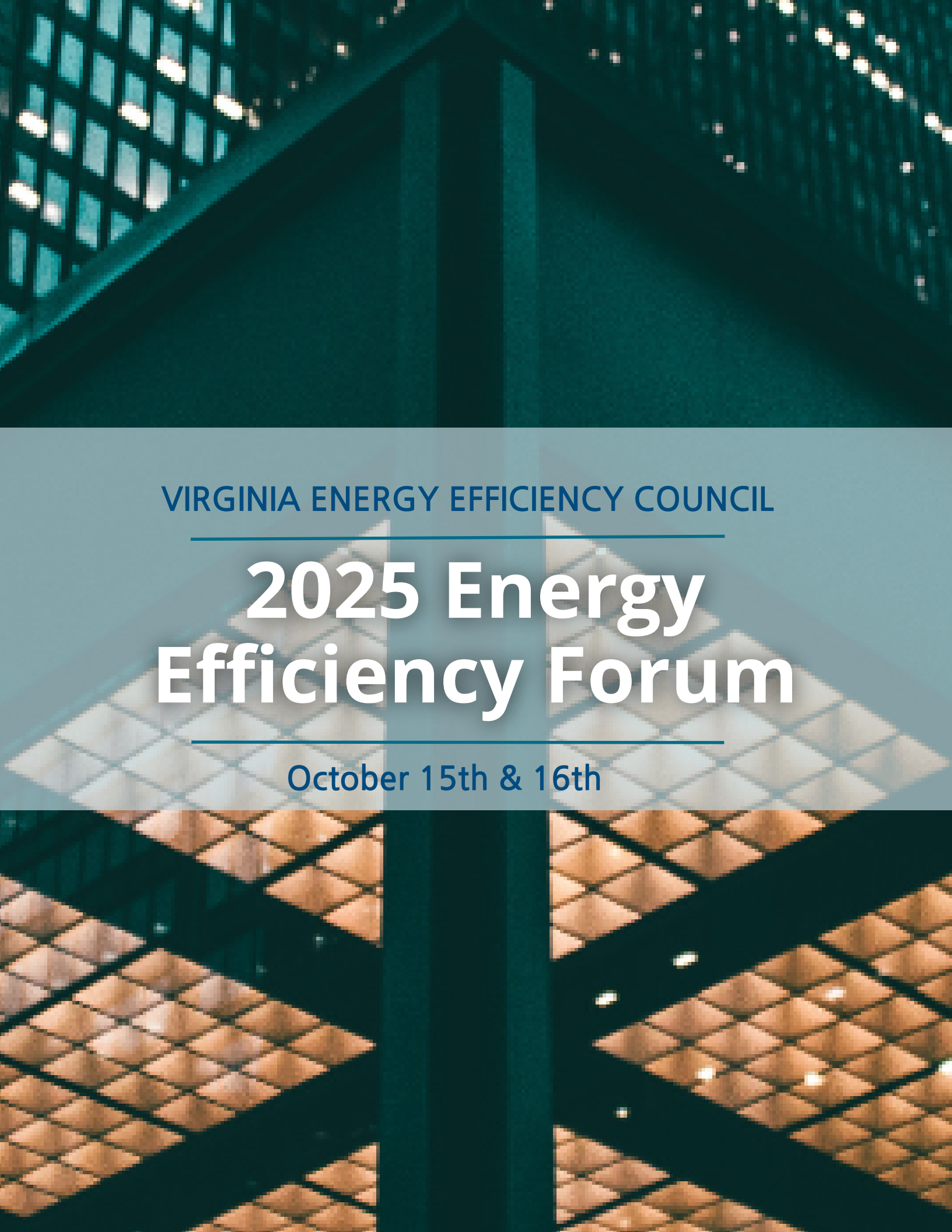




VIRGINIA ENERGY EFFICIENCY COUNCIL

2025 Energy Efficiency Forum

October 15th & 16th

Virginia Energy Efficiency Council
2025 ENERGY EFFICIENCY FORUM

Day One (Virtual): Wednesday, October 15th

1:00-1:10 PM

WELCOME & OPENING REMARKS

1:10-1:30 PM

KEYNOTE ADDRESS

*DR. REUVEN SUSSMAN, DIRECTOR OF THE BEHAVIOR, HEALTH &
HUMAN DIMENSIONS PROGRAM*

1:35-2:45 PM

BREAKOUT SESSION 1

*ENERGY EFFICIENCY
MESSAGING THAT WORKS*

*ENERGY EFFICIENCY ACROSS
VA COLLEGES*

2:45-3:00 PM

BREAK

3:05-4:15 PM

BREAKOUT SESSION 2

*TRACKING INCENTIVES FOR
ENERGY IMPROVEMENTS*

*UTILITY-LED EE IN RURAL
VIRGINIA*

4:15 PM

CLOSING REMARKS, DAY-TWO OVERVIEW

Virginia Energy Efficiency Council
2025 ENERGY EFFICIENCY FORUM

Day Two (In-Person): Thursday, October 16th

12:00-1:00 PM

REGISTRATION & LUNCH

1:00-1:10 PM

WELCOME & UPDATES

1:10-1:35 PM

KEYNOTE ADDRESS

*JUDGE KELSEY A. BAGOT, COMMISSIONER, VIRGINIA STATE
CORPORATION COMMISSION*

1:35-2:10 PM

NETWORKING BREAK

PLENARY SESSION

2:15-3:30 PM

Using Data to Drive Energy Efficiency Campaigns

3:40-4:25 PM

VIRGINIA ENERGY EFFICIENCY
LEADERSHIP AWARDS CEREMONY

4:25-4:30 PM

CLOSING REMARKS

4:30-6:00 PM

NETWORKING RECEPTION
Hors d'oeuvres and drinks provided

Sessions

OCTOBER 15TH, 1:35-2:45 PM (CONCURRENT SESSIONS)

EE Messaging That Works: Dollars, Comfort & Everyday Life

The general public has limited knowledge of energy efficiency; it is perceived as more of an abstract concept than a real-life solution. This panel will focus on naming exactly what EE can do for consumers and how to create campaigns that generate results.

Speakers: Rad Tollet, Rad Tollett LLC; Jake Barnet, ClearlyEnergy; Charles Paullin, InsideClimateNews; Bill Eger, ETHOS Sustainability (MODERATOR)

OCTOBER 15TH, 1:35-2:45 PM (CONCURRENT SESSIONS)

EE on Campus: Innovation Across Virginia Colleges

Universities are a unique testing ground for energy efficiency and clean energy solutions. This panel will explore how Virginia's top colleges are pushing the envelope on energy efficiency through facilities upgrades, student engagement, research, and cross-sector partnerships.

