

## EEI National Key Accounts Workshop – Spring 2020 Preliminary Agenda

### SATURDAY, March 28

1:00 p.m. – 5:30 p.m. **Workshop Registration**

2:00 p.m. – 7:00 p.m. **Exhibitor Move-in**

4:00 p.m. – 4:30 p.m. **EEI NKAW Planning Group Meeting**

5:30 p.m. – 9:00 p.m. **Customer Advisory Group Awards**

### SUNDAY, March 29

7:30 a.m. – 3:30 p.m. **Exhibitor Move-in**

7:00 a.m. – 2:00 p.m. **Constellation – EEI Networking Golf**

Prepare to be engulfed by the pristine beauty of Georgia nature when Constellation hosts their premier golf tournament at Stone Mountain Golf Club. Sitting at the foothills of Stone Mountain and meandering around Stone Mountain Lake, the Lakemont Course offers exquisite views and a target-oriented layout. Attendees must pre-register for this event in order to be eligible to participate.

*Sponsored by: Constellation*

9:00 a.m. – 2:00 p.m. **American Electric Power – EEI Networking Tour**

Ever wonder how movies are made? Trust us, Hollywood hasn't seen anything yet. Join host American Electric Power for an Atlanta Movie Tour and explore the rich history of Atlanta's film industry. Since 1972, the city has seen over 1,500 movies and more than 20 television shows shot, including the likes of Stranger Things, The Walking Dead, The Hunger Games, and numerous Marvel Movies. Attendees must pre-register for this event in order to be eligible to participate.

*Sponsored by: American Electric Power*

1:00 p.m. – 7:00 p.m. **Workshop Registration**

3:00 p.m. – 3:45 p.m. **Reception for Professional Women in Energy**

3:45 p.m. – 4:30 p.m. **Welcome to EEI! Customer Meet & Mingle Reception**

All customer attendees are invited to the welcome reception hosted by the EEI Customer Advisory Group and Planning Group of the National Key Accounts Workshop. Don't leave without getting a special commemorative photograph!  
**(Customer attendees only please)**

*Sponsored by: LEDS LLC*

4:30 p.m. – 7:00 p.m. **Opening Reception in the Energy Marketplace**

*Sponsored by: Southern Company*

### MONDAY, March 30

7:00 a.m. – 5:00 p.m. **Workshop Registration**

7:00 a.m. – 8:20 a.m. **Networking Breakfast in the Energy Marketplace**

*Your Morning Cup of Joe Sponsored by: Stem*

## 7:11 a.m. – 8:20 a.m. **Newcomers Orientation Breakfast**

First-time attendees will be introduced to the Edison Electric Institute and its National Key Accounts Program. Customers and national account executives long active in EEI will discuss how to make the most out of this unique business opportunity and provide their insights on customer meeting expectations of electric companies and vendors. Breakfast begins promptly at 7:11 a.m. **(New Workshop attendees only please)**

**Bob Valair**, *Director, Energy & Environmental Services, Staples, Inc.*

**Barry Mosser**, *Director, National Customers, American Electric Power*

**Jacque Elliot**, *Director, National Customers, EEI*

## 8:30 a.m. – 11:30 a.m. **Opening General Session**

### **Host Welcome Address**

**Tom Fanning** *Chairman, President and CEO, Southern Company*

### **Electric Transportation Panel**

**Gwen Mizell**, *Vice President, Sustainability and Electrification, Ameren*

**Joe Woomer**, *Vice President, Grid and Technical Solutions, Dominion Energy*

**Vice Admiral Dennis V. McGinn**, *Former Assistant Secretary of the Navy for Energy, Installations and Environment, U.S. Navy*

*Refreshment Break Sponsored by: Tennessee Valley Authority*

### **Monday Customer Keynote: Chick-Fil-A's 'Secret Sauce'**

Innovation, environmentalism, sustainability, employee experience, customer centricity and a renegade cow.

**Joe Saracino**, *Senior Vice President, Brand Strategy, Advertising and Media, Chick-fil-A*

## 11:30 a.m. – 1:30 p.m. **Networking Lunch in the Energy Marketplace**

*Lunch Sponsored by: Acuity Brands*

*Ice Cream Cart Sponsored by: Hemma Lighting Solutions*

1:30 p.m. – 2:30 p.m. **Concurrent Breakouts Level 2** Select **one** of the following tracks:

**Where Are You in the Carbon Reduction World?** Developing impactful sustainability goals requires a firm understanding of the components that make up your company's carbon footprint. This session will provide an overview of Scope I, II, and III emissions and discuss how they relate to your evolving sustainability strategy. Learn what procurement solutions you can employ to make the most impact.

**Jeff Bowen**, *Director, Energy and Sustainability, Dillards*

**Craig D'Arcy**, *Director, Energy Management, The Home Depot*

**Shay Reed**, *Energy Buyer, Costco Wholesale*

**Melanie Dickersbach**, *Climate and Environmental Strategy Manager, Exelon*

**Bob Kinscherf**, *Vice President, National Accounts, Constellation (Facilitator)*

**Beating the Bill!** Stop waiting for your utility bills to help you save energy. Hear from Petco and Chanel about how they deployed a new data-driven energy management program, including a virtual meter that allowed them to reduce their energy use, and lower costs, in real time.

**David Parker**, *Energy Manager, Petco*

**Judy Ring**, *Key Account Manager, Xcel Energy*

**Samantha Lewis**, *Group Director, Corporate Social Responsibility, Chanel (Facilitator)*

**Supporting Customer Non-Road Electric Vehicle (NREV) Strategies:** Is your company considering reducing their carbon footprint? Come learn about available electric vehicle options in the market today that support your company's day-to-day operations such as electric Truck Refrigeration Units (eTRUs), electric forklifts, and yard trucks. Discover the non-energy benefits and resources available to help you make the switch and electrify your world.

**David Raney**, *Assistant Manager, Toyota*

**Rick Ranhotra**, *Sr. Technical Leader, EPRI*

**Don Jalbert**, *National Sales Director, Orange EV*

**Bud Clark**, *American Electric Power (Facilitator)*

**Energy Efficiency – The Workhorse of the Clean Energy World:** Renewable energy may create headlines, but energy efficiency is key for lowering emissions. Hear best practices and lessons learned from Ameren, AT&T, Consumers Energy, and McDonald's as they discuss efficiency programs, projects, and energy-saving technologies that help save money and transition us towards a clean energy future.

**Lindsay Buckwell**, *U.S. Sustainability Manager, McDonald's Corporation*

**Craig Fulton**, *Senior Energy Manager, AT&T*

**Tom Graff**, *National Key Account Executive, Ameren Missouri*

**Dave Keller**, *Energy Advisor, Consumers Energy*

**Danielle McCaughan**, *Senior Business Account Manager, Puget Sound Energy (Facilitator)*

**Sunrise to Sunset:** Implementing an onsite solar energy project is a complex process, especially when installing panels on the roof of an operating store. Where do you even begin? This session will take you through the steps for completing a project from sunrise to sunset. Hear how Target partnered with Engie and ComEd to make their project a resounding success.

**Bill Crider**, *Director, Energy, Target*

**Carlos Guevara**, *Senior Account Manager, ComEd*

**Kristen Fornes**, *Director of Business Development, ENGIE Distributed Solar*

**Steven Binder**, *Sr. Key Customer Manager, Portland General Electric (Facilitator)*

**Energy Management 101:** Ulta Beauty and American Electric Power will discuss the importance of establishing relationships with your electric company representatives who are available to assist in the development of money-saving energy strategies at your multi-site locations. The presenters will provide a high-level overview of rates, incentives, setting up and utilizing data collection, and developing strategies for the capital investments needed to implement and achieve your energy-reduction goals. They will also discuss the importance of energy reliability, outage planning, and keeping up with the industry's transformation.

**Carmine Tucci**, *Senior Manager, Energy & Sustainability, Ulta Beauty*

**Darren Kelsey**, *Manager of Data Center Marketing & National Customers, American Electric Power*

**Janet Booker**, *Account Manager, Southern Company (Facilitator)*

2:45 p.m. – 3:45 p.m. **Concurrent Breakouts** Select **one** of the following tracks:

**Refreshment Break Sponsored by: CPower Energy Management**

**When is 100% Not Enough:** Does your energy procurement strategy best align with your climate goals? Now that you understand the role emissions play in the development of your sustainability strategy, learn how you can take it to the next level.

**Roger S. Ballentine**, *President, Green Strategies, Inc.*

**Ann Harris**, *Key Account Business Development Director, ENGIE Resources*

**Charging Down the Road – Understanding EV Charging Development:** Explore the challenges and opportunities for public EV charging. Learn about available tools to support your EV strategies and resources to help you make the switch and electrify your world.

