

ENERGY EFFICIENCY SUMMIT EAST 2008

December 8, 2008— Washington, DC

Executive Forum:

Overcoming the Market Barriers to Introducing Demand Management & Energy Efficiency Technologies

8:00-8:05 Administrative announcements

8:05-8:15 Opening remarks by the Conference Chairman:
Bernays (Buz) T. Barclay, *Partner*, DICKSTEIN SHAPIRO LLP

Energy Efficiency in the Data Center

8:15-9:00 Keynote Address: **The Cold Green Facts: Optimizing the Data Center and IT Infrastructure Engine Rooms**

In 2006, 1.5 percent of the total U.S. electricity consumption was gulped down by servers and data centers, the equivalent to the electricity used by 5.8 million households, which is expected to double by 2011. Session attendees will learn direct strategies to increase efficiency and performance in the data center, as well as overall Power Usage Effectiveness (PUE) of the data center – a new metric described by The Green Grid.

John Skinner, *Director of Marketing, Eco-Technology*,
INTEL CORPORATION

9:00-10:15 Panel Discussion: **Going Green in the Data Center**

Currently, there are no universal best practices and each data center optimization and IT infrastructure project has to be approached differently to strike the right balance between efficiency and reliability, utilizing existing infrastructure or locating to an area where weather patterns help with cooling, etc. This panel will examine approaches taken to reduce power consumption in the data center.

Panelists:

Mike Manos, *General Manager, Data Center Solutions*, MICROSOFT

Mark Monroe, *Board of Directors*, THE GREEN GRID

John Skinner, *Director of Marketing, Eco-Technology*,
INTEL CORPORATION

Senior Representative TBD, IBM

10:15-10:45 Morning refreshment & networking break

The Customer's Perspective

10:45-11:45 Panel Discussion: **Government Facilities Managers' Perspectives on Implementing Energy Efficiency Technologies**
Federal and state government organizations have been among the most active implementers of energy efficiency technology at their facilities. This panel of government facility managers will discuss their current activities and future plans for implementing energy efficiency at their facilities.

Moderator:

Michael Montgomery, Director, SCOTTMADDEN, INC.

Panelists:

John Cusack, President, GIFFORD PARK ASSOCIATES; Board Member, ENVIRONMENTAL BUSINESS ASSOCIATION OF NY STATE

Bob Penn, Assistant Chief, Real Estate Division, U.S. ARMY CORPS OF ENGINEERS

Mark V. Ewing, CEM, Director, Energy Center, GSA

11:45-1:15 Group Luncheon

1:15-2:15 Panel Discussion: **Building Owners' and Managers' Perspectives on Implementing Energy Efficiency Technologies**
Rising energy costs are increasing interest among building owners and facilities managers to implement energy efficiency technology in their buildings. This panel of building owners and managers will discuss their current activities and their considerations in implementing energy efficiency at their facilities.

Moderator:

Craig McDonald, Managing Director, NAVIGANT CONSULTING

Panelists:

Sarah Martinez, Sustainability Analyst, PROLOGIS

John Schinter, President, Global Energy and Sustainability Services, JONES LANG LASALLE

Warren Whitehead, Director, Technical Programs and Sustainability, CB RICHARD ELLIS

Perspectives on Energy Efficiency Technologies & Investments

- 2:15-3:30 Panel Discussion: **ESCOs' Perspectives on Expanding the Market for Energy Efficiency Technology**
This panel of ESCOs will share their perspectives as prime buyers of energy intelligence devices and software, and discuss the opportunities for ESCOs to expand beyond the public sector.
- How do ESCOs see the emerging efficiency terrain/markets?
 - Opportunities and hurdles for expansion into the private sector
 - Views on exciting technology approaches

Moderator:

TBD

Panelists:

Pradeep (PK) Kapadia, *President, Engineering Services,*
LIME ENERGY

Britta MacIntosh, *Vice President, Business Development,*
NORESCO, LLC

Clay G. Nesler, *Vice President, Global Energy and Sustainability,*
JOHNSON CONTROLS, INC.

- 3:30-4:00 Afternoon refreshment & networking break

New Energy Finance & Energy Efficiency—Bridging the Gap to Commercialization

- 4:00-5:15 Panel Discussion: **Perspectives on Energy Efficiency Finance & Investment**
A major hurdle in the implementation of energy efficiency has been financing the introduction of new technologies into the commercial marketplace. In particular, the capital cost can create difficulties in bridging the gap between venture capital and full commercial/project finance. The panelists will share their perspectives on emerging paradigms for new energy finance.

Moderator:

Michael Montgomery, *Director, SCOTTMADDEN, INC.*

Panelists:

John Christmas, *Senior Vice President, HANNON ARMSTRONG*

Bob Hinkle, *Vice President, Energy Efficiency, MMA RENEWABLE*
VENTURES

John G. Ravis, *Vice President, Project Finance, TD BANK*

Mark White, *Managing Director, BOSTONIA PARTNERS*