Speakers: Jesse Warren, University of Virginia; Nam Nguyen, Virginia Tech; Greg Farley, George Mason University; McKenna Dunbar, The Grid Foundry (MODERATOR)

OCTOBER 15TH, 3:05-4:15 PM (CONCURRENT SESSIONS)

Tracking Incentives for Energy Improvements

Navigating tax credits, rebates, and utility energy efficiency programs is a difficult task even for professionals, and often is a barrier between consumers and bill savings. This panel will explore tools and tricks to help connect renters, homeowners, and contractors with the right incentives for them.

Speakers: Jessica Greene, Virginia Energy; Maya Dhavale, Fairfax County OEEC; Noah Goldmann, Rewiring America; Rebecca Hui, VAEEC (MODERATOR)



Sessions

OCTOBER 15TH, 3:05-4:15 PM (CONCURRENT SESSIONS)

Utility-Led EE in Rural Virginia: How Co-Ops Are Making It Work

This session will explore how electric cooperatives and municipal utilities are creating and expanding energy efficiency programs to serve rural communities. We'll discuss what's working, where challenges remain, and how these efforts can be supported and scaled.

Speakers: Kris Sieber, Rappahannock Electric Cooperative; Erin Puryear, Old Dominion Electric Cooperative, Aubrey Myers, Pittsylvania County Community Action; Elena Vera, ICF (MODERATOR)

OCTOBER 16TH, 1:45-3:15 PM (PLENARY SESSION)

Using Data to Drive EE Campaigns

Behind every effective energy efficiency initiative is good data. This panel will explore how polling, focus groups, and message testing are conducted, and how these insights can be applied to inform decision makers and program design. Panelists will walk through the process of data collection, highlight what to watch for in methodology, and share examples of how data has shaped outreach, technology adoption, and new program opportunities.

Speakers: Sapna Gheewala Dowla, Alliance to Save Energy; Emma Kirby, Potential Energy Coalition; Jacqui Bauer, Community Climate Collaborative (C3); Katie VanLangen, Local Energy Alliance Program (MODERATOR)



2025 Awards

VIRGINIA ENERGY EFFICIENCY LEADERSHIP AWARDS

2025 is the tenth year in which the VAEEC has honored individuals, organizations, and companies for their energy efficiency achievements. Launched in 2016 at the recommