

**30<sup>th</sup>**  
*Annual Conference*

# CHARTING THE FUTURE COURSE OF ENERGY EFFICIENCY

**November 12-14, 2013**

**Hilton Orlando**

**Orlando, Florida**



## **Why You Need to Attend the NAESCO 30th Annual Conference & Vendor Showcase... *Charting the Future Course of Energy Efficiency***

Here are eight good reasons for you to join us in Orlando this November:

### **1** The people you know, and those you should know, will be there.

If you are involved in the energy efficiency marketplace, you should be in Orlando. Decision makers from all the major ESCOs, the leading ESCO-focused vendors/suppliers, stakeholders, policymakers, and thought leaders from the NGO and academic communities all will be there, and you should be there too.

### **2** A diverse cross-section of companies and organizations will be attending, including policymakers, regulators, and ESCO leaders.

Explore new content, learn about federal and state policy shifts and twists and their likely market impact, and meet with your peers. Charting the future direction of the energy efficiency business is our program focus at this conference.

### **3** Your competitors will be there.

If you represent an ESCO, your peers will be here. If you are with an ESCO-focused supplier company, your competition will be exhibiting, and using this opportunity to roll out new products and services.

### **4** You need to know about the policy issues that will affect the way your company sets its goals and does its business.

Your company and your people rely on you to be up to date on the latest policy changes that can directly affect your business. 179D tax deduction? Shaheen-Portman? GSA? DOE? That's right - don't assume you know what all the potential policy impacts are, or what the emerging ones will be. The NAESCO conference is like an intensive public affairs tutorial designed to quickly help you master the key and trending issues in energy efficiency policies and programs nationwide.

### **5** You will get to hear from experts and from your peers.

You will learn from national leaders as well as the folks that are playing a role "on the ground" to maximize the potential gains from energy efficiency investment, for your company, your end-users, and your suppliers. Speaking to you, and with you, will be researchers and experts on market segment penetration/ end-user business issues/ the state of the industry—all the things about which you want to know more.

## 6 You will learn from project case studies and best practices.

What worked and what didn't...hear from your peers and colleagues about their projects. Lessons learned, and what the best practices are as they might apply to you and your business.

## 7 You like to network.

You want smart, fresh content from speakers and sessions, but you also go to events to meet people and network. The right balance of content and networking time is built into the NAESCO Annual Conference.

## 8 You get to benefit from 30 years of experience and knowledge about promoting the value of energy efficiency.

This year is the 30th anniversary of the NAESCO Annual Conference, we were "green" before "green" was cool, and we have the gravitas that fostered an industry. You'll want to be part of that...this year and for the rest of your career.

Please join us for NAESCO's 30th Annual Conference, in Orlando, Florida, this November! We will be celebrating three decades of industry growth and achievements and will be toasting the magnitude of what NAESCO members have accomplished in changing the way energy efficiency is created and delivered. The conference program reflects the changing marketplace and focuses on the challenges and opportunities of successfully attracting and retaining customer interest in pursuing energy efficiency strategies for infrastructure improvements and cost savings. Assumptions about the need for energy efficiency are being reconsidered as competing fuel and renewable resources are blurring the message of energy efficiency's pivotal role in rebuilding the economy, saving energy, reducing utility costs, and producing good paying jobs. The program will examine the economic and political forces influencing energy efficiency investment and directly affecting ESCO market development, growth, and direction. We will provide ample opportunities for networking and business development, plus we are in Orlando, where there is always something fun to see and do.

Terry E. Singer,  
NAESCO Executive Director



## SCHEDULE OF EVENTS

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### NOVEMBER 12, 2013

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1:00 pm – 6:00 pm Vendor Setup in Showcase Area

6:00 pm – 7:30 pm Conference Kick-off Reception

**Sponsored by OSRAM SYLVANIA**

### NOVEMBER 13, 2013

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7:00 am – 4:30 pm Registration

7:00 am – 1:00 pm Vendor Setup in Showcase Area

8:00 am – 12:30 pm NAESCO Board Meeting (Board Members only)

1:00 pm – 2:15 pm Face-to-Face ESCO-Vendor Meetings (Prearranged for NAESCO members only)

1:30 pm – 2:30 pm Vendor Showcase Opens

## CONFERENCE SESSIONS

### **SELLING ESCO SERVICES IN AN INCREASINGLY CROWDED SPACE**

This afternoon's sessions will focus on how the changing marketplace affects ESCO customers and partners. We will focus on the changing value proposition for the federal, institutional, and commercial customers who buy ESCO services as well as the impact of a changing business model on the lenders who work within our industry.

2:30 pm – 3:30 pm **Getting the Federal Customer to Yes:  
Balancing the Pushes and Pulls in the Federal Market**

- Is the federal government on track to meet the \$2 billion EE investment goal at federal facilities by year-end?
- Overcoming the remaining contracting and procurement challenges for ESCOs and their federal customers
- Measuring the progress of the GSA and Army deep retrofit pilot programs and assessing whether this approach can be a replicable model across the government
- Weighing the impact of sequestration and the upcoming ESCO re-compete for new ESPC awards on meeting existing federal energy efficiency goals
- Projecting the Federal EE investment commitment beyond year-end 2013
- Are federal mandates for the use of renewable technologies and other long payback technological energy savings innovations changing ESPC scopes of work or are federal customers primarily focused on other aspects of energy reduction?



## SCHEDULE OF EVENTS (CONTINUED)

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- 3:30 pm – 4:30 pm      **Financing Energy Efficiency Projects in a Changing Landscape of Business Offerings: Parsing the Market Opportunities Going Forward**
- Answering the call for project standardization
  - Truth or Misconception: There is a lack of available financing for energy efficiency projects and special financing vehicles need to be created to stimulate volume
  - Is the definition of an investment quality project changing?
  - Why scaling up has proved more challenging than expected, ESPC project aggregation models have been slow to be adopted, and what needs to change ?
  - The ways in which the lenders' pricing, credit, and project risk analysis distinguishes between energy efficiency and customer-sited renewable energy technologies?
  - Are lenders comfortable with financing deep retrofit projects and relying on aggressive savings projections to cover debt service?
- 4:30 pm – 5:30 pm      **Delivering on the Multiple Infrastructure Goals of the Institutional Customer through the ESPC Model**
- What is changing in this market segment and how does the business model need to be adjusted to reflect these changes?
  - Incorporating other capital improvements like safety and security measures, fiber optics and other technological upgrades
  - External pressures like the need for resiliency that are affecting customer decisions about longer term efficiency investments
- 5:45 pm – 7:15 pm      Opening Night Reception in Vendor Showcase  
**Sponsored by REXEL ENERGY SOLUTIONS**



## SCHEDULE OF EVENTS (CONTINUED)

### NOVEMBER 14, 2013

- 7:30 am – 4:00 pm Registration
- 7:30 am – 8:30 am Breakfast in Vendor Showcase
- 8:00 am – 8:30 am NAESCO Annual Meeting (All NAESCO members are welcome)

## CONFERENCE SESSIONS

- 8:30 am – 8:45 am **Welcome and Opening Remarks**  
David Weiss, Partner, Bywater Partners and Chairman, NAESCO
- 8:45 am – 9:15 am **Keynote Address**  
*“Talking About the Economy:  
Conflicting Indicators Continue to Obscure Trends”*
- 9:15 am – 9:45 am **Forecasting the Energy Mix: The Impact of the Increased Domestic Natural Gas and Oil Production, Downward Pressure on Coal Pricing and Utility Portfolio Choices**
- 9:45 am - 10:15 am Break in Vendor Showcase  
**Sponsored by GREEN CAMPUS PARTNERS**
- 10:15 am – 11:00 am **As Utilities Feel the Heat from Energy Efficiency Nipping at Their Profitability and Future Revenue Streams, How Are They Responding?**  
Multiple market data points are contributing to utility concerns that the accelerated pursuit of energy efficiency resources may pose a threat to the traditional utility business model. The EIA projects no growth through 2030, the PJM auction capacity price dropped 50% from the previous auction, First Energy and ALEC are pushing to get rid of RE and EE portfolio standards in over 25 states, and a joint Duke and Georgia Tech report concluded that no new power plants would be needed in the South for 20 years if energy efficiency were aggressively pursued.
- Are historically EE friendly utilities and regulators viewing energy efficiency in a different light?
  - What does it mean for ESCOs and utilities when early adopters and EE champions like the California Public Utilities Commission are reluctant to pay utility incentives for running EE programs and are trying to switch programs from ratepayer incentives to “self-sustaining” project financing?
  - What is the “elevator speech” for the importance of capturing and monetizing the aggregated value of utility investment in EE programs, renewable energy and emerging technologies, and Demand Response programs in ensuring grid reliability as well as reducing growth demand and power capacity levels?



