Workshop Agenda

Saturday, October 20

1PM – 5:30PM  Workshop Registration Cibolo Canyon Ballroom Foyer
2PM – 7PM  Exhibitor Move-In Nelson Wolff Exhibit Ballroom
4PM – 4:30PM  EEI NKAW Planning Group Meeting Sunflower-Wisteria
5:30PM – 9PM  Customer Advisory Group Awards Periwinkle-Verbena

Sunday, October 21

7:30AM – 3:30PM  Exhibitor Move-In Nelson Wolff Exhibit Ballroom
1PM – 7PM  Workshop Registration Cibolo Canyon Ballroom Foyer
7:30AM – 2PM  EEI Networking Golf at TPC San Antonio TPC San Antonio Golf Club
   Constellation will hold their premier golf tournament at the TPC San Antonio Golf Club, host of the PGA Tour’s Texas Open and conveniently located onsite at the JW Marriott. Breakfast will be available at the clubhouse at 7am. Pre-registered golfers must meet at the TPC San Antonio Golf Club no later than 7:30am.
   Sponsored by:

9AM – 2PM  EEI Networking Event at Tejas Rodeo Buses Depart from Nelson Wolff Exhibit Foyer
   Join host AEP for a BBQ brunch and an authentic Texas rodeo experience you’ll remember for years to come! Enjoy entertainment including a horse drawn chuck wagon & Texas Longhorn cattle, an award-winning drill team, team roping and barrel racing speed events, plus the most dangerous 8 seconds in sports: bull riding. Attendees that pre-registered for this event should board the buses by 9am.
   Sponsored by:

3PM – 3:45PM  Reception for Professional Women in Energy Sunflower-Wisteria
3:45PM – 4:30PM  Welcome to EEI: Customer Meet & Mingle Reception Sunday House Garden
   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:

4:30PM – 7PM  Opening Reception in the Energy Marketplace Nelson Wolff Exhibit 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 Texas Treasure Hunt to be eligible for the Grand Prize raffle drawing on Tuesday evening.
   Sponsored by:
Monday, October 22

7AM – 5PM  Workshop Registration  Cibolo Canyon Ballroom Foyer

7:11AM – 8:20AM  Newcomers’ Orientation Breakfast  Periwinkle-Verbena
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 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 Management, 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  Nelson Wolff Exhibit Ballroom
Explore the exhibits and network with peers while you enjoy your cup of joe.

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

Host Keynote Address
- Charles Patton, Executive Vice President, External Affairs, American Electric Power

CAG Award Announcement
- Andy Perrin, AVP, Director, Energy Supply & Technologies, TJX Companies

Refreshment Break Sponsored by:

Moving the Large Customer-Electric Company Relationship Forward in an Age of Changing Customer Priorities and Rapid Technology Advancement
Hear from a diverse panel of EEI Members and NKA Customers on their major energy initiatives heading into 2019 and their key takeaways from 2018. Topics include energy efficiency; maximizing data and analytics; vetting emerging technologies such as electrification and EVs; and working with their energy partners on green energy offerings.
- Art Justice, CEM, CEP, Vice President, Energy & Sustainability, Cinemark
- Denis George, Senior Leader, Enterprise Sourcing, The Kroger Co.
- Leroy Ho, Energy Project Manager, Cloud and Enterprise, Microsoft
- Charles Patton, Executive Vice President, External Affairs, American Electric Power
- Alex Núñez, Senior Vice President, Regulatory and External Affairs, Baltimore Gas and Electric
- Steve Kiesner, Senior Director, National Customer Markets, EEI (Moderator)

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:

Candy Station Sponsored by:
Everything’s Bigger in Texas. ENGIE Makes it Brighter!

Visit ENGIE at booth 500 to see why more than half of the Fortune 100 choose to power up with us.

Whether it’s clean power, facilities maintenance, data-driven insights, or energy efficiency projects, look to ENGIE for the answers. ENGIE is the industry leader when it comes to designing, building, financing, operating, maintaining, and managing your energy use and infrastructure. With a suite of energy and sustainability solutions designed to optimize energy and other resource use and expense, plus strong financial standing and an unrivaled commitment to delivering top-notch customer service, it’s clear why ENGIE is the top choice for commercial, industrial, and municipal customers.

Make ENGIE the powerful advantage for your business.

Visit us at booth 500!

Call us at 888.ENGIE.44 or visit us online at engieresources.com
Workshop Agenda

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

**Select one of the following five tracks:**

**Technology Track 1: Don’t Wait Until It Fails! Ulta Beauty’s Proactive Strategy for HVAC Equipment Replacement**

*Periwinkle-Verbena*

Delaying HVAC replacement until it fails and becomes mission-critical is something every retailer should avoid at all costs. Discover how Ulta Beauty successfully created and implemented an HVAC replacement program that provided significant energy and non-energy benefits in their stores.

