

# WORKSHOP AGENDA

## Saturday, October 9

1:00 PM – 5:30 PM

Registration Open

Salsa Registration Desk

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3:30 PM – 4:00 PM

WAKE UP Volunteer Coordination Meeting

Tango B

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2:00 PM – 7:00 PM

Exhibitor Set-Up

Energy Marketplace – Amazon G-T

## Sunday, October 10

1:00 PM – 7:30 PM

Registration Open

Salsa Registration Desk

## Networking Events

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6:00 AM – 6:35 AM

Constellation Energy/EEI Golfer's Networking Breakfast

Tropical E-G

6:45 AM – 2:00 PM

Constellation Energy/EEI Networking Golf Tournament

Siena Golf Club

Join Constellation NewEnergy for some great golf and networking at the beautiful Siena Golf Club. Designed by the world's second-ranked golf architect, Siena is surrounded by the towering Spring Mountains, Red Rock Canyon, and dazzling views of the Vegas Strip. **You must be pre-registered for this event. Buses will depart at 6:45 am sharp from the Pavilion exit.**

Sponsored by:



11:00 AM – 3:00 PM

AEP/EEI Networking Brunch & Private viewing of the Matsuri at the Imperial Palace

Tropical E-G

Join host AEP and your colleagues for a fabulous networking brunch and event that can only happen in Vegas. After brunch, a brief bus ride will take the group to the Imperial Palace for a specially-arranged production of Matsuri. Matsuri, Japan's #1 Show performs on the Las Vegas Strip and has been described as the Japanese Cirque du Soleil. **Buses for the Imperial Palace will leave promptly after brunch at 12:30 pm from the Pavilion exit.**

Sponsored by:



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1:00 PM – 7:30 PM

Registration Open

Salsa Registration Desk

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8:00 AM – 3:00 PM

Exhibitor Set-Up

Energy Marketplace – Amazon G-T

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4:00 PM – 5:00 PM

Newcomers Reception

Tropical E-G

All first time EEI Workshop attendees are invited to a laid-back, get-to-know-you "Freshman" Reception hosted by the EEI Customer Advisory Group and the National Key Accounts Planning Group members.

Sponsored by:



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5:00 PM – 7:30 PM

Welcoming Reception

Energy Marketplace – Amazon G-T

The Workshop kicks-off in the Energy Marketplace. Come early to network and view the exhibits. Enter your name in the gift certificate raffle.

Sponsored by:



**Monday, October 11**

**7:00 AM – 2:00 PM**

**Registration Open**  
*Salsa Registration Desk*

**7:11 AM – 8:15 AM**

**Making the Most Out of the National Key Accounts Workshop Newcomers Orientation Breakfast**

**Tropical E-F**

For a first time attendee, the EEI National Key Accounts Workshop can be a frenzied experience. At this breakfast meeting, you will learn from customers and utility account executives how to make the most out of this unique business opportunity. Topics include an introduction to EEI and its National Key Accounts Program, customer meeting expectations of utilities and vendors, and ideas to take full advantage of this valuable forum.

**Breakfast will begin promptly (New Workshop attendees only please)**

- Bob Valair**                      *Director, Energy & Environmental Services, Staples, Inc.*
- Barry Mosser**                *National Account Manager, AEP*
- Seda Atam**                    *Manager, National Customer Markets, EEI*

**7:30 AM**

**Networking Breakfast**

**Energy Marketplace – Amazon G-T**

Breakfast is served in the EEI Energy Marketplace. Come early to network and view the exhibits and enter your name in the gift certificate raffle – you must be present to win.

*Sponsored by:*



**8:30 AM**

**Workshop Kick-off**

**Amazon A-F**

- Steve Kiesner**                *Director, National Customer Markets, EEI*

*Sponsored by:*



**Keynote Electric Industry Address**

- Michael Yackira**                *President and Chief Executive Office, NV Energy*

**Best Buy: Taking Big Steps Toward a Smaller Environmental Impact**

- Leo Raudys**                    *Senior Director of Environmental Sustainability, Best Buy*

**Refreshment Break**

*Sponsored by:*



**The Future of Energy: Perspectives of Industry Leaders**

A panel of EEI CEOs will offer their views on the transformation that is taking place in the electric industry and what it may mean for multisite commercial customers.

