



VIRGINIA ENERGY EFFICIENCY COUNCIL

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# Fall 2020 Forum & Trade Show

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November 10, 2020

# Welcome

Dear Energy Efficiency Friends and Supporters,

On behalf of the VAEEC Board and Staff, we welcome you to the 2020 Virtual Fall Forum and Trade Show. Our Staff has worked diligently for months to arrange this premiere event for all of us to enjoy.

While 2020 has been a tumultuous year for all of us, it is an exciting time for the energy efficiency sector in Virginia. With the passage of the Virginia Clean Economy Act and several other energy efficiency laws, there are tremendous opportunities for this industry's growth in the Commonwealth. Strong energy efficiency goals are critical to ensuring that the transition to a 100% clean energy future is affordable and equitable.

Thank you for attending today and for bringing your expertise to our event. You, our members, have the vision, the knowledge, and the experience to help us ensure that energy efficiency is an integral part of the clean energy future in Virginia. We succeed with your involvement.

Sincerely,

*David Koogler*

David Koogler  
*VAEEC Board Chair*  
*Rappahannock Electric Co-op*

*Chelsea Harnish*

Chelsea Harnish  
*VAEEC Executive Director*



# Agenda

**12:00-12:15 PM**

**WELCOME & UPDATES**

**12:15-12:30 PM**

**EXHIBITOR SHOWCASE  
& NETWORKING**

**12:30-1:30 PM**

**ADVANCING EFFICIENCY WITH  
EMERGING TECHNOLOGIES**

**1:30-1:45 PM**

**EXHIBITOR SHOWCASE  
& NETWORKING**

**1:45-2:45 PM**

**LARGE ENERGY USERS: EFFICIENCY  
OPPORTUNITIES & CHALLENGES**

**1:45-2:45 PM**

**ENERGY EFFICIENCY IMPLEMENTATION  
IN THE TIME OF COVID-19**

**2:45-3:00 PM**

**EXHIBITOR SHOWCASE  
& NETWORKING**

**3:00-4:00 PM**

**EXPLORING THE INTERSECTION OF  
HEALTH & ENERGY EFFICIENCY**

**4:00-4:30 PM**

**NETWORKING RECEPTION**



# Navigating Hopin

**Create a Hopin Profile:** Create a profile when you [register](#) for the event, and add the event to your calendar. Update your profile at any time by accessing your account from the upper-right corner and selecting 'Profile'. You can add information about yourself and a headshot.

**Join the Event:** You can access the event 5 minutes before it starts. There are two ways to join. 1) Log into your [Hopin account](#), go to your profile dashboard, and select the event. 2) You will receive a reminder email shortly before the event starts, which will provide a direct link to the event.

**Navigating the Platform:** Once you login and join the event, you will enter the reception area. There you will find the event agenda, and overview of each event area, and additional details about the event. Similar to an in-person event, you are able to choose where you want to go and what you would like to attend.

The main event chat can be found on the right side of the screen. This is where you can comment, ask questions, and interact with other event attendees, including VAEEC staff. Be sure to keep an eye on the event chat for important event updates and announcements.

**Event Areas:** Navigate through the various areas from the left side of your screen.



Reception

**Reception Area:** This is where you will land once you join the event. Think of this as a venue's lobby. It is the information hub where you will find the event agenda to see what is currently happening and what's coming up next. There will be a "What's Happening Now" button that will navigate you to where the current action is.



Stage

**The Stage:** The Stage is akin to the main stage of a physical event. This is where we will hold the Forum's opening 'Welcome & Updates' portion of the event.



Sessions

**Sessions:** The Session area is where all four breakout sessions will take place. Speakers will offer presentations and take Q&A from the audience. Each session has its own chat where you can interact with participants and ask questions to the speakers. We ask that you **please keep you audio muted and your video turned off**. During the Q&A, you can request your audio to be turned on while you ask your question.

