



Agenda

Monday, September 22, 2008

8:00–8:30 a.m. Buffet Breakfast

8:30–10:15 What's New and Exciting: The 2x2-Minute Drill (Round One)

Each council member will provide a 2-minute update on one or two new or emerging ideas and concepts they are working on at their utility. These can include pilot programs, new ideas for marketing, new partnerships, or any innovative approach that shows promise for the future. We have doubled the time allotment for each member in order to allow a little time for questions and comments from the rest of the council—hence the 2x2 (= 4, including Q&A).

10:15–10:30 Break

10:30–Noon Breakout Sessions: The Color of DSM

Given the size of the council, we're breaking into two groups for this session in order to allow more interaction. The division will be made based on the current status of DSM at each utility. Group "Chartreuse" is for utilities that are currently ramping up their energy-efficiency programs or have just established them over the past 5 years. Group "Sepia" is for members whose core energy-efficiency programs have been established and running continuously for 5 years or more. Please self-select into the appropriate group. As you'll see, the two groups will be focusing on some key issues that are pertinent to each phase of DSM program development

Chartreuse Discussion Topics (we won't have time to cover all of them):

- Optimizing the DSM portfolio; the evolution of the portfolio over time.
- Intelligent selection of vendors and contractors; tales from the field; RFP development.
- Market-potential studies: what do they really tell you?
- What can you do to ramp up kWh/kW savings quickly?
- How much M&V is the right amount?

Sepia Discussion Topics (we won't have time to cover all of them):

- Emerging technologies to watch
- Behavior change programs, evolution, experimentation
- The value of process evaluations
- Best practices in training/utilizing upstream trade allies
- Impacts of Smart Grid on DSM portfolio

Noon–1:00 p.m. Networking Lunch

1:00–2:45 What's New and Exciting Redux: The 2x2-Minute Drill (Round Two)

We should have heard from about half of the members in the morning session. To kick off the afternoon, each of the remaining council members will provide a 2-minute update on one or two new or emerging ideas and concepts they are working on at their utility. Again, this can include pilot programs, new ideas for marketing, new partnerships, or any innovative approach that shows promise for the future. You have a total of 4 minutes, including Q&A time.

2:45–3:00 ***Break***

3:00–3:45 ***Carbon Copy: What's the Message?***

Although utilities are one of the largest emitters of carbon in North America, the industry is working hard through DSM and the use of renewable fuel sources to become purveyors of climate solutions. But the messaging is particularly treacherous. In this session, we'll talk about the approaches utilities are taking to get the message out about carbon and climate change, and we'll take a look at some of the advertisements they have out in the marketplace.

3:45–4:30 ***Creating a DSM Culture at Your Utility: Challenges and Issues***

Most utilities are still driven by supply-side concerns. But it will be increasingly important to create a utility culture that not only tolerates DSM, but embraces it as a core business. We'll discuss how to achieve that culture.

- What factors create a positive environment for DSM?
- What utilities have driven DSM to the point where it has become a core business group?
- How can DSM executives help their own cause by promoting the DSM agenda effectively to upper management, supply-side departments, lawyers, and financial officers?
- How is DSM becoming part of the brand?

4:30–4:45 ***Next Steps for the DSM Executive Council***

4:45 ***Adjourn***

5:30 ***Forum Welcome Reception***

7:30 ***Dinner for the DSM Executive Council (Tamayo Restaurant)***