Workshop Agenda

Saturday, March 24

1PM – 5:30PM  Workshop Registration  Regency Ballroom Foyer
2PM – 7PM    Exhibitor Move-In  Plaza International Ballroom
4PM – 4:30PM  EEI NKAW Planning Group Meeting  Blue Spring
4:30PM – 6PM  EEI Customer Advisory Group Meeting  Blue Spring

Sunday, March 25

7:30AM – 3:30PM  Exhibitor Move-In  Plaza International Ballroom
1PM – 7PM    Workshop Registration  Regency Ballroom Foyer
7AM – 2:30PM  EEI Networking Golf at Celebration Golf Club  Buses Depart Tower 1 Entrance

Constellation hosts their premier golf tournament at the spectacular Celebration Golf Club, the last golf course Robert Trent Jones Sr. and his son designed together and that combines some of the best elements of the designers’ most notable courses. Continental breakfast and pairings will be available at the golf course. Attendees that pre-registered for this event should board the buses at 6:45 a.m., buses will depart at 7 a.m.

Sponsored by:  Constellation
An Exelon Company

9:30AM – 2PM  EEI Networking at Andretti Indoor Karting & Games  Buses Depart Tower 1 Entrance

Join host AEP for a lively and entertaining networking event at Andretti’s Indoor Karting & Games, offering a menu of exciting activities including bowling, go karting, and arcade games. Lunch will be served at the venue. Attendees that pre-registered for this event should board the buses at 9:15 a.m., buses will depart at 9:30 a.m.

Sponsored by:  American Electric Power

3PM –3:45PM  Reception for Professional Women in Energy  Regency Express

3:45PM – 4:30PM  Welcome to EEI! Customer Meet & Mingle Reception  Orlando Ballroom

All customer attendees are invited to the welcoming 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:  AES

4:30PM – 7PM  Opening Reception in the Energy Marketplace  Plaza International Ballroom

The Workshop kicks off in the Energy Marketplace. Come early to network and venture through the exhibit hall. Make sure to participate in the Treasure Hunt to be eligible for the Grand Prize raffle drawing on Tuesday evening.

Sponsored by:  Duke Energy
Workshop Agenda

Monday, March 26

7AM – 2PM  Workshop Registration  Regency Ballroom Foyer

7:11AM – 8:20AM  Newcomers’ Orientation Breakfast  Orlando Ballroom
First-time attendees will be introduced to the Edison Electric Institute and its National Key Accounts Program. Long-time participating customers and national account executives will discuss how to make the most out of this unique business opportunity and will provide their insights on customer expectations of electric companies and vendors during the meeting. Breakfast begins promptly at 7:11 a.m. (New Workshop attendees only please.)

- Bob Valair, Director, Energy & Environmental Services, Staples, Inc.
- Barry Mosser, Manager, National Customers, American Electric Power
- Jacque Elliot, Senior Manager, National Customer Markets, EEI

7:30AM – 8:20AM  Networking Breakfast in Energy Marketplace  Plaza International Ballroom
Explore the exhibits and network with peers while you enjoy your cup of joe and breakfast.

8:30AM – 11:30AM  Opening General Session  Regency Ballroom
- Steve Kiesner, Senior Director, National Customer Markets, EEI

Host Welcome Address
- Lynn Good, Chairman, President and CEO, Duke Energy

It’s All About the Customers
Get a front-row seat as EEI’s Leadership discuss the profound transformation taking shape in the industry and what it means to the customer-electric company relationship.

- Pat Vincent-Collawn, Chairman, President and CEO, PNM Resources
- Lynn Good, Chairman, President and CEO, Duke Energy

Refreshment Break Sponsored by:

Energy Supply and Prospects for the Future
Back by popular demand, Dr. Scott will share his insight into the energy supply markets.

- Dr. Loren C. Scott, President, Loren C. Scott & Associates; Professor Emeritus of Economics, Louisiana State University

11:30AM – 1:30PM  Networking Lunch in the Energy Marketplace  Plaza International Ballroom
Enjoy lunch while you learn about the innovative energy-saving products and services from EEI’s Trade Ally partners. Discover cutting-edge IT and data solutions, renewable and commodity opportunities, lighting, controls, energy resiliency technologies, billing and payment options, and much more. Don’t forget to locate the six treasure hunt items!

Lunch Sponsored by:

Ice Cream Cart Sponsored by:
Workshop Agenda

1:30PM – 2:30PM  **Track 1 Concurrent Breakouts**

Select one of the following five tracks:

**Technology Track 1: Making EVs Work for Your Business Orlando L**
Whether you’re encouraging employees to drive electric, or considering EV options for your operations, you need to know what EVs mean for you. Join Cox Enterprises, Southern California Edison, and EEI to hear about the latest technology advancements, charging infrastructure needs, and how electric company programs are gearing up to help customers adopt EVs.

- **Andres Vargas**, Energy Procurement Manager, Cox Enterprises
- **Lisa Arellanes**, Project Manager, Southern California Edison
- **Kellen Schefter**, Sr. Manager, Sustainable Technology, EEI
- **Manuel Quintana**, Senior Strategic Account Manager, PNM Resources (Moderator)

**Managing Energy Track 1: Data 301 – Mitigating Data Overload and Producing Results Orlando M**
Join two distinctive customers as they provide insights into how their companies utilize data to make impactful business decisions. They will discuss: the key actions that they take to drive business when merging EMS and utility data; leveraging interval data, and building collaborative relationships through data and knowledge sharing.

- **Samantha Lewis**, Manager, Energy & Sustainability, Ralph Lauren
- **Max Berenstein**, Synthesis & Innovation, Energy & Utilities, Walmart
- **Andy Perrin**, AVP, Energy Supply & Technology, TJX Companies (Moderator)

**Sustainability Track 1: Making Sustainability the New Normal Orlando N**
Everyday all around the globe, McDonald’s is putting people, processes and practices into place to make its restaurants more Earth-friendly. Hear about their recently released goals, and their latest initiatives to reduce the carbon footprint of restaurant and system operations by enhancing energy efficiency, expanding renewable energy sourcing, minimizing waste, increasing recycling and more. Sharpen your McDonald’s trivia skills: There will be some chances to win a few coupons for some fantastic McDonald’s menu items!

- **Emma Gillespie Cox**, Program Manager, Sustainability, McDonald’s
- **Steve DePalo**, Director, Sustainability, McDonald’s
- **Alex Feliz**, Strategic Account Manager, Pacific Gas and Electric Company (Moderator)

**Supply Track 1: The Future of Power Generation Blue Spring**
This session will provide a regulatory and market update with a focus on how renewables have changed supply markets across the country.

- **Michael N. Perna**, Vice President, Marketing & Business Development, Con Edison Clean Energy Businesses
- **Felix Aguayo**, Director, Distributed Electricity & Storage, MidAmerican Energy
- **Christine Nevin**, Director, Business and Media Relations, Con Edison Clean Energy Businesses (Moderator)

**Fundamentals of Energy Track 1: Energy Management 101 Rainbow Spring**
LaQuinta and AEP representatives will discuss the importance of establishing relationships with energy company representatives that are available to assist in the development of money-saving energy strategies at your multi-site locations. The presenters will focus on rates, incentives, how best to set up and utilize data collection, and developing strategies for the capital investments needed to implement and achieve your energy goals. They will also discuss the importance of reliability, outage planning, and keeping up with the industry’s transformation.

- **Matt Smith**, Director of Energy & Sustainability, LQ Management
- **Darren Kelsey**, Manager of Data Center Marketing & National Customers, American Electric Power
- **Janet Booker**, Account Manager, Southern Company (Moderator)
Workshop Agenda

2:45PM – 3:45PM **Track 2 Concurrent Breakouts**
*Select one of the following five tracks:*

**Technology Track 2: Navigating Utility Rebate Offerings for LED Retrofit Projects**
*Orlando L*

TD Bank’s portfolio-wide LED retrofit program was methodically hatched and nurtured from start to finish. Discover the many aspects that went into implementing this impressive initiative, including the development of internal consensus and structuring an RFP that tapped into electric company incentive offerings.

- **Kristin Sullivan**, US Energy & Sustainability Manager, TD Bank
- **Sabeena Poonamalle**, Account Executive, Duke Energy
- **Carlos J. Guevara**, Large Customer Services Manager, ComEd (Moderator)

**Managing Energy Track 2: What Electric Companies are Doing to Strengthen Energy Security**
*Orlando M*

Fires, hurricanes, cyber and physical attacks are just some of the adversarial threats that electric companies deal with on a regular basis. This session will illustrate the actions that are being taken and the investments that electric companies are making to improve grid resiliency and reliability, some of which were on full display during recent natural disasters.

- **Chris Edge**, Vice President – Large Business Customers, Duke Energy
- **Greg Gartner**, Sr. Director – Storm Hardening, Florida Power & Light
- **Bill Crider**, Director – Energy and Sustainability, Target (Moderator)
- **Kathleen Kline-Beckwith**, National Account Manager, FirstEnergy (Facilitator)

**Sustainability Track 2: Selling Energy Savings to the C-Suite and Finding the Funding to Do It**
*Orlando N*

Pitching C-suite leaders to invest in energy technologies in low electricity cost areas of the country can be extremely challenging. And even where electricity prices are high, it can be tricky to sway upper-management nowadays. Discover how these national accounts customers have overcome these challenges by being innovative and creative.