# Navigating Hopin



## Networking

**Networking Area:** Throughout the event, there will be dedicated breaks for attendees to network and visit the Expo Area. Enter the Networking area and you will automatically be matched with another attendee for a brief, one-on-one meeting. Each meeting will last up to three minutes, and you can leave at any time. When time is up, the meeting will end automatically. If you'd like to exchange contact information with the person you met, click the "Connect" button. If both participants click this button, Hopin will share your name and email address with the other participant. All of the contacts you make throughout the event can be found in your Hopin profile under the "Connections" tab. You also have the option to select "Unmatch" to lose the connection. Click "Ready" to be matched with a new participant, or venture to a different area.

Do note, you will be *randomly matched* with another event participant in the Networking area. To *network with a specific individual or a small group*, DM participants under the "People" tab, and invite them to a video call. If they accept, both of you will be placed into a private meeting room. As a courtesy, please make sure the other person is aware and interested in holding a video call with you before sending the invitation.



## Expo

**Expo Area:** This is where the Trade Show will take place. Enter this area to find virtual booths hosted by event exhibitors. Select a booth to gather information about the organization and to interact with a representative. Exhibitors have the ability to show presentations, live demos, or videos. Each booth will have its own chat for you to ask questions and interact with other participants.

## Tips & Tricks

- We recommend joining the event using a laptop or PC with either Chrome or Firefox.
- When an area (Stage, Session, etc.) is "live" according to the event agenda, you will see a red "LIVE" tag at the top of the page indicating where the action is at the time.
- Any announcements or pinned messages from VAEEC staff will appear in the event chat.
- Send a direct message to any attendee via DMs in the People tab.
- If you experience any issues during the event, please contact VAEEC staff through the event chatbox or by emailing [info@vaeec.org](mailto:info@vaeec.org).

Click [here](#) for additional Hopin **Tips & Tricks** and the **FAQ**.

# Sponsors

## SUPPORTER



**Nest** began with a mission to create a home that takes care of the people inside it and the world around it. Now, Nest and Google Home have joined together to give you even more help at home. Google Nest products work beautifully together to help you stay informed, feel more comfortable and safe, keep an eye on home when you're away, and be more connected to friends and family.

Nest takes energy efficiency seriously. Your thermostat controls about 50% of your home's energy bill – more than appliances, more than electronics. You often run the heat or AC when you're not even home. Or when you're asleep and don't need it. A Google Nest thermostat can help you save energy – automatically. Its features have been proven to save an average of 10% to 12% on heating and 15% on cooling in the US. That's \$145 a year, which means it pays for itself in just two years.

Visit Nest's [website](#) to learn more.

## FRIEND



Building a clean and sustainable energy future. Visit **Dominion Energy's** [website](#) to learn more.



Connecting our members and communities with safe, reliable, affordable and sustainable energy solutions. Visit **Rappahannock Electric Cooperative's** [website](#) to learn more.

## BREAKOUT

Advancing Efficiency With Emerging Technologies: [Center for Innovative Technology](#)

Large Energy Users: Efficiency Opportunities & Challenges: [Schneider Electric](#)

Exploring the Intersection of Health & Energy Efficiency: [VEIC](#)

# Exhibitors



**Community Housing Partner's** (CHP) mission is to create homes and communities that are healthy, sustainable, and affordable. CHP Energy Solutions promotes healthier, safer, more energy efficient built environments by providing energy audits, inspections, energy performance upgrades, and building science education.

Visit our [website](#) or email [Lesley.fore@chpc2.org](mailto:Lesley.fore@chpc2.org) to learn more.



**CPower Energy Management** provides consultative access to the valuable PJM demand response programs including their Energy Efficiency Rebates. Our partners around the Commonwealth have earned over \$14,000,000 in the last 3 years by monetizing their infrastructure and knowledge of their electricity assets on premises. During a difficult economic cycle, accessing these grid-friendly, renewable supporting programs to produce financial incentives is even more important and we welcome a discussion of how demand response may work around the Commonwealth.

Visit our [website](#) or email [Leigh.Ratliff@CPowerEnergyManagement.com](mailto:Leigh.Ratliff@CPowerEnergyManagement.com) to learn more.



