

## Energy Efficiency Conference

### *From Shop Floor to Top Floor: Best Business Practices in Energy Efficiency*

<b>Day 1</b>	
<b>8 am – 9 am</b>	<b>Registration and Breakfast – 7<sup>th</sup> Floor Foyer</b>
<b>9 am – 9:15 am</b>	<p><b>Welcoming Remarks and Introduction of Morning Keynote – Salon III, 7<sup>th</sup> Floor</b></p> <p>Janet Peace, Vice President, Markets and Business Strategy, Pew Center on Global Climate Change</p> <p>Patricia Salas Pineda, Toyota Group Vice President, National Philanthropy and the Toyota USA Foundation</p> <p>Judi Greenwald, Vice President, Innovative Solutions, Pew Center on Global Climate Change</p>
<b>9:15 am – 9:45 am</b>	<p><b>Morning Keynote Address</b></p> <p>Suzanne Malec-McKenna, Commissioner, Department of the Environment, City of Chicago</p>
<b>9:45 am – 10 am</b>	<b>BREAK</b>
<b>10 am – 12 pm</b>	<p><b>Plenary Roundtable – Six Solutions: Case Studies of Energy Efficiency in U.S. Corporations – Salon III, 7<sup>th</sup> Floor</b></p> <p><i>High-level representatives from the six companies profiled as case studies in the Pew Center’s report, “From Shop Floor to Top Floor: Best Business Practices in Energy Efficiency” will discuss the background, successes, challenges, and lessons learned from their energy efficiency strategies.</i></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Kevin Butt, GM/Chief Environmental Officer, Toyota Motor Engineering &amp; Manufacturing North America</li> <li>• Jay Dietrich, Program Manager, Climate Stewardship &amp; Energy, IBM</li> <li>• Fred Moore, Global Director, Manufacturing &amp; Technology, Dow</li> <li>• Leo Raudys, Senior Director, Environmental Affairs, Best Buy</li> <li>• Rob Schasel, Director, Energy and Resource Conservation, PepsiCo</li> <li>• Paul Vitello, Director, Environmental Sustainability, UTC</li> <li>• Moderator: John Carey, Former Senior Correspondent, <i>BusinessWeek</i></li> </ul>
<b>12 pm – 2 pm</b>	<p><b>Lunch and Keynote Speakers – Salon III, 7<sup>th</sup> Floor</b></p> <p>Eileen Claussen, President, Pew Center on Global Climate Change</p> <p>John W. Rowe, Chairman and CEO, Exelon Corporation</p> <p><i>Buffet lunch will be served</i></p>

2 pm – 3:30 pm

**Plenary Panel: The Changing Paradigm: What's Next for Corporate Energy Efficiency? – Salon III, 7<sup>th</sup> Floor**

*Members of the Pew Center's project advisory committee will discuss emerging issues and other next steps in corporate energy efficiency.*

**Speakers:**

- Neal Elliott, Associate Director for Research, ACEEE
- Peter Garforth, Principal, Garforth International, LLC
- Gene Rodrigues, Director of Energy Efficiency, Southern California Edison
- Moderator: Kathleen Hogan, Deputy Assistant Secretary for Energy Efficiency, Department of Energy

3:30 pm – 4 pm

**BREAK**

4 pm – 5:30 pm

**Breakout Sessions**

Track 1: Breaking down the Barriers

Track 2: Information & Communications

Track 1

**Financial Barriers: Show me the Money! Overcoming Financial Barriers to Energy Efficiency – Salon III, 7<sup>th</sup> Floor**

*Panelists will discuss mechanisms and tools companies can put in place to overcome the relatively high first costs associated with energy efficiency investments.*

**Speakers:**

- Bruce Schlein, Corporate Sustainability, Citi
- Derek Supple, Program Director, Global Energy and Sustainability, Johnson Controls
- Marisa Uchin, Manager, Federal Government Relations, PG&E
- Daniel Usas, Global Energy Manger, Worldwide Environment, Health and Safety Department, Johnson & Johnson
- Moderator: Janet Peace, Vice President Markets and Business Strategy, Pew Center on Global Climate Change

Track 2

**Breaking Through: Gaining Senior Level Support for Energy Efficiency – Addison/Clark Room, 4<sup>th</sup> Floor**

*Panelists will discuss how facility managers and others can persuade senior executives to focus and invest in energy efficiency.*

**Speakers:**

- William Bailey, Engineering Fellow, DuPont
- Engelina Jaspers, Vice President, Environmental Sustainability, HP
- Jeffrey Nunn, Senior Manager, Enterprise Utilities Management and Conservation, Boeing
- Moderator: Christopher Russell, Principal, Energy PathFinder

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**\*5:30 – 7p.m. Join us for a Pew Center Hors d'oeuvres Reception hosted by Make an Impact (brief remarks from Libby Archell, Alcoa and Jeff Williams, Entergy).**