- **James Masters**, Energy Manager, Tractor Supply Company
- **Scott Savre**, Energy Category Lead, Best Buy
- **Judy Ring**, Account Manager, Xcel Energy (Moderator)

**Supply Track 2: Upside Down on Your Renewables Supply Contract?**
*Blue Spring*

This session will provide the customer, supplier, and consultant perspective on how companies are handling upside down contracts in their portfolio, including onsite and offsite PPA’s or VPPA’s. Hear about the potential impacts that these dilemmas might have on decisions to expand renewable portfolios or jump into renewable contracts for the first time. How do you mitigate such risks?

- **Art Justice**, Vice President, Energy & Sustainability, Cinemark
- **Bob Kinscherf**, Vice President, National Accounts, Constellation (Moderator)

**Fundamentals of Energy Track 2: Energy Buying 101/201**
*Rainbow Spring*

This session is designed for those new and still learning about energy procurement. You will gain a better understanding of the basics of deregulation, how to identify market opportunities, and the first step towards developing your initial procurement strategy.

- **Joe Falci**, Senior Business Development Manager, Constellation
- **Ann Harris**, Sr. Account Executive, MidAmerican Energy
Workshop Agenda

4PM – 5:30PM

Customer Meet-n-Greet Regency Ballroom

Each customer organization hosts a table and is encouraged to bring information it wishes to share about its company, such as:

- Who’s who within the organization
- Corporate energy and renewable/sustainability goals
- The number of locations being built and/or retrofitted
- Opportunities/projects to explore with energy companies
- EEI Member Company “wish-list”

This event is an excellent opportunity to convey your company’s individual energy needs to the industry. The first 30 minutes is reserved for EEI Members. At 4:30 p.m. doors open for all registered attendees. Please limit your time at each customer table to ONE MINUTE OR LESS.

Sponsored by:

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

6:15PM – 10:30PM

Monday Night Social Event Buses Depart from Convention Entrance

Join EEI and our evening’s host, ENGIE, for a Carnival style extravaganza at Mango’s Tropical Café. Enjoy live entertainment, music, dancing, and delicious Floridian cuisine while networking with other workshop attendees. Folks are encouraged to dress for the tropical-themed event. A prize will be awarded to the best costume. Buses depart the hotel at 6:15pm.

Sponsored by:
Workshop Agenda

Tuesday, March 27

7:30AM - 8:50AM  Networking Breakfast in Energy Marketplace Plaza International Ballroom
Explore the exhibits and network with peers while you enjoy your cup of joe.

9AM – 11:30AM  General Session Regency Ballroom
- Jacque Elliot, Senior Manager, National Customer Markets, EEI

Policy and Energy Priorities: The Latest from Washington, D.C.
It’s been more than one year under the new administration, which means it’s less than one year until the next election. Don’t miss this session to recap key issues relevant to your energy world and get an inside scoop on the key elections coming in November.
- Chris Hickling, Director, Government Relations, EEI

Customer Keynote – Costco Wholesale
- Shay Reed, Energy, Utilities, & Environmental Reporting, Costco Wholesale

Refreshment Break Sponsored by: Honeywell

Business Unusual: How Innovation and the Digital Age are Reshaping How Customers and Energy Companies Engage
- William Scott Tinkler, Energy Retail & Customer Services, Accenture

11:30AM – 1:30PM  Networking Lunch in the Energy Marketplace Plaza International Ballroom
Explore the exhibits and network with peers while you eat lunch. Play the Treasure Hunt and locate all six items to participate in the Grand Prize Raffle held during the Customer Appreciation Reception.

1:30PM – 3:15PM  Utility Issues Forum Orlando N
A roundtable discussion of common key accounts management concerns and emerging issues that electric companies share. The meeting will kick-off with a briefing from Max Berenstein, Synthesis & Innovation at Walmart, on Walmart’s use of interval data and rates to manage their demand, distributed generation and efficiency projects, IoT initiatives, etc. (EEI Member Companies Only)

Facilitator
- Marilyn Arnall, National Accounts Manager, Florida Power & Light
- Judy Corrigan, Key Account Executive, Xcel Energy
- Matthew R. Hettler, Lead Account Manager – National Accounts, PSEG Long Island
- Scott McKeen, Account Manager, Southern Company
- Teri Rainville-Scott, Major Accounts, Baltimore Gas & Electric