**CEO Panel:**

- Richard C. Kelly**                *Chairman and CEO, Xcel Energy Inc*
- Michael G. Morris**            *Chairman, President & CEO, American Electric Power*
- Michael W. Yackira**            *President and CEO, NV Energy*

**Moderator:**

- David K. Owens**                *Executive Vice President, Business Operations, EEI*

**12:00 PM – 2:30 PM**

**Networking Lunch**

**Energy Marketplace – Amazon G-T**

Enjoy lunch while you learn about the latest energy-saving technologies, products and services including: smart grid technologies; renewables and commodities; lighting and HVAC controls; utility management, demand response, and much more.

*Sponsored by:*





**Property Management & Home Builders (open)**

**Tropical F**

**Leader:**

**Gina D. White** *Dry Utilities Manager,  
DR Horton*

**Facilitator:**

**Keith Bass** *Founder & Regional Vice  
President, Advantage IQ*

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**Federal Government**

**Tropical A-B**

**Facilitator:**

**David Dykes** *Federal Account Manager,  
Georgia Power*

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**2:30 PM – 3:45 PM**

**Palma A-B**

**Utility National Key Accounts Roundtable:**

A roundtable discussion of common key accounts management concerns and emerging issues.

**Leaders:**

**Judy Corrigan** *Account Executive,  
Xcel Energy*

**Charlene Booth** *Major Account Executive,  
NV Energy*

**Melissa Clark** *Strategic Account Manager  
Retail, PG&E*

**Tim Kawakami** *Director Purchased Power,  
Xcel Energy Services*

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**4:15 PM – 5:45 PM**

**Business Card Exchange**

**Amazon A-F**

Both customers and utilities consistently rank this session as one of the most valuable part of EEI National Key Accounts Workshop. The Business Card Exchange provides an excellent opportunity to get business done with energy companies. Representatives from each utility distribution company and EEI members will host a designated table and will be available to all customers that visit. **Utilities are encouraged to start setting up your assigned tables at 3:45 pm.** Utilities should also bring concise information on rates; service territories; new construction information; climate information; energy efficiency, renewable, and demand response

initiatives, and other details of opportunities available to customers. Customers who receive the most value out of this session are those that come prepared with specific questions and issues to discuss. **To spice the tables up a little, utilities are encouraged to decorate their tables with a “Vegas” theme. Please Note: THE FIRST FORTY-FIVE MINUTES ARE DESIGNATED FOR CUSTOMERS ONLY. At 5:00 pm, all registered attendees are welcome to visit the tables.**

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**6:30 PM**

**SoCore/EEI Vegas Hotels Themed Networking Social Poolside**

Join your peers for a night of networking, dinner and dancing poolside at the Rio Suites. **All are encouraged, but not required, to dress in the theme of your favorite hotel on the Las Vegas Strip** – For example, a pirate from Treasure Island, Cleopatra from the Luxor, a gondolier from the Venetian, an 80’s rocker from Hard Rock, or a ringmaster from Circus Circus...get as creative as you want.

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**Tuesday, October 12**

**8:00 AM – 2:00 PM**

**Registration Open  
Salsa Registration Desk**

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**7:30 AM – 8:30 AM**

**Networking Breakfast  
Energy Marketplace – Amazon G-T**

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**8:30 AM – 12:30 PM**

**General Session  
Amazon A-F**

**Facilitator:  
Ann Carey**

*National Account Executive,  
Avista Corp*



**Electric Transportation – Emerging Issues & Technologies with Alternative Fuel and Fleet Management Applications**

**Tropical C**

The emergence of plug-in hybrid electric vehicles may present several opportunities for national key accounts customers. Hear from some industry experts on the infrastructure development and how their respective companies are preparing for the roll-out.

**Speakers:**

**Dick Cromie** *Program Manager, Advanced Technologies, Southern California Edison*

**Travis Johnson** *Manager, Electric Transportation, NV Energy*

**Moderator:**

**Steve Rosenstock** *Manager, Energy Solutions, EEI*

**Understanding On-Site Renewable Technologies**

**Tropical D**

Thinking about installing renewable technologies at your facilities? Receive a primer on various applications and discover the opportunities and potential hurdles to deploying on-site distributed resources.

**Speakers:**

**Michael Perna** *Vice President, ConEdison Solutions*

**Jack DiEnna** *Executive Director, Geothermal National & International Initiative*

**David Ozment** *Director, Energy, Wal-Mart Stores, Inc.*

**Bob Valair** *Director of Energy & Environmental Services, Staples*

**Moderator:**

**Christine Nevin** *Director, Business & Media Relations, ConEdison Solutions*

**Procurement Applications on Customer Side**

**Tropical E-F**

**Speakers:**

**Keith Masten** *Sr. Sourcing Manager, J.C. Penney Co*

**Joe Raia** *Energy Manager, Sheetz, Inc.*

**Bill Balsamo** *Energy Manager, PETsMART, Inc.*

**Moderator:**

**Bob Kinscherf** *Vice President Sales, Major Accounts, Constellation NewEnergy*

**Energy and Utility Management Fundamentals 101**

**Tropical G**

Customers and utility reps will share their experience and ideas for effectively managing energy in multi-site locations. Among the topics covered will include: rate options and techniques of usage analysis, deposit bond management, benchmarking energy data, utility rebates, and capital investments to implement and achieve your energy reduction goals, reliability issues; how green is the new sexy, utility relationship programs, and much more.

**Speakers:**

**Matt Smith** *Manager of Energy Services, Limited Brands*

**Barry Mosser** *National Account Manager, AEP*

**Moderator:**

**Janet Booker** *Account Manager, Southern Company*



**5:00 PM – 6:00 PM**

**Customer Meet-n-Greet**

**Amazon A-F**

This event is the reverse of Monday’s Business Card Exchange in that each customer organization will host a table. It is an excellent opportunity to convey your company’s individual energy needs to the industry. Customers are strongly encouraged to bring printed information that they wish to share about their company, such as:

- Who’s who within the organization
- Corporate energy goals
- The number of stores being built and/or retrofitted
- Store location lists and growth projections
- Annual reports
- Utility “wish-list”

**Please respect the customer’s valuable time by limiting your visit at each table to ONE MINUTE OR LESS.**

**6:00 PM – 7:00 PM**

**Customer Appreciation Reception**

**Energy Marketplace – Amazon G-T**

**7:11 PM**

**Exhibitor Breakdown**

**Wednesday, October 13**

**8:30 AM – 9:30 AM**

**Networking Breakfast**

**Amazon A-F**

**9:30 AM – 12:00 PM**

**General Session**

**Amazon A-F**

**Facilitator:**

**Steve Rosenstock** *Manager, Energy Solutions, EEI*

**Designing BIG for Sustainability: What National Accounts Customers Can Learn from MGM’s City Center**

Las Vegas’ new CityCenter is an urban community that’s home to four large hotels, casinos, a spectacular retail and entertainment district, and large residential properties. Achieving LEED status, the development is a blueprint for the future combining a healthy quality of life with a global commitment

to sustainable design. Learn about the innovative approach the designers took in site development, preserving indoor environmental quality, water savings, energy efficiency, and material selection.

**Henry Shields**

*Director of Finance, MGM Resorts International*

**‘News You Need To Know’**

Don’t leave town without receiving the latest news on emerging legislative, tax, and building codes and standards information and how they may affect the way you manage energy and facility design.

**Steve Rosenstock**

*Manager, Energy Solutions, EEI*

**Coffee Connect**

**Amazon A-F**

Not enough time to discuss your specific energy related issues with your peers and experts in the field? Here’s an excellent opportunity to do just that. During this session, all Workshop attendees are welcomed and encouraged to sign-up & participate in small groups discussions. Sign-up on-line to participate or sign-up at the EEI registration desk for one of the following discussion topics:

- Carbon Disclosure
- The Account Manager – Customer Relationship
- Utility Rate Cases
- The Changing Environment of Demand Response
- Experiences in LED Lighting
- EMS: Your Value Today & Future Expectations
- Practical Lessons from LEED Certification

**12:00 PM**

**Adjourn**

**12:00 PM**

**Wednesday Afternoon Kids & Energy Use Program (WAKE UP)**

**Tango**

WAKE UP is an opportunity for energy experts from the nation’s chains, utility companies and trade allies to volunteer their Wednesday afternoon time to visit schools in the local school district and share their knowledge about energy.

**Contact Seda Atam at [satam@eei.org](mailto:satam@eei.org) for more information on how to get involved with this community outreach program.**