**Rappahannock Electric Cooperative** is one of the state's largest distribution electric cooperatives and provides electric service to over 170,000 connections in parts of 22 Virginia counties. With its general office in Fredericksburg, VA, the Cooperative operates and maintains more than 17,000 miles of power lines through its service area. We are more than just an electric company. We're your neighbors, family, friends and family and are dedicated to providing safe, reliable and affordable electric service. We're connected to the communities we serve. We're concerned about the environment. We're your energy experts. We Are REC.

Visit our [website](#) or email [JBodoh@myrec.coop](mailto:JBodoh@myrec.coop) to learn more.

*Visit the Expo Area to engage with the exhibitors.*

# Exhibitors



**Virginia Energy Sense** is the Commonwealth's energy education program under the guidance of the State Corporation Commission that provides tools to educate and empower Virginians to get involved and lower the amount of electricity they use. Our mission is to work toward the goal of statewide energy reduction by helping Virginians understand their energy use, and what they can do to save energy easily and cost effectively.

Visit our [website](#) or email [Geoff@alliancegrouppltd.com](mailto:Geoff@alliancegrouppltd.com) to learn more.

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For 14 years **Viridian** has partnered to advance energy-efficient buildings and has delivered 27,884 high-performance homes, primarily under the EarthCraft certification. In 2019 alone, Viridian certified 3,221 homes in Virginia, saving families over \$1 million collectively in energy bills and eliminating over 4.5 million pounds of coal burned. These families now have access to more affordable, livable, and durable housing in a healthier community.

Viridian's Community Energy Services Division was created in 2020 to provide expanded services to homes and businesses through home energy audits, technical support, educational programming, and more.

Visit our [website](#) or email [Admin@viridian.org](mailto:Admin@viridian.org) to learn more.

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The **VAEEC** just released our latest video series, [Building the Future](#). Three videos take you behind the scenes of some of the most innovative energy efficiency projects across Virginia and spotlight the work our members are doing. Thanks to 2RW, Henrico County, and the City of Virginia Beach for collaborating on the series, and to Springstory for bringing the project to life.

We hope you will watch and share the series with your colleagues. We look forward to showing them to members, prospective members, and decision-makers as we work to expand awareness and uptake of energy efficiency in Virginia.

*Visit the Expo Area to engage with the exhibitors.*

# Sessions

## **12:00-12:15 PM**      **WELCOME & UPDATES**

Learn what the current state of energy efficiency looks like in Virginia and hear about the successes of the organization and our members during 2020.

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## **12:30-1:30 PM**      **ADVANCING EFFICIENCY WITH EMERGING TECHNOLOGIES**

New technologies are emerging daily, changing the way we live, work, drive, and use energy. Attendees will learn about up-and-coming innovations helping businesses like yours operate more efficiently. [Sponsored by the Center for Innovative Technologies \(CIT\).](#)

*Speakers: Serene Almomen (Senseware), Jesse Thornburg (Grid Fruit), Joseph Weaver (Ario), Adam Sledd (Dominion Energy Innovation Center, MODERATOR)*

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## **1:45-2:45 PM**      **LARGE ENERGY USERS: EFFICIENCY OPPORTUNITIES & CHALLENGES**

Under the VA Clean Economy Act, customers who use more than 1MW of electricity annually will be allowed to opt-out of utility energy efficiency programs only if they are delivering energy savings via their own programs. These large energy users are a diverse group of customers with varying needs when it comes to energy savings. Join this interactive session to influence the VAEEC's future work in promoting programs to meet the needs of this diverse customer class. [Sponsored by Schneider Electric.](#)

*Speakers: Chelsea Harnish (VAEEC), Ed Rightor (ACEEE)*

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## **1:45-2:45 PM**      **ENERGY EFFICIENCY IMPLEMENTATION IN THE TIME OF COVID-19**

COVID-19 has turned normal operations on their head across the world. Utilities, weatherization providers, energy auditors and more have had to change their typical procedures to keep efficiency moving forward. This session will look at what implementation and procedural changes have been made and which ones might stay in place long after the pandemic is over.

