# 2014 ESC Market Transformation Conference

Crowne Plaza St. Paul Riverfront  
11 E. Kellogg Blvd, St. Paul, Minnesota 55101

## PRELIMINARY AGENDA

### PRE-MEETING LOGISTICS – MONDAY, JULY 28, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 – 6:00 pm</td>
<td>Exhibit Set-Up and Registration</td>
<td>Exhibitors will display the latest technologies and trends in energy efficiency products, services and strategies.</td>
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<tr>
<td>6:00 – 8:00 pm</td>
<td>ESC Welcome Reception</td>
<td>Join us at our opening reception at the Crowne Plaza Expo Hall and start your Energy Services Coalition Conference experience by networking with participants and exhibitors to ensure you get the most out of the event.</td>
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### DAY 1 – TUESDAY, JULY 29, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>6:00 – 7:30 am</td>
<td>Exhibit Set-Up</td>
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<tr>
<td>7:30 am – 5:00 pm</td>
<td>Registration Open</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:30 – 8:40 am</td>
<td>Opening and Welcome</td>
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<tr>
<td>8:40 – 9:00 am</td>
<td>Keynote Address</td>
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<tr>
<td>9:00 – 9:45 am</td>
<td>Market Transformation through Leadership</td>
<td><em>This session will examine the state of the ESPC market including the efforts to speed the move toward deeper public facility retrofits, new mechanisms to transform the private commercial buildings market, and the impacts the industry is having on job creation across the manufacturing supply-chain.</em></td>
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9:45-10:30 am  Government Affairs
*Energy Savings Performance Contracting offers significant opportunity to advance energy efficiency in the public sector. This session explores new policies and standards and their impacts on ESPC and efficiency work throughout the country.*

10:30 – 11:00 am  Networking Break

11:00 to Noon  Changing and Challenging Times in the Energy Business
*The rapid rise of Distributed Energy Resources is having a dramatic impact on the electric utility industry. The increased pressure to integrate more renewables into their operations is stressing the traditional utility model. This panel will discuss the potential implications for the utility and the customer – and how electric power will be supplied and used in an “integrated grid.”*

Noon – 1:00 pm  Keynote Luncheon

1:00 to 2:00 pm  Achieving Higher Savings through Innovative ESPC Projects
*This session highlights four ESPC projects in various parts of the country where innovative energy efficiency and distributed generation projects have proven to be smart investments for public sector building managers and budget officers looking for ways to reduce energy costs.*

2:00 – 2:30 pm  Energy Savings and Performance-Based Contracting Investment Initiative Update
*On December 2, 2011, President Obama challenged federal agencies with a two-year, $2 billion Energy Savings and Performance-Based Contracting Investment Initiative. The U.S. DOE’s FEMP program is on the front-lines of this effort and will provide a status report and new efforts at FEMP including the new E-Project Builder Database.*

2:30 – 3:00 pm  Networking Break

3:00 – 4:00 pm  Chapters in Action/State Chapter Roundtable
*The network of ESC State Chapters provides a vehicle for the members of the ESC that are located in or do business in a particular state to work together to identify and develop solutions to state-specific issues. This roundtable will touch on the activities going on in each State Chapter in attendance.*

4:00 – 5:00 pm  Facility Infrastructure Renovations through Standardized Templates (FIRST)
*In 2006, the Energy Services Coalition demonstrated the importance of standardized documents in contributing to the speed and scale of ESPC project implementation across the country. During the past year the US DOE has lead an initiative to update the standardized templates. The goal is to develop a refined, updated and streamlined set of model ESPC contract documents to be used by state programs for projects in state and local*
governments, with industry and government stakeholder agreement. This session will provide a glimpse at the process, the challenges and results of this effort.

6:00 – 9:30 pm  Minnesota ESC Host Reception (Off-site)

**DAY 2 – WEDNESDAY, JULY 30, 2014**

8:00 – 8:45 am  Emerging Technologies/Strategies for ESPC Projects
*Innovative strategies and technologies are pushing the envelope of what is possible in the way of energy retrofits. Through a number of new technologies, products, services and initiatives, we have the capability to push building performance to new heights and possibilities.*

8:45 – 9:30 am  Stimulating Rural/Smaller Markets Brainstorming
*In many small rural towns across the US public buildings are showing their age and getting by with outdated equipment. In many cases, maintenance has been deferred for too many years. ESPC is a solution but must overcome several barriers to get to project implementation phase. In this session we will explore how efforts in rural areas can be aggregated to achieve the energy efficiency results that are wanted.*

9:30 – 9:45 am  Networking Break

9:45 – 10:30 am  State Showcase — What Does Success Look Like
*ESC State Chapters and State Government Programs*

10:30 – 11:15 am  Project Showcase — What Does Success Look Like
*What constitutes a successful ESPC project from the end-user’s perspective?*

11:15 – 11:30 am  Award Presentation and Next Year’s Host
- ESPC Champion Award
- 2015 Host Chapter
- Race To The Top Award

11:30 – Noon  Meet the Board of Directors/Wrap-up

Noon  Adjourn — Lunch on own