- **Stefanie Pesek**, Energy and Sustainability Project Manager, Ulta Beauty
- **Robin Kebernick**, Sr. National Account Executive, Eversource
- **Sabeena Poonamallee**, Account Executive, Duke Energy (Moderator)

**Managing Energy Track 1: Arc Flash Safety Compliance**

*Bluebonnet-Dogwood*

Arc flash hazards could pose an everyday risk in national account customers’ facilities, creating the potential to destroy equipment and seriously injure employees and others. Attend this session to better understand strategic approaches to address arc flashes and learn how Kroger and Southern California Edison teamed up to mitigate these hazards.

- **Denis George**, Senior Leader – Enterprise Sourcing, The Kroger Co.
- **Matthew Norwalk**, Sr. Power Quality Specialist, Southern California Edison
- **Alex Feliz**, Strategic Account Manager, Pacific Gas and Electric Company (Moderator)

**Sustainability Track 1: Capitalizing on Incentive Programs: A Guide to Putting Incentive Money in Your Company’s Pocket**

*Begonia-Bottlebrush*

Participating in incentive programs can be frustrating, but rewarding in the end. This session will provide a guide for easing the rebate and incentive processes. Wendy’s, ICF, and Xcel Energy will be on-hand to help you find the approach that fits your needs and open your eyes to strategies for saving your company money.

- **Scott Moline**, Manager, Project Engineering, Wendy’s
- **Sarah Plotkin**, Senior Program Owner, Energy and Sustainability, Target
- **JaMarcus Brewer**, National Accounts Manager, ICF
- **Judy Ring**, Account Manager, Xcel Energy
- **Carlos J. Guevara**, Large Customer Services Manager, ComEd (Moderator)

**Supply Track 1: Blockchain 101**

*Sunflower-Wisteria*

Blockchain is the new, flashy technology predicted to revolutionize industries around the world. But what is it? And how could blockchain impact energy and sustainability management? This session will provide a candid conversation from multiple points of view on blockchain applicability and where it is likely to head.

- **Christopher Buzby**, Senior Manager, Corporate Strategy, Innovation, and Sustainability, Exelon
- **Paul Breslow, PhD**, Principal, Open Innovation, EDF Innovation Lab
- **Ian Kelly**, Director, Affiliate Engagement, Energy Web Foundation
- **Bob Kinscherf**, Vice President, Major Accounts, Constellation (Moderator)

**Fundamentals of Energy Track 1: Energy Management 101**

*Goldenrod*

Walgreens and AEP will discuss the importance of establishing relationships with your energy company representatives that 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.

- **Monica Ferrer**, Senior Manager, Energy & Utilities, Walgreens
- **Darren Kelsey**, Manager of Data Center Marketing & National Customers, American Electric Power
- **Janet Booker**, Account Manager, Southern Company (Moderator)

Refreshment Break Sponsored by: **CLEAResult**
### Workshop Agenda

2:45PM – 3:45PM **Track 2 Concurrent Breakouts**

*Select one of the following five tracks:*

#### Technology Track 2: Unlocking the Magic: Putting AI, IoT, and Machine Learning into Action *Periwinkle-Verbena*

Evolving technology is changing how we automate tasks and offers new and creative insights into energy management applications. This session will provide an overview of these emerging technologies and showcase various examples of how companies can use these applications to enhance energy management and customer engagement.

- **Michael Soganich**, Vice President, Sales, Acuity Brands
- **Michael McMahon**, Vice President, Phoenix Energy Technologies
- **Gerry Crooks**, Business Development and Sales, Pear.ai
- **Kathleen Kline-Beckwith**, National Account Manager, FirstEnergy (Moderator)

#### Managing Energy Track 2: Can't Respond to Demand Response? Exploring Alternatives to Fixed DR programs *Bluebonnet-Dogwood*

Demand response programs can be challenging for some customers who can’t readily and/or consistently reduce load when called upon. In this session, Albertsons and Lowe’s will offer possible remedies that work for them thanks in part to understanding capacity charges, rates, and trends in DR.

- **Chris Ishizu**, Senior Manager, Energy Procurement, Albertsons
- **Danny Dietrich**, Energy Manager, Lowe’s Companies
- **Chase Sanders**, Director, Business Development, NexRev
- **Susan Burchardt**, Sr. Account Executive, San Diego Gas & Electric (Moderator)

#### Sustainability Track 2: They Say Everything is Bigger in Texas... Except Toyota’s Environmental Footprint *Begonia-Bottlebrush*

As the largest producer of electrified vehicles worldwide, Toyota’s environmental strategy extends beyond electrifying cars. The company seeks to minimize environmental impact across four key areas: carbon, water, materials, and biodiversity. Hear how Toyota is making a positive impact across North America and around the world.

- **Blake Gembala**, Senior Engineer, Facility Engineering, Toyota Motor North America
- **Adam Birdsong**, Key Account Manager, Dominion Energy (Moderator)

#### Supply Track 2: Energy Regulatory Happenings You Need to Know *Sunflower-Wisteria*

Receive timely state, federal, and RTO/ISO regulatory updates that may impact your energy operations. Expect a thorough overview of current, pending, and possible future regulatory changes that may warrant your attention.

- **Jason Cox**, Director, Regulatory Affairs, EDF Energy Services
- **Jay Dillavou**, Manager, Regulatory Affairs, MidAmerican Energy
- **Lael Campbell**, Vice President, State Government and Regulatory Affairs, Exelon Corporation
- **Matthew Butts**, Vice President, Business Development and Strategy, EDF Energy Services (Moderator)

#### Fundamentals of Energy Track 2: Energy Buying 101/201 *Goldenrod*

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 in developing your initial procurement strategy.

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

4PM – 5:30PM  
**Customer Meet-n-Greet Cibolo Canyon Ballroom**

Each customer organization will host a table and is strongly 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 (e.g., fleet electrification, battery storage, etc.)
- EEI Member “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 4:30pm 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.*

6PM – 10:30PM  
**Monday Night Social Event Buses Depart from Nelson Wolff Exhibit Foyer**

Grab your cowboy boots and join EEI and our evening’s host, ENGIE, for a Fiesta celebration at a real, working Texas cattle ranch. Enjoy the wild west of entertainment with rope wrangling cowboys, music, dancing, and delicious BBQ - all with the beautiful backdrop of the Texas Hill Country and Guadalupe River. **Folks are encouraged to dress for the Texas-themed event.** A prize will be awarded to the best costume. **Buses depart the hotel at 6pm.**

*Sponsored by:*

Tuesday, October 23

7:30AM – 4PM  
**Workshop Registration Cibolo Canyon Ballroom Foyer**

7:30AM - 8:50AM  
**Networking Breakfast in Energy Marketplace Nelson Wolff Exhibit Ballroom**

Explore the exhibits and network with peers while you enjoy your cup of joe.
Workshop Agenda

9AM – 11:30AM

**General Session Cibolo Canyon Ballroom**
- **Jacque Elliot**, Senior Manager, National Customer Markets, EEI

**Policy and Energy Priorities: The Latest from Washington, D.C.**
It’s two weeks before Election Day; control of the House and Senate hangs in the balance and the unofficial start of the next Presidential campaign has begun. We’ll review what’s happened in Washington this year, consider the electoral landscape, and discuss the prospects for policy action in the lame duck session.
- **Chris Hickling**, Senior Director, Member Relations, EEI

**Refreshment Break Sponsored by:**

**Sustainable Fleets: The Road Ahead for Electrifying Fleet Operations**
Transportation is the next frontier of corporate sustainability - and now is the time to start preparing! Hear about the latest technology developments that are making electric transportation a near-term reality for a growing number of fleets, as well as how leading electric companies and customers are partnering to streamline the transition.
- **Lisa Arellanes**, Senior Advisor, Business Customer Division, Southern California Edison
- **Steve Chriss**, Director, Energy and Strategy Analysis, Walmart
- **Dr. Jasna Tomic**, Vice President, CALSTART
- **Becky Knox**, Senior Director, Retail Energy Policy, EEI (moderator)

**Customer Keynote – 7-Eleven**
Since 1927, 7-Eleven has continuously redefined what convenience means around the world. The Texas-based company, with over 66,000 stores in 17 countries, reduced electricity consumption in the U.S. and Canada by an estimated 24 percent over the past 10 years - and they don’t intend to stop at that. Learn how 7-Eleven’s Energy, Engineering, and Store Planning teams work together to reduce the company’s carbon footprint and meet their sustainability goals.
- **Ann Scott, PE**, Director of Energy, Engineering & Store Planning, 7-Eleven

11:30AM – 1:30PM

**Networking Lunch in the Energy Marketplace Nelson Wolff Exhibit Ballroom**
Explore the exhibits and network with peers while you eat lunch. Play the Texas Treasure Hunt and locate all six items to participate in the Grand Prize Raffle held during the Customer Appreciation Reception.

**Ice Cream Cart Sponsored by:**

**Dessert Station Sponsored by:**
HIGH OPERATING COSTS DRAGGING DOWN BUSINESS? ComEd WILL SEND AN ENERGY ENGINEER TO CONDUCT A FREE FACILITY ASSESSMENT. THIS CAN HELP LOWER OPERATING COSTS, SAVE MONEY, SAVE ENERGY AND MAKE YOU LOOK SO SMART YOU COULD BE VOTED EMPLOYEE OF THE MONTH.

Learn more at ComEd.com/FacilityAssessment
1:30PM – 3:30PM

**Customer Caucuses**

This session provides an opportunity for customers to “talk shop,” network, and share noncompetitive 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](https://example.com/comed-logo.png)

#### Group 1 Sunflower

Discuss energy efficiency and incentive best practice, including the current trends in lighting, HVAC, and refrigeration for commercial customers.

- **Doyle Trankel**, Engineering Director, Property Management, Target

**Facilitators**

- **Judy Ring**, Key Account Executive, Xcel Energy
- **Justin Anderson**, Senior Business Account Manager, Puget Sound Energy

#### Group 2 Magnolia

Discuss best practices for managing energy in small, energy intensive footprints, such as restaurants and c-stores that include kitchen technology.

- **Bryan Martin**, Energy Manager, Pilot Flying J

**Facilitators**

- **Alex Feliz**, Strategic Account Manager, Pacific Gas and Electric Company
- **Chris Smith**, Account Manager, Southern Company

#### Group 3 Peony

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 Energy

#### Group 4 Periwinkle

Discuss best practices for procuring energy, including various approaches to managing risk, and procuring clean energy in competitive and regulated markets.

- **Art Justice CEM, CEP**, Vice President, Energy & Sustainability, Cinemark

**Facilitators**

- **Darren Kelsey**, Mgr. of Data Center Mktg & National Customers, American Electric Power
- **Adam Birdsong**, Key Account Manager, Dominion Energy

#### Group 5 Verbena

Discuss emerging technologies, demand-side management, and the how the trends occurring in CA and NY coule 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
EcoStruxure™ is Schneider Electric’s open IoT architecture and platform. Its ecosystem of 21,000 system integrators and developers currently manage more than 1.5 million assets across buildings, data centers, infrastructure and industries to deliver enhanced value around safety, reliability, operational efficiency, sustainability and connectivity.

#WhatsYourBoldIdea
# Workshop Agenda

1:30PM – 3:15PM **Utility Issues Roundtable Begonia-Bottlebrush**
A roundtable discussion of common key accounts management concerns and emerging issues that electric companies share. (EEI Member Companies Only)

**Facilitator**
- Marilyn Arnall, National Accounts Manager, Florida Power & Light
- Carlos Guevara, Large Customer Solutions Manager for National Accounts, ComEd
- Matthew R. Hettler, Lead Account Manager – National Accounts, PSEG Long Island
- Scott McKeen, Account Manager, Southern Company

1:30PM – 3:30PM **EEI Member Directors Meeting Dogwood**

3:45PM – 5:30PM **Utility Meet-n-Greet Cibolo Canyon Ballroom**
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 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 and the table theme is “Night at the Rodeo.” AT THE REQUEST OF THE CUSTOMERS, PLEASE RESERVE THE FIRST HOUR FOR CUSTOMERS ONLY. At 4:45pm, all registered attendees are welcome to visit the tables.

*Sponsored by:*

5:30PM – 7PM **Customer Appreciation Reception in the Energy Marketplace Nelson Wolff Exhibit 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.

*Grand Prize Raffle Sponsored by:*

7:15PM – 10PM **Exhibitor Move-Out Nelson Wolff Exhibit Ballroom**
Workshop Agenda

Wednesday, October 24

7:30AM – 8:20AM  It’s Waffle Wednesday in the General Session Ballroom  Cibolo Canyon Ballroom Foyer

8:30AM - 11AM  General Session  Cibolo Canyon Ballroom Foyer

Impacts of New Federal and Non-Federal Laws and Regulations on Your Energy Management Strategies

There have been some important energy-related rule makings and policies coming out of Washington, key states, and code making organizations that will impact the way you construct and operate your facilities. This presentation will get you up to speed on these key developments as well as compare and contrast federal laws and regulations with recent laws and regulations in California.

- Steve Rosenstock, Sr. Manager, Customer Technical Solutions, EEI

Heating and Cooling into Tomorrow

While LED’s have dominated the energy retrofit space, HVAC advancements may be the next frontier for maximizing energy cost reductions. Our panel of experts will discuss current trends and the latest HVAC innovations that can help customers more efficiently heat and cool their buildings.

- Doyle Trankel, Engineering Director, Target Corporation (Moderator)
- Russ Wurst, Energy Engineering Supervisor, Honeywell
- Dominic Ticali, Director, National Accounts, North America, Johnson Controls, Inc.
- Bobby DiFulgentiz, Director of Project Management, Lennox International
- Peter Teige, Applications Engineering Manager, Munters Corporation
- Rick Hall, Director of Business Development, NexRev
- Judy Ring, Account Manager, Xcel Energy

11AM  Adjourn

11AM – 3PM  RILA Meeting  Sunflower-Wisteria

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.