*Speakers: Michael Hubbard (Dominion Energy), Samuel Ringelberg (Schneider Electric), Kerri Walker (project:HOMES), Willie Fobbs (Dept. of Housing & Community Development, MODERATOR)*

*[Click on a speaker's name to read their professional bio.](#)*

# Sessions

**3:00-4:00 PM**

## EXPLORING THE INTERSECTION OF HEALTH & ENERGY EFFICIENCY

VAEEC Members are working hard to use energy efficiency to combat the spread of COVID-19. This session will focus on the technologies, programs, and innovations that help keep our buildings safe by improving indoor air quality. [Sponsored by VEIC.](#)

*Speakers: Jody Lesko (VEIC), Michele Mitch Peterson (Siemens), John Morrill (Arlington County), Bill Eger (City of Alexandria, MODERATOR)*

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**4:00-4:30 PM**

## NETWORKING RECEPTION

Stick around once the presentations wrap up to continue interacting with event exhibitors, sponsors, speakers, and fellow industry professionals.

- Jump into the **Expo Area** to visit exhibitors' booths. Gather information about each exhibitor's organization and interact with a representative through live demos or presentations, videos, and the chatbox.
- Head into the **Networking Area** to be *randomly* matched with another attendee for a brief, one-on-one meeting. If you'd rather network with a specific individual or small group, **DM participants** under the "People" tab and invite them to a video call. If they accept, you will be placed into a private meeting room.
- For further assistance, re-visit the [Hopin Guidance page](#) or reach out to VAEEC staff in the event chatbox.

*Click on a speaker's name to read their professional bio.*

# Speakers



**Serene Almomen, Ph.D., Co-Founder and CEO, [Senseware](#):** In building Senseware from the ground up, Serene found a niche group of building owners, engineers, GC's and energy consultants that were all at a disadvantage by not having wireless, instant access to real-time facility and site data. Today, she continues to monitor the IoT landscape for opportunities and pushes her team to stay one step ahead of the competition. Serene has received 11 patents for her work at Senseware and was named on the Forbes 50 list of women-led startups who crush tech.



**Bill Eger, Energy Manager, [City of Alexandria](#):** Bill serves as the Energy Manager for the City of Alexandria, where he leads the City's multi-disciplinary Office of Energy Management team – from planning to outreach through implementation – of Alexandria's energy efficiency, clean energy, and other related sustainability initiatives. He is a registered Professional Engineer, US Green Building Council LEED Accredited Professional, and a Certified Public Manager. Bill serves on the VAEEC Board.



**Willie Fobbs III, Associate Director of Housing, [VA Dept. of Housing & Community Development](#):** Willie is responsible for collaborating with both public and private partners to establish and implement statewide housing policy and program design focused on creating and preserving affordable housing in Virginia. With over 25 years of comprehensive experience in public administration and government operations, he is also responsible for management of agency resources for affordable housing, as well as programs focused on energy efficiency retrofits on low-income housing.



**Chelsea Harnish, Executive Director, [Virginia Energy Efficiency Council](#):** Since 2015, Chelsea oversees all VAEEC operations and strategic initiatives, including programs, policy, communications, membership, and events. With over a decade of Virginia energy policy experience, Chelsea regularly engages with decision-makers, partners, and members to advance energy efficiency policies and programs that will help grow the industry throughout Virginia.

# Speakers



**Michael Hubbard**, Manager of Energy Conservation, [Dominion Energy](#): Michael joined Dominion in 1996 and has served in a number of regulatory and customer service-related leadership roles. Since 2008, his responsibilities have included oversight of the design and implementation of new DSM programs. He served on the Governor's Operational Review Taskforce in 2010 and previously served on the Richmond Region Energy Alliance Board. Michael currently serves on the VAEEC Board working with stakeholders on key energy efficiency issues and the promotion of cost-effective DSM programs.



**Jody Lesko**, Director of Programs & Implementation, [Efficiency Vermont](#): Jody is the Director of Programs and Implementation for Efficiency Vermont, one of the energy efficiency utilities administered by VEIC. Though she started her career in healthcare, she has been leading energy efficiency program operations for commercial, industrial, and residential sectors for over 10 years. In her current role, she oversees delivery of high impact clean energy programs for Vermont. This year, she led the design and deployment of Vermont's K12 Indoor Air Quality Program in response to the COVID-19 emergency.



**Michele Mitch-Peterson**, Ingenuity Consultant, [Siemens Smart Infrastructure](#): Michele leverages her background in decarbonization, decentralization and digitalization to help clients solve challenges as opportunities through Total Energy Management. She works to ensure that energy is reliable, intelligent, sustainable, and its impact on the environment is beneficial. Michele has over 25 years of leadership experience in sales, marketing, solution design and management.



**John Morrill**, Energy Manager, [Arlington County](#): John leads a broad portfolio of work in energy management and policy, including energy efficiency and clean energy deployment for County facilities. He is heavily involved in energy program development for the community and also leads ESF 12, the emergency support function for energy in Arlington. John received a Climate Protection Award from the EPA for his work on the Arlington Initiative to Rethink Energy (AIRE) in 2018. He joined the VAEEC Board in 2014 and is currently serving as Vice-Chair.

# Speakers



**Ed Rightor**, Director of Industrial Program, [ACEEE](#): Ed develops and leads the strategic vision for the industrial sector, shapes ACEEE's research and policy agenda, and convenes stakeholders to accelerate energy efficiency and reductions of greenhouse gases (GHG). Prior to joining ACEEE, Ed held several leadership roles at Dow Chemical. Working across global industrial associations, he spearheaded a roadmap for the chemical industry on paths to reduce energy and GHG emissions.



**Samuel Ringelberg**, Project Development Manager, [Schneider Electric](#): Sam has worked on efficiency, renewable energy, and resiliency projects for the past 9 years. As an experienced engineer, Sam's projects focus on municipalities, schools, and universities that have been uniquely impacted by COVID-19. By leading site auditors and customers through a remote auditing process, Sam has experienced success in reducing everyone's exposure. Sam has also actively implemented Schneider Electric's other safety measures during installation.



**Adam Sledd**, Director, [Dominion Energy Innovation Center](#): Adam is a business and non-profit leader with almost two decades in commercial real estate, investment management, and energy program experience. He has served on the board of the USGBC National Capital Region and as an advisor to multiple technology startups. A Richmond native, Adam earned his Bachelors degree at Pitzer College in Claremont, California and his MBA at American University in Washington, D.C.



**Jesse Thornburg, Ph.D.**, CEO and Co-Founder, [Grid Fruit](#): Grid Fruit puts unused data to work for energy and maintenance savings in food stores and power grids, reducing costs with artificial intelligence while protecting food quality. Jesse was previously founder and CEO of KOPO, a solar startup doing water purification, and he has worked for two other energy startups (including selling energy to the power grid as an IPP). He has led teams in energy modeling as well as energy finance and project management in multiple countries.

# Speakers



**Kerri Walker**, Vice President, Energy Conservation Programs, [project:HOMES](#):

Since joining project:HOMES in 2006, Kerri has helped expand the owner-occupied home repair program and oversaw gut renovations of affordable homes and new construction projects in the Neighborhood Revitalization Department. The Energy Conservation team has grown over the past five years and continues to make a difference through weatherization, auditing services, solar options and utility programs throughout Central Virginia and the Peninsula region.



**Joseph Weaver**, CEO, [Ario](#): Joe has over a decade building virtual and augmented reality solutions for both the military and enterprise. He is currently the CEO of Ario where they are building a platform for spatial communication. He has a degree in Applied Physics from Christopher Newport University and working on his MBA. Our simple tools remove giant barriers and enable people to achieve

their work goals with self-assurance and pride. By designing intuitive tools for anyone, we make everything possible at work.

# VAEEC Staff & Board

## STAFF



**CHELSEA HARNISH**, Executive Director



**JESSICA GREENE**, Outreach Director



**REBECCA HUI**, Office Manager

## BOARD OF DIRECTORS

### VAEEC CHAIR

**DAVID KOOGLER**  
Rappahannock Electric Cooperative

### VICE CHAIR

**JOHN MORRILL**  
Arlington County

### TREASURER

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**ELIZABETH BEARDSLEY**  
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**BILL EGER**  
City of Alexandria

**STEPHEN EVANKO**  
Dominion Due Diligence Group

**MICHAEL HUBBARD**  
Dominion Energy

**MAGGIE KELLEY**  
Southeast Energy Efficiency Alliance

**SUSAN LARSEN**  
Columbia Gas of Virginia

**THOMAS NICHOLAS**  
City of Virginia Beach

**LEIGH ANNE RATLIFF**  
CPower Energy Management

**DAVID STEINER**  
DIRECTOR EMERITUS  
D&R International

# Members

## BUSINESS PLATINUM

Dominion Energy  
Nest  
Power Home Solar  
project:HOMES  
Sigora Solar  
Washington Gas

## BUSINESS GOLD

Antares  
Clark Nexsen  
Community Housing Partners  
D+R International  
Dominion Due Diligence Group  
Edison Energy  
Franklin Energy  
Honeywell  
Michaels Energy  
PEG  
Schneider Electric  
TRC

## BUSINESS SILVER

2RW Consultants  
Above Green  
Ameresco  
Appalachian Power  
Columbia Gas of Virginia  
CPower Energy Management  
Damuth Trane  
EnergyCap  
The Fifth Fuel  
Itron  
Johnson Controls  
Moseley Architects  
NMR Group  
Northern Virginia Electric Co-op  
Old Dominion Electric Co-op  
Rappahannock Electric Co-op

## BUSINESS SILVER (CONT.)

RRMM Architects  
Siemens  
Simpson Real Estate Services  
STV, Inc.  
Sustainable Design Consulting  
Trane  
Via Design  
Virginia Housing Alliance  
Virginia Natural Gas

## GOVERNMENT

Arlington County  
Albemarle County  
City of Charlottesville  
Chesterfield County  
City of Alexandria  
City of Norfolk  
City of Richmond  
City of Virginia Beach  
Fairfax County  
Henrico County  
James City County  
Municipal Electric Association of Virginia  
Northern Virginia Regional Commission  
Prince William County  
Town of Blacksburg  
VA Dept. of Housing & Community Development  
VA Dept. of Mines, Minerals & Energy  
VA Energy Purchasing Governmental Association  
Virginia Resource Authority

## ACADEMIC

Arlington County Public Schools  
Prince William County Public Schools

## ASSOCIATE

Association of Energy Conservation Professionals  
Association of Energy Engineers  
Birch Studios  
Dominion Energy Innovation Center  
Ecovative  
Local Energy Alliance Program  
Sierra Club (VA Chapter)  
Think Little  
U.S. Green Building Council  
VEIC  
VA Geothermal Heatpump Association  
VA PACE Authority  
Viridiant  
Weatherizers Without Borders

## PARTNER

Alliance to Save Energy  
SE Energy Efficiency Alliance  
Virginia Chamber  
VA Renewable Energy Alliance

## INDIVIDUAL

Cynthia Adams	Chris Rawlings
Allen Asbury	Stephen Shanks
Tiziana Bottino	Rodney Sobin
Kevin Chisholm	Ben Waldrup
Bill Greenleaf	Garry Whelan
Eric Lacy	
Judy Lamana	
Frank Maher	
James Mascaro	
Jason Mitchell	
Bill Nusbaum	
Lori Oliver	
William Prindle	
Saifur Rahman	

# Important Dates

**November 17, 2020**

LARGE GENERAL SERVICE  
CUSTOMER COMMENTS DUE

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**Jan. 13 - Feb. 27, 2021**

2021 VIRGINIA GENERAL  
ASSEMBLY SESSION

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**May 2021**

VAEEC SPRING FORUM

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**May 11, 2021**

EM&V COMMENTS DUE

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