable Resource Efficiency Leslie A. Solmes, Principal/Autor, LAS & Associates	3:00 - 3:30PM Sustainable Outdoor Lighting Jay Shuler, Vice President of Marketing, Xeralux	3:00 - 3:30PM Fuel Cell Technology Richard C. Shaw, P.E., Regional Sales Manager, UTC Power	3:00 - 3:30PM Customer Success Story - The Irvine Company Rich Bluth, Vice President, Energy Management, The Irvine Company
3:30 - 4:00PM SMUD's Zero Energy Building Experience Michael Keesee, Project Manager, Energy Research & Development, Sacramento Municipal Utility District	3:30 - 4:00PM The Challenges of Generation Interconnection Jorge Chacon, Project Manager, Transmission Planning, Southern California Edison	3:30 - 4:00PM Sustainable Construction: Non-Profits can do it, learn how you can too! Sally Muir, LEED AP, Project Manager, San Diego Gas & Electric	3:30 - 4:00PM Thermal Energy Storage - A Vital Ingredient to a Low Carbon Future Terry Andrews, Western Regional Sales Manager, Calmac Manufacturing Corporation	3:30 - 4:00PM Successful Implementation of SCE's Energy Management Solutions Projects in a Food Manufacturing Plant Tom Rochester, Engineering Manager, Ventura Foods

WEDNESDAY, JUNE 15TH & THURSDAY, JUNE 16TH DAILY EVENTS

CONFERENCE ATTENDEE NETWORKING LUNCHEON

Wednesday, June 15th and Thursday, June 16th / 12:00noon / Exhibit Hall A Luncheon Area

All paid conference delegates are welcome as well as attendees who have pre-purchased luncheon tickets.

FREE: EXHIBITOR WORKSHOPS IN EXHIBIT HALL A

Wednesday, June 15th and Thursday, June 16th - Normal Expo Hours

As an attendee at EMC you are invited to learn about the latest new products, services and solutions by attending the interactive

20 minute Exhibit Hall Workshop presentations. There will be two areas located in the back of the expo hall labeled "Presentation Area 1" and "Presentation Area 2". Please refer to the signage in the workshop presentation area for the complete schedule of topics, speakers, and times.

SMART PHONE APP FOR SHOW PLANNING

The Grupio App is a Smartphone application that works with iPhone, iPad, Android and Blackberry (touch devices only).

Attendees can access conference session details, important show updates, the daily schedule of events, exhibitors, special events, the floor plan and other important show information right from their phone. Download app "Grupio"; View Featured Event "West Coast EMC". Tweet #wccmc to join in on the conversation!



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