**Day 2**

**8 am – 9 am**

**Breakfast – 7<sup>th</sup> Floor Foyer**

**9 am – 10 am**

**Welcoming Remarks and Morning Keynote Address – Salon III, 7<sup>th</sup> Floor**

Former Senator John Warner, Virginia

Jay Golden, Assistant Professor, Arizona State University and Co-Director, Sustainability Consortium

**10 am – 10:30 am**

**BREAK**

**10:30 – 12 pm**

**Breakout Sessions**

Track 1: Breaking down the Barriers

Track 2: Information & Communications

**Track 1**

**Energy Efficiency: The Cornerstone of Corporate Sustainability – Salon III, 7<sup>th</sup> Floor**

*Panelists will explore how efficiency fits in and complements other sustainability strategies, such as purchase of renewable energy, water conservation, and use of offsets.*

**Speakers:**

- Joanne Howard, Climate Manager, Deere & Co.
- Kevin Rabinovitch, Global Director of Sustainability, Mars
- Val Jensen, Vice President, Marketing and Environmental Programs, ComEd
- Moderator: Judi Greenwald, Vice President, Innovative Solutions, Pew Center on Global Climate Change

**Track 2**

**Employee Engagement: From Shop Floor to Top Floor: Engaging Employees in Energy Efficiency – Addison/Clark Room, 4<sup>th</sup> Floor**

*Panelists will explore various employee engagement strategies undertaken by companies.*

**Speakers:**

- Libby Archell, Communications Director, Alcoa Foundation, Alcoa
- Brian Mormino, Director, Energy Policy and Environmental Compliance Audit, Cummins, Inc.
- Liba Rubenstein, Director, Global Energy Initiative, News Corporation
- Moderator: Katie Mandes, Vice President of Communications, Pew Center on Global Climate Change

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12 pm – 1:30 pm

**Lunch and Keynote Speakers – Salon III, 7<sup>th</sup> Floor**  
**"A Dialogue on Federal Energy Efficiency Policies"**

Kateri Callahan, President, Alliance to Save Energy

Kathleen Hogan, Deputy Assistant Secretary for Energy Efficiency, DOE  
 Office of Energy Efficiency and Renewable Energy

1:30 pm – 3 pm

**Breakout Sessions**

Track 1: Breaking down the Barriers

Track 2: Information & Communications

Track 1

**Partnering to Overcome Obstacles in Supply Chain Energy Efficiency**  
**– Addison/Clark Room, 4<sup>th</sup> Floor**

*Panelists will discuss partnerships and other strategies to increase energy efficiency in the supply chain.*

**Speakers:**

- William O'Rourke, Vice President, Sustainability and Environment, Health and Safety, Alcoa
- Richard Crowther, Energy Efficiency Manager, The Coca-Cola Company
- Jim Stanway, Senior Director, Global Supplier Initiatives, Wal-Mart
- Moderator: Kyle Tanger, Principal, Clear Carbon Consulting

Track 2

**Measuring, Managing and Messaging: The Challenges of Data and Decision Making – Salon III, 7<sup>th</sup> Floor**

*Panelists will discuss the challenges in compiling and tracking energy data in large corporations and the most effective ways of presenting the data to enable senior managers to make informed decisions.*

**Speakers:**

- Steven Schultz, Corporate Energy Manager, 3M
- Maribeth Malloy, Director, EH&S Strategy, Policy, and Advocacy, Lockheed Martin
- Brian Walser, Engineering Services Manager, Bank of America
- Moderator: William Prindle, Vice President, ICF International

3 pm – 3:30 pm

**BREAK**

3:30 pm – 5 pm

### Breakout Sessions

Track 1: Breaking down the Barriers

Track 2: Information & Communications

Track 1

#### **Do Customers Care? Increasing the Value of Energy Efficiency for the Consumer – Salon III, 7<sup>th</sup> Floor**

*Panelists will discuss strategies companies have used to turn the consumer on to more energy efficient products and services.*

#### **Speakers:**

- Maura Beard, Director, Strategic Communications, ENERGY STAR Commercial and Industrial Buildings, EPA
- Tom Catania, Vice President, Government Relations, Whirlpool
- Jeff Williams, Director, Climate Consulting, Entergy
- Moderator: David P. Steiner, President, Business Development, D&R International, Ltd.

Track 2

#### **Communicating Success Without Being Accused of Greenwashing – Addison/Clark Room, 4<sup>th</sup> Floor**

*Panelists will discuss how to tell the story of energy efficiency success without overstating the case or leaving themselves open to accusations of greenwashing.*

#### **Speakers:**

- Betsy Blaisdell, Environmental Stewardship, Timberland
- Kate Heiny, Sustainability Manager, Target
- Mark Newton, Director, Sustainable Business, Dell Inc.
- Moderator: Jim Tankersley, Energy/Environment Reporter, *Chicago Tribune/LA Times*

5 pm

### Conference Adjourns



Conference energy usage is being offset through 3 Degrees.

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