1:30PM – 3:15PM  EEI Director’s Meeting Orlando L
1:30PM – 3:30PM  **Customer Caucuses Silver Spring, Rainbow Spring, and Blue Spring Meeting Rooms**

This session provides an opportunity for customers to “talk shop,” network, and share non-competitive energy related information with peers. All customers will have the opportunity to intermingle and participate in facilitated roundtable discussions based on a variety of topics submitted during registration.  *(Customers only)*

**Refreshments Sponsored by:**

ComEd

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**Group 1:** Discuss best practices for managing energy in small, energy intensive footprints, such as restaurants and c-stores that include kitchen technology.
- **Ann Scott,** Director of Energy, Engineering & Store Planning, 7-Eleven

Facilitators
- **Lisa Batipps,** Sr. Account Executive, PECO
- **Alex Feliz,** Strategic Account Manager, Pacific Gas and Electric Company

**Group 2:** Discuss energy efficiency and incentive best practices, including the current trends in lighting, HVAC, and refrigeration for commercial customers.
- **Doyle Trankel,** Engineering Director, Property Management, Target

Facilitators
- **Chris Smith,** Account Manager, Southern Company
- **Judy Ring,** Account Executive, Xcel Energy

**Group 3:** Discuss strategies to utilize and take advantage of IoT and data.
- **Andy Perrin,** AVP, Director, Energy Supply & Technologies, TJX Companies

Facilitators
- **Ellis Adger,** National Accounts Manager, Florida Power & Light
- **Ciray Overholzer,** Account Executive, Duke

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Group 4: Discuss emerging technologies, demand-side management, and how trends occurring in CA and NY will apply to other markets as well.
- **Vince Lombardi,** Senior Manager, Energy, Kohls Department Stores, Inc.

Facilitators
- **Janet Booker,** Account Manager, Southern Company
- **Erin A Tanaka,** National Accounts Manager, Southern California Edison

**Group 5:** Discuss best practices for procuring energy, including various approaches, managing risk, and procuring clean energy in competitive and regulated markets.
- **Art Justice,** VP, Energy & Sustainability, Cinemark

Facilitators
- **Tisha Helmer Stril,** Major Account Executive, Puget Sound Energy
- **Darren Kelsey,** Mgr., Data Center Mktg & National Accounts, AEP

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3:45PM – 5:30PM **Utility Meet-n-Greet Regency Ballroom**

Both customers and energy companies rank this session as one of the most valuable parts of the workshop. Representatives from each electric distribution company and EEI members will host a designated table for all customers to visit. Utilities are encouraged to start setting up your assigned tables at 3:30pm. The theme is “**Favorite Characters/Comic-Con.**” **AT THE REQUEST OF THE CUSTOMERS, PLEASE RESERVE THE FIRST 45 MINUTES FOR CUSTOMERS ONLY.** At 4:30 p.m., all registered attendees are welcome to visit the tables.

**Sponsored by:**

Cass Information Systems, Inc.
Workshop Agenda

5:30PM – 7PM

Customer Appreciation Reception in the Energy Marketplace Plaza International Ballroom
Last chance to visit the Energy Marketplace and to thank those customers and peers who participated in the Workshop. Don’t forget to locate the treasure hunt items and participate in the Grand Prize raffle drawing! Submit your completed game card to the Leidos booth.

Sponsored by:

Grand Prize Raffle Sponsored by:

7PM – 10PM

Exhibitor Move-Out Plaza International Ballroom

Wednesday, March 28

7:30AM – 8:20AM
Waffle Wednesday in the Ballroom Regency Ballroom

8:30AM - 11AM
General Session Regency Ballroom

Impacts of New Federal and State Laws and Regulations: How will it Affect Your Energy Management Strategies
Important energy-related laws and rules that will impact the way you construct and operate your facilities have recently been announced. Get up to speed on these developments, and the implications of federal tax reform on energy-efficiency investments.

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

Getting to YES with NKA Customers: Delivering What Customers Want
With the convergence of technologies and their evolving needs, customers are asking energy companies to provide them with more innovative products and services like green energy offerings, storage, microgrids, and more. Providing these new and emerging products requires a deeper understanding of each other’s business concerns, better communication, and stepped-up collaboration between customers, energy companies, regulators, and other key stakeholders.

- Craig D’Arcy, Director, Energy Management, The Home Depot USA, Inc.
- Marianne Balfe, Director, Energy and Environmental, Marriott International
- Chris Roe, Energy Procurement Manager, Amazon
- Jerome Davis, Regional Vice President, Xcel Energy
- Matt Valle, Vice President, Development, Florida Power & Light Company

11AM

Adjourn

11AM – 4PM

RILA Meeting Barrel Spring 1