## SCHEDULE OF EVENTS (CONTINUED)

11:00 am – 12:00 noon **Energy Efficiency Advocacy Initiatives Across the Nation: A 2013 Scorecard**

- Are 2013 energy policy deliberations and legislative initiatives likely to have any significant market effect on the energy service industry?
- Will clean energy tax provisions survive the 2013 sunset deadline?
- The push to extend and expand the 179D tax deduction
- Update on SEC Rulemaking on Municipal Advisor registration requirement and the NAESCO efforts to pursue an ESCO “safe harbor” provision
- Assessing the success of the American Legislative Exchange Council (ALEC) and their utility allies in their push to rescind the RPS and EEPS in 16 states
- As states back away from pursuing higher cost renewable energy measures, will they also become negative about EE?

12:00 noon – 1:00 pm Luncheon

1:00 pm – 1:30 pm Dessert in Vendor Showcase

**Sponsored by GREEN CAMPUS PARTNERS**

1:30 pm - 2:00 pm **Strengthening Energy Security through a Broader Energy Portfolio**

2:00 pm – 3:30 pm **New Intelligent Technologies Pushing ESCO Business Model Parameters: Disruptive Technologies Offer Opportunities for New Business Configurations and Positive ROI Impact**

- Impact of readily available and cheap data on customers’ energy acquisition choices
- How new data collection applications might be used to help stimulate incremental customer interest in pursuing efficiency strategies?
- Is the time finally ripe for integrating innovative Demand Response technologies into ESCO offerings?
- With a renewed emphasis on mitigating climate change, how can the commercially available technologies be used to stimulate customer interest in pursuing environmental and energy strategies in an integrated package?
- Automating Measurement and Verification
- Why ESCOs need to look over their shoulders at new market competitors coming from the tech world

3:30 pm – 4:30 pm Networking Reception

**Sponsored by CONEDISON SOLUTIONS**



**CHARTING  
THE FUTURE COURSE OF  
ENERGY EFFICIENCY**

**November 12-14, 2013  
HILTON ORLANDO  
ORLANDO, FLORIDA**

## **NAESCO PROUDLY RECOGNIZES OUR GENEROUS SPONSORS**

### **2013 Annual Sponsors**

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### **30th Annual Conference Sponsors**

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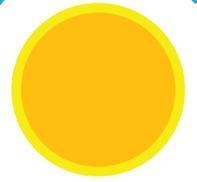
#### SILVER



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## VISIT THESE OUTSTANDING EXHIBITORS AT THE VENDOR SHOWCASE (AS OF OCTOBER 4, 2013)

American Bright Lighting

American Lighting Inc

Apogee Enterprises

Association of Energy Engineers (AEE)

Energy Focus LED Lighting and Solutions

enLux Lighting

Environmental Dynamics International (EDI)

Fulham Co., Inc.

Global Tech LED

Howard Lighting Products

I-CON Systems, Inc.

I-Star Energy Solutions

Leotek Electronics

Leviton Manufacturing Co., Inc.

LFE Solutions

LumenOptix

Lutron Electronics

Mitsubishi Electric Cooling & Heating

Miura North America

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Philips Lighting

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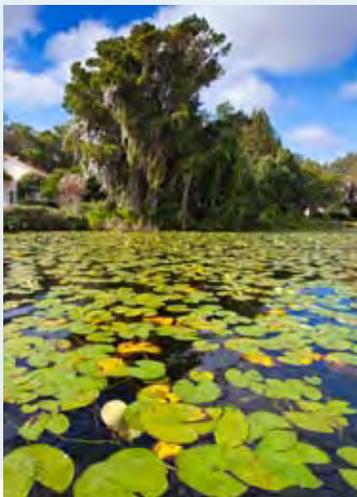
SolarWorld

TCP

Toshiba- LED Lighting Division

Viessmann Manufacturing Co

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## **CELEBRATE 30 YEARS OF ADVANCING ENERGY EFFICIENCY WITH NAESCO**

### ***We Were Green Before Green Was Cool...***

The National Association of Energy Service Companies proudly celebrates 30 years of leadership in promoting, developing, and advocating for the central role of energy efficiency as part of a comprehensive national energy agenda. NAESCO and its member organizations maintain a firm belief in the economic and environmental benefits of the widespread use of energy efficiency and embrace ethical market behavior as a core value.

NAESCO represents every facet of the energy services industry and actively advocates for the cost effective delivery of comprehensive energy services to all end user market segments. Through its robust advocacy program, NAESCO has been a key catalyst in creating, among federal and state lawmakers, regulators, and energy program managers, a continuing commitment to energy efficiency solutions. In addition, NAESCO has focused during the last three decades on reaching out to end users and potential customers through organizing and

hosting workshops and conferences; the production of industry reports, customer guides, case studies by state and market segment; and through the dissemination of empirical data on ESCO-delivered energy efficiency market investment drawing upon the project database created and maintained by NAESCO and the Lawrence Berkeley National Laboratory.

