



## **2011 Spring Aspen Accord Conference**

**March 30 –April 1, 2011**

### **CONFERENCE AGENDA**

**Wednesday, March 30**

**6:00 pm Reception and Dinner:**

**Boulevard Restaurant  
One Mission St.  
L'Avenue Private Dining Room**

***Welcome Participants, Guests and the Visiting Swedish Delegation***

***(Dress for dinner and all other conference events is business casual)***

The Aspen Accord© is a program of The Energy Coalition, 15635 Alton Pkwy-Suite 450, Irvine CA 92618

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# ASPEN ACCORD SPECIAL WORKSHOP SESSION

Thursday, March 31, 2011

The Westin St. Francis  
335 Powell Street  
St. Francis Suite (12<sup>th</sup> Floor)

## AGENDA

*The Emerging Role of Innovative Energy Management Technologies and Information Portals in Moving Utility Customer Behavior toward Greater Action for Energy Efficiency and Demand Response*

**9:00am**      **Welcome and Introductions**

*Warren Mitchell, Chairman of the Board of Directors, The Energy Coalition  
Michael Peevey, President, California Public Utilities Commission*

**9:15**      **Report from the Visiting Swedish Delegation on their Recent Discussions in Washington, D.C. and their Interest in “Energy, IT, and Design”**

*Bo Dahlbom, Research Director, Sustainable Innovation*

*Ingrid Willerstrom, Head of Sales Development, Vattenfall AB*

**9:30**      **Brief Overview of Recent Initiatives and Research Findings on the Impact from Applied Technologies and Enhanced Information on Utility Customer Behavior**

*Craig Perkins, Executive Director, The Energy Coalition*

- 9:50**            **The “Front End” of the Smart Grid: Driving High Customer Involvement**  
*Jan Berman, Sr. Director of Policy and Integrated Planning, PG&E*
- 10:15**            **Break**
- 10:30**            **The Smart Energy Consumer Engagement Applications: Opening the Way to Integrated Utility Solutions**  
*Ivo Steklac, Chief Operating Officer, Tendril Inc.*
- 11:00**            **Driving Demand for Home Energy Improvements: Motivating Residential Customers to Invest in Comprehensive Upgrades**  
*Merrian Fuller, Lawrence Berkeley National Laboratory*
- 11:30**            **Open Facilitated Discussion and Sharing of Perspectives from Participants and Presenters: Barriers to be Overcome, Lessons to be Learned and Positive Steps to be Taken**
- 11:55**            **Closing of Workshop Session**
- 12:00 pm**        **Group Lunch**

## ASPEN ACCORD CONFERENCE REGULAR SESSION

### AGENDA

#### DRIVING ENERGY INNOVATIONS THROUGH AN ALLIANCE OF UTILITIES, LOCAL GOVERNMENTS AND REGULATORS

- 1:30 pm**      **Alternative Approaches to Distributed Generation:**
- Presentation of Aspen Accord Distributed Generation Working Group paper on alternative strategies for harvesting the potential for distributed generation in California*
- Allison Hart, Senior Policy Advisor, The Energy Coalition*
- Ted Flanigan, President, EcoMotion*
- Distributed Generation Working Group Members*
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- 2:45**            **Break**
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- 3:00**            **Discussion of Distributed Generation Working Group Paper and Presentation: What are the necessary next steps to implement the proposed demonstration projects?**
- Facilitated by Allison Hart, The Energy Coalition*
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- 3:45**            **The Regulatory Perspective**
- Michael Peevey, President, California Public Utilities Commission*

**4:00            Adjourn Thursday Regular Session**

**5:30            Reception and Dinner for Aspen Accord Participants**

***Farallon Restaurant  
Osetra Room  
450 Post St # 4  
San Francisco***

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**Friday April 1, 2011**

**9:00 am            Energy Leadership Schools: A Model Strategy for California  
School Districts to Reduce Energy Use and Save Money**

*Allison Hart, The Energy Coalition*

*Gene Rodrigues, Director of Energy Efficiency Programs, SCE*

**9:45            Energy Upgrade California - Update on a Precedent Setting  
Partnership between Local Governments and Utilities**

*Howard Choy, General Manager, Office of Sustainability, County of  
Los Angeles*

*Craig Perkins, The Energy Coalition*

**10:10            Updates on Innovative Local Government Projects, Initiatives  
and Accomplishments that Advance Sustainable Energy  
Actions within Communities**

*City of Brea - Tim O'Donnell*

*City of Santa Monica - Susan Munves*

*City of Irvine – Brian Fisk  
City of Palm Desert – Martin Alvarez  
County of Los Angeles - Howard Choy*

**11:10 Overview of Summer 2011 Study and Discussion Tour**

*Craig Perkins, The Energy Coalition*

**11:25 Closing Remarks**

*Warren Mitchell, Chairman, The Energy Coalition  
Michael Peevey, President, California Public Utilities Commission*

**11:30 Adjourn Spring Conference**

