



## **Southeast Energy Efficiency Meeting September 28, 2007**

**Westin Buckhead Hotel  
3391 Peachtree Road NE  
Atlanta, Georgia**

### **Introductory Segment** (9:00-10:00am)

- **Welcome remarks**
  - Doug Everett, Commissioner, Georgia Public Service Commission; President, SEARUC
  - David Ratcliffe, CEO, Southern Company
  - Jimmy Ervin, Commissioner, North Carolina Utilities Commission; Chair, Committee on Electricity, NARUC
- **National Action Plan for Energy Efficiency**
  - Stacy Angel, Climate Protection Partnerships Division, US Environmental Protection Agency
  - Larry Mansueti, Office of Electricity Delivery and Energy Reliability, US Department of Energy
- **SEEA Perspective**
  - Ben Taube, Executive Director, Southeast Energy Efficiency Alliance

### **Southeast and National Trends** (10:00-11:30am)

Moderated by Danny Orlando, EPA Region 4

- Bill Prindle, Deputy Director, American Council for an Energy-Efficient Economy
- Jim Keiffer, Senior Vice President of Marketing, Tennessee Valley Authority
- Larry Shirley, Division Director, North Carolina Energy Office
- Bill Bailey, Principal Consultant, DuPont
- Todd A. Wheeler, Energy Engineering Manager, CB Richard Ellis

### **Break** (11:30-11:45am)

### **Energy Efficiency Basics** (11:45-1:15pm)

Moderated by Marilyn Brown, Professor, School of Public Policy, Georgia Institute of Technology

- **Incorporating EE as a resource in IRP**
  - Jimmy Ervin, Commissioner, North Carolina Utilities Commission
  - Leonard Haynes, Executive Vice President, Supply Technologies, Renewables, and Demand Side Planning, Southern Company
- **Cost tests for EE programs**
  - Rich Sedano, Director, Regulatory Assistance Project
  - Stan Wise, Commissioner, Georgia Public Service Commission



### **Lunch** (1:15-2:15pm)

### **Best Practices on Achieving Energy Efficiency** (2:15-3:30pm)

Moderated by Larry Shirley, Division Director, North Carolina Energy Office

- **Programs that work for the SE**
  - Billy Berny, Manager, DSM Compliance, American Electric Power
  - Marc Tye, Manager, Corporate Analysis and Pricing, Santee Cooper
- **Arkansas recent EE activity**
  - Sandy Hochstetter, Commissioner Emeritus, Arkansas Public Service Commission
- **Utility role**
  - James Thompson, Pricing and Load Research Team Leader, Marketing Services, Gulf Power

### **Break** (3:30-3:45pm)

### **What now?** (3:45-5:00pm)

- **Commissioner perspective**
  - Katrina McMurrian, Commissioner, Florida Public Service Commission
- **Utility perspective:**
  - Bernie Steen, Director of Energy Efficiency, Entergy
- **Issues in Regulation that influence EE:** Opportunities for progress - Moderated discussion drawing comments from the full audience on these regulatory issues:
  - Rate design
  - Cost recovery for EE programs
  - Reversing the throughput incentive
  - Performance incentives
  - New Ideas
- **SEARUC final thoughts:**
  - Susan Parker, Commissioner, Alabama Public Service Commission
- **SEEA final thoughts:**
  - Ben Taube, Executive Director, Southeast Energy Efficiency Alliance

### **Adjourn** (5:00pm)