**Art Justice**, *Vice President, Energy & Sustainability, Cinemark*

**Sean Anderson**, *Senior Project Manager, CBRE*

**Jason Gaschel**, *Manager of Federal, National and State Accounts, Florida Power & Light*

**Watson Collins**, *Technical Executive, EPRI*

**Robin Kebernick**, *Sr. National Account Executive, Eversource Energy (Facilitator)*

**What's in Store at the C-Store:** Convenience stores continue to pop up across the country due to customer demand and the value they place on a shopping experience that is relatively quick and easy to navigate. Likewise, energy managers want to partner with energy suppliers that make working on projects more convenient. Hear from our panel of c-store energy leaders on how working in lockstep with your utility partners can drive successful projects.

**Colin Block**, *Manager, Energy & Sustainability, RaceTrac*

**Michael Faith**, *Manager of Environmental Compliance, Waste & Utilities, Wawa*

**Eric McCrum**, *Manager, Energy Projects, Sheetz Inc.*

**Kathleen Kline-Beckwith**, *National Account Manager, FirstEnergy (Facilitator)*

**Energy Buying 101/201:** This session is developed for those new or still learning about energy procurement. Gain a better understanding of deregulation, learn how to identify market opportunities, and develop tools to make your procurement strategy more effective.

**Joe Falci**, *Senior Business Development Manager, Constellation*

**Kristine Robak**, *Key Accounts Senior Business Development Director, ENGIE Resources*

**Denise Carter**, *Senior Account Executive, MidAmerican Energy Services (Facilitator)*

4:15p.m. – 5:45 p.m. **Customer Meet-n-Greet**

This event is an excellent opportunity to convey your company's individual energy needs to the industry. Each customer organization will host a table and is strongly encouraged to bring information it wishes to share about its company, such as:

- Corporate energy and renewable/sustainability goals
- EEI Member "wish-list"
- Opportunities/projects to explore with energy companies (e.g., fleet electrification, battery storage, etc.)
- The number of locations being built and/or retrofitted
- Organizational structure (who's who?)

The first 30 minutes is reserved for EEI Members. At 4:45pm doors open for all registered attendees. *Please limit your time at each customer table to ONE MINUTE OR LESS.*

*Sponsored by: NexRev*

*\*A special thanks to PECO for sponsoring the appreciation prizes for participating customers.*

6:30 p.m. – 10:30 p.m. **Monday Night Social Event**

Ever wonder what it feels like to be the coach or quarterback leading a team in the college football national championship? Can you hear the roaring crowd? Feel the anticipation? The pressure? Join our evening's host, ENGIE, and immerse yourself into the star-studded world of college football with music, dancing and tailgate-style cuisine. Every visitor gets a fully interactive All-Access Pass at the College Football Hall of Fame. Attendees are encouraged to dress to represent their favorite sports team for this jersey-themed event.

*Sponsored by: ENGIE*

**TUESDAY, March 31**

7:30 a.m. – 4:30 p.m. **Workshop Registration**

7:30 a.m. – 8:50 a.m. **Networking Breakfast in Energy Marketplace**

*Your Morning Cup of Joe Sponsored by:*

9:00 a.m. – 11:30 a.m. **General Session**

**Tuesday Customer Keynote: How McDonald's Implements Change Management to be a Sustainability Leader**

When a company establishes a sustainability goal, they embark on a journey with both significant challenges and opportunities. After a goal is set, what's an effective path for achieving it? Learn how McDonald's is using change management strategies to lead the way and achieve their sustainability goals.

**Steve DePalo**, *Director - Sustainability*, McDonald's Corporation

*Refreshment Break Sponsored by:*

**Will the Economy Bust Your Bracket in 2020?**

Take a deeper look at the 'top-seeded' issues for the U.S. economy in 2020. Learn what key indicators are likely to impact the economy and how they may affect electricity markets and national corporate customers.

**Chad Burnett**, *Director of Economic Forecasting*, American Electric Power

11:30 a.m. – 1:30 p.m. **Networking Lunch in the Energy Marketplace**

*Lunch Sponsored by: Duke Energy*

*Ice Cream Cart Sponsored by: Energy Edge*

12:30 p.m. – 3:00 p.m. **EEI Member Directors Meeting**

1:30 p.m. – 3:00 p.m. **Utility Issues Roundtable**

1:30 p.m. – 3:00 p.m. **Customer Caucuses**

*Refreshment Break Sponsored by: ComEd*

**Group 1**

**Topic:** Energy project chalk talk on energy efficiency and incentive best practices, including the current trends in lighting, HVAC, and refrigeration for commercial customers.

**Leader: Doyle Trankel**, Engineering Director, Target Facilitators

**Alex Feliz**, Strategic Account Manager, Pacific Gas & Electric

**Judy Ring**, Key Account Executive, Xcel Energy

**Group 2**

**Topic:** Best practices for managing new developments and requirements resulting from proposed state energy regulation and legislation.

**Leader: Leroy Ho**, Energy Project Manager, Microsoft Facilitators

**Darren Kelsey**, Manager, American Electric Power

**Ciray Overholzer**, Account Executive, Duke Energy

**Group 3**

**Topic:** Best practices for managing energy in small, energy intensive footprints, such as restaurants and c-stores that include kitchen technology.

**Leader: Bryan Martin**, Energy Manager, Pilot Flying J Facilitators

**Chris Smith**, Account Manager, Southern Company

**Erin A Tanaka**, National Accounts Manager, Southern California Edison

**Group 4**

**Topic:** Best practices for establishing sustainability goals and strategies to obtain leadership buy-in.

**Leader: Deb James**, Director of Energy Strategy, Walmart Facilitators

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

**Abby White**, Key Account Manager, Dominion Energy

**3:15 p.m. – 4:30 p.m. Utility Meet-n-Greet**

Both customers and energy companies rank this session as one of the most valuable parts of the EEI National Key Accounts Workshop. Representatives from each electric company and EEI members will host a designated table for all customers to visit. EEI Members are encouraged to start setting up your assigned tables at 3:00 p.m. The table theme is “Tailgating the Big Game”. **AT THE REQUEST OF THE CUSTOMERS, PLEASE RESERVE THE FIRST 30 MINUTES FOR CUSTOMERS ONLY.** At 3:45 p.m., all registered attendees are welcome to visit the tables.

*Sponsored by: Cass Information Systems*

**4:30 p.m. – 5:30 p.m. Customer 1-on-1 Meetings**

Each customer will receive a table to host one-on-one meetings with utilities and trade allies. Use this opportunity to discuss business with relevant utilities, including plans for new store development, energy projects, or other energy-related needs.

*Sponsored by:*

**5:30 p.m. – 7:00 p.m. Customer Appreciation Reception in the Energy Marketplace**

*Sponsored by: Talen Energy*

*Grand Prize Raffle Sponsored by: NextEra Energy*

**7:00 p.m. – 10:00 p.m. Exhibitor Move-out**

**WEDNESDAY, April 1**

**7:30 a.m. – 8:50 a.m. It’s Waffle Wednesday! Join us for Breakfast in the General Session**

*Sponsored by: CPS Energy*

**9:00 a.m. - 11:00 a.m. General Session**

**Impacts that New Federal and State Laws and Regulations May Have on Your Energy Operations**

There have been many important updates in building energy codes, regulations, and laws that will impact the way customers build and operate their facilities. Hear how key developments in federal efficiency tax credits, appliance efficiency standards, and state and local building energy code actions and laws may pose significant challenges for customers.

**Steve Rosenstock**, *Senior Manager, Customer Technical Solutions, EEI*

**Electric Company-Customer Partnerships of the Future: Microgrids**

More frequent natural disasters in the last several years have increased interest in finding solutions that enhance the resilience of the energy grid and individual customer facilities. With the cost of distributed energy resources, such as solar and energy storage, declining, and their deployment accelerating, new technology options are available, including microgrids. Join our panel of experts as they discuss the future of microgrids and the economic and grid resiliency value they can provide. Hear the lessons learned from emerging microgrid projects implemented for public purpose and at customer locations.

**Michelle Blaise**, *Senior Vice President, Technical Services, ComEd*

**Eric Dupont**, *Chief Commercial Officer, PowerSecure*

**11:30 a.m. – 1:30 p.m. RILA Meeting**

Join the Retail Industry Leaders Association for a meeting of RILA’s Retail Energy Management Program. Please note, meeting is open to retailer companies only.

For more information, contact [erin.hiatt@rila.org](mailto:erin.hiatt@rila.org).