



NECA Energy Forum

SATURDAY, OCTOBER 22, 2011
SAN DIEGO CONVENTION CENTER

Virtually every new building and energy technology increases demand for electrical contracting expertise, while challenging electrical contractors to develop their knowledge and skills. The **NECA 2011 Energy Forum**, on Saturday, October 22, offers NECA contractors insight into the market opportunities and business process of energy solutions work.

Jon Wellinghoff, chairman of the Federal Energy Regulatory Commission, will open the Energy Forum with a keynote address. Stanley Lazarian, NECA District 9 Vice President and chairman of the NECA Energy Solutions Task Force, will lead the Energy Forum and moderate a plenary

panel discussion outlining the energy solutions business model. Breakout sessions with experts in their respected energy fields will explore specific aspects of the process afterwards.

“Electrical contractors are the vital link between energy-efficient technology and cost-efficient construction,” Lazarian said. “Our goal at the Energy Forum is to provide contractors and their customers with an opportunity to share what they’ve learned about working on renewable energy, energy conservation and sustainable construction.”



GENERAL SESSION: JON WELLINGHOFF

Jon Wellinghoff was appointed Chairman of the Federal Energy Regulatory Commission (FERC) by President Barack Obama in 2009. The independent agency oversees wholesale electric transactions and interstate electric transmission and gas transportation in the United States.

Wellinghoff is an energy law specialist with more than 34 years experience. Before joining FERC, he was in private practice focusing exclusively on client matters related to renewable energy, energy efficiency and distributed generation.

Wellinghoff’s priorities at FERC include opening wholesale electric markets to renewable resources; providing a platform for participation of demand response and other distributed resources in wholesale electric markets, including energy efficiency and local storage systems; and promoting greater efficiency in our nation’s energy infrastructure through the institution of advanced technologies and system integration.

As Chairman he created FERC’s Office of Energy Policy and Innovation (OEPI), which is responsible for investigating and promoting new efficient technologies and practices in the energy sectors under FERC’s jurisdiction. Chairman Wellinghoff is co-chair of the Smart Response Collaborative launched jointly by FERC and the National Association of Regulatory Utility Commissioners (NARUC) and is a member of NARUC’s Committee on Energy Resources and the Environment.

8:00am – 8:15am

OPENING REMARKS

Stan Lazarian
NECA Energy Solutions Task Force Chair

8:15am – 8:55am

GENERAL SESSION

Jon Wellinghoff
Chairman, Federal Energy Regulatory Commission (FERC)

9:05am – 9:50am

PLENARY PANEL DISCUSSION: OPPORTUNITIES IN ALTERNATIVE ENERGY

This session is a brief overview of alternative energy solutions electrical contractors can offer to their customers. Opportunities will be discussed in greater detail during individual breakouts, so decide which ones you would like to learn about in more detail.

Moderator: Stan Lazarian, NECA District 9 VP and Chairman, NECA Energy Solutions Task Force

Panelists: Jerry Hemminger, Romanoff Electric (solar); Larry Flowers, American Wind Energy Association (wind); Dan Cohee, PDE Total Energy Solutions (energy storage); Dick Paulsen, EEM, Inc. (modeling); Jennifer Mefford, Southeastern Michigan LMCC (electric vehicle charging station); David Clamage, Saulsbury Hill Financial (financing); David Wylie, ASW Engineering (energy efficiency)

9:50am – 10:00am

BREAK

10:00am – 11:00am

BREAKOUT SESSIONS

These sessions will be repeated at 11 a.m. Attendees can select two sessions.

Energy Economic Modeling and the NECAWORKS™ EEM Screening Tool

A complete energy solutions proposal requires a detailed financial analysis of the costs and benefits the customer will experience if the project is ever going to get approval from the company CFO or obtain financing from a bank or alternative financing source. Get a solid understanding of energy economic modeling, its use in energy services contracting, and learn about a new online resource that NECA has developed exclusively for its members. This session will be repeated as a management workshop on Sunday, Oct. 23.

Moderator: Rob Colgan, Executive Director of Market Development, NECA

Panelists: Dick Paulsen, President, EEM Inc.; Jack Russ, Vice President and Chief Engineer-Economist, EEM Inc.

Moving Toward Net-Zero Energy Buildings

Energy efficiency is the heart of any energy solutions project, and in most cases the most effective way to reduce energy consumption and related operating cost for your customers. Our energy efficiency experts will discuss a number of options that contractors should consider when proposing energy improvement projects, with or without renewable energy sources. This workshop includes a brief discussion of energy auditing as a first step to energy efficiency.

Moderator: Bernie Kotlier, Director, Sustainable Energy Solutions, California IBEW-NECA LMCC

Panelists: Doug Avery, Project Manager, Southern California Edison; David Wylie, Professional Engineer, ASW Engineering

Electric Vehicle Charging

The introduction of plug-in electric vehicles as production models has created an exciting new market opportunity for electrical contractors since electric vehicles require charging stations at home, at the workplace and in public locations. This session will highlight opportunities for NECA contractors, address the role and responsibilities of the electrical contractor, and provide an overview of the unique characteristics of the EVSE installation market. The workshop provides an outline of the codes and standards that apply to this business segment, as well as tips on dealing with customers, inspectors and utilities all facing a new technology. You will also learn about the Electric Vehicle Infrastructure Training Program (EVITP) that trains and certifies installers for this market. At the conclusion of the workshop, you should have enough information to determine if EVSE installation presents a real opportunity for your company and leave with some strategies on tapping into this emerging market.