NAESCO sponsors a rigorous accreditation program for ESCOs, Energy Service Providers and Energy Efficiency Contractors to recognize management capabilities, outstanding project experience, ethical business practices, and overall commitment to providing customers with comprehensive and successful energy solutions. An engaged, progressive Board of Directors provides policy leadership and promotes best industry practices.

**To learn more about NAESCO and the energy efficiency industry, please visit our website at:**

**[www.NAESCO.org](http://www.NAESCO.org)**

## **HOTEL INFORMATION**

The NAESCO 30th Annual Conference will be hosted at the **Hilton Orlando**, 6001 Destination Parkway, Orlando, FL 32819. The Hilton Orlando has received a AAA Four Diamond rating for its luxurious amenities and top-notch service and recently ranked #1 on TripAdvisor's rankings of Orlando hotels.

A special discounted rate of \$215 is being offered for single or double occupancy, plus applicable taxes.

To make your reservations please call the hotel directly at (407) 313-4300 and identify yourself as a NAESCO conference attendee or use the **[Hotel Online Reservation Form](#)**. This rate is offered only until October 21, 2013 and after that date, a higher rate will apply. A limited number of rooms are available so call now to secure a reservation.



## REGISTRATION

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» [Please Click Here to Register Online](#)

If you register online, you may pay by credit card or by check. When you register online and pay by credit card, you receive an instant confirmation and credit card receipt. If you pay by check, please send payment to the address below.

### Registration Fees

Registration fee includes: workshop, workshop materials, continental breakfast, lunch, and two receptions.

Registration for the Conference indicates that you hold harmless NAESCO and each of its officers, directors, and staff from and against all liabilities, claims, damages, costs, and expenses arising from your participation in the Conference and all events scheduled by NAESCO in conjunction with the Conference.

**Payment MUST be received prior to an attendee picking up their registration materials.**

Payment can be made on-site.

### Team Discounts

Team Registrants must be from the same organization and register at the same time. Please attach a separate piece of paper for additional registrants from the same organization. Team discounts do not supersede the registration fee schedule for exhibitors and members of their teams.

### Cancellation Policy

Conference registration fees are refundable in full if notification is provided in writing (send by mail, fax or email) to The Balcom Group (at the address below), no later than Wednesday, October 18, 2013. A deduction of \$150 will be made from the refund for all cancellations received between October 18th and November 1st. No refunds will be made for cancellations received after November 1st.

For information on registering or about your registration, please contact:

The Balcom Group  
992 Locust Cove Road  
Heathsville, VA 22473  
(804) 580-8353 (p)    (804) 580-8354 (f)  
naescoconference@thebalcomgroup.com



## REGISTRATION FEES

### Early Bird (Registration and payment on or before October 4, 2013)

#### NAESCO MEMBERS

One Registrant: US \$795  
Team of 3 or more: US \$675 each

#### NAESCO NON-MEMBERS

One Registrant: US \$895  
Team of 3 or more: US \$745 each

#### Public Sector Attendees (Government entities only)

#### NAESCO MEMBERS

One Registrant: US \$395  
Team of 2 or more: US \$325 each

#### NAESCO NON-MEMBERS

One Registrant: US \$425  
Team of 2 or more: US \$350 each

### Regular Registration (Registration and payment received after October 4th)

#### NAESCO MEMBERS

One Registrant: US \$895  
Team of 3 or more: US \$745 each

#### NAESCO NON-MEMBERS

One Registrant: US \$995  
Team of 3 or more: US \$845 each

#### Public Sector Attendees (Government entities only)

#### NAESCO MEMBERS

One Registrant: US \$425  
Team of 2 or more: US \$395 each

#### NAESCO NON-MEMBERS

One Registrant: US \$495  
Team of 2 or more: US \$450 each

### Onsite Registration (Team discounts do not apply.)

If space is available, those registering onsite MUST pay by check or credit card at the time of registration.

#### NAESCO MEMBERS

One Registrant: US \$995

#### NAESCO NON-MEMBERS

One Registrant: US \$1095

#### Public Sector Attendees (Government entities only)

#### NAESCO MEMBERS

One Registrant: US \$475

#### NAESCO NON-MEMBERS

One Registrant: US \$550

Payment may be made by check or credit card.  
Payment must be received prior to an attendee  
picking up their registration materials.

[CLICK HERE TO REGISTER ONLINE](#)



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