Moderator: Michael Johnston, Executive Director of Standards & Safety, NECA

Panelists: Jennifer Mefford, Business Development Director, Southeastern Michigan LMCC; Mark Earley, P.E., Chief Electrical Engineer, NFPA; Joel Pointon, Manager of Electric Transportation, Sempra Energy Utilities

Financing Options for Energy Projects

Electrical contractors who want to succeed in energy services have to deliver the entire package, which can include financing options for an owner. Power purchase agreements, energy service contracts, qualified energy conservation bonds, public-private partnerships—there's a myriad of options to help owners get the energy solutions they need. This session will clear up some of the confusion about the financing options and provide some resources to help you deliver the best financing fit for your customers.

Panelists: Jason Miles, Graybar, Financial Services; David J. Clamage, Founder & Managing Director, Saulsbury Hill Financial; James Gaspard, Senior Vice President of Sales, Government Leasing Company



Utility Grade Wind Power

New technologies have increased the efficiency of wind based electricity generation and of systems installations both onshore and off shore. Utility scale wind turbine markets at \$35.6 billion in 2009 are anticipated to reach \$130 billion by 2016. The enormous size of the existing market gives a significant market thrust going forward, because the major vendors and their customers have access to capital markets.

Moderator and Panelists TBD

Energy Storage Opportunities and Options

Energy storage has been called the “Holy Grail of Energy Solutions” because its effective application increases the efficacy of renewable energy sources, which are intermittent generators. However, energy storage can be an energy solution in its own right.

Presenter: Dan Cohee, PDE Total Energy Solutions

11:10am – 12:10pm

MORNING BREAKOUT SESSIONS REPEAT

12:15pm – 1:15pm

NETWORKING LUNCH

Bayside at SDCC

1:20pm – 2:20pm

BREAKOUT SESSIONS

Wind Applications: One Size Doesn't Fit All

Distributed wind systems, typically using smaller turbines than utility-scale wind farms, create local jobs, reduce on-site operating expenses, protect against electric rate hikes, save fuel, and reduce pollution and energy imports. The U.S. distributed wind industry reached 100 megawatts of installed capacity in 2009, more than \$80 million in sales, and more than \$250 million in private equity investment. By the year 2030, the Department of Energy would like to see 20-percent of U.S. energy come from wind. Distributed wind has a big role to play in that growth.

Presenter: Larry Flowers, Deputy Director, Distributed and Community Wind, AWEA

How to Present a Solar Solution & Get It Financed

This session will pinpoint all the steps of a solar project. Learn how to identify the appropriate market segment, and how to drive factors that optimize a solar solution. Solar system ownership vs. leasing solutions and available incentive programs will be covered. Most importantly, you will learn how to get financing for your project.

Presenters: Jerry Heminger, Vice President, Chapel-Romanoff Energy Solutions; Matt Kyriakos, Director of Sales and Customer Service, Western States, Phoenix Solar Inc.; Evan Christenson, Managing Director, RC Energy Group & Rockwell Financial Group

Defining the Smart Grid

The generally accepted definition of “smart grid” in the U.S. is an upgrade of existing electricity networks to intelligently produce and distribute power in better ways that respond to a varying demand. For electrical contractors, the smart grid represents opportunities on both sides of the point of service.

Moderator: Michael Johnston

Panelists: TBD

2:30pm – 3:15pm

PLENARY PANEL DISCUSSION: NOW WHAT?

Having heard about the range of alternative energy solutions that could mean new business development opportunities for contractors, this session will feature NECA contractors who have used different methods to incorporate alternative energy services into their company portfolio

Moderator: Stan Lazarian

Panelists: NECA contractors discussing how to acquire an energy firm; partnering with an energy firm; and starting an energy division

3:30pm – 4:30pm

GREEN ENERGY CHALLENGE FINALIST PRESENTATIONS

The Green Energy Challenge provides students and faculty advisors affiliated with NECA student chapters with engaging opportunity to work in their communities to research and create needed energy solutions for existing structures. Students also get real-work expertise by partnering on their design projects with local NECA contractors.

Scheduled speakers and sessions are subject to change. A finalized agenda will be available prior to the Energy Forum.

NECA Energy Forum

Saturday, October 22, 2011
San Diego Convention Center

The cost is \$129 for NECA members attending the 2011 Convention and \$249 for members not attending the full convention. The **Weekend Package** includes the Energy Forum on October 22, and the Sunday, October 23 Opening General Session with General Stanley McChrystal, plus Sunday management seminars and technical workshops, the grand opening of the NECA Show and the Showstopper Showcase, tradeshow lunch and Sunday daily prize tickets. For \$100 more, weekend registrants can choose the package that also includes the Opening Reception on the USS Midway.

Weekend Packages (NECA members only)

Package #1:

Includes: Energy Forum, Opening Reception, Sunday General Session, Sunday Management Seminar, Sunday Tradeshow lunch, Sunday Daily Prize tickets, Sunday Tradeshow pass, Sunday Technical Workshops, and Sunday Showstopper Showcase

\$549

Package #2:

Includes: Energy Forum, Sunday General Session, Sunday Management Seminar, Sunday Tradeshow lunch, Sunday Daily Prize tickets, Sunday Tradeshow pass, Sunday Technical Workshops, and Sunday Showstopper Showcase.

\$449

To register or for non-member pricing, please visit www.necaconvention.org

**For questions contact Katie Nolan:
301-215-4506 or katie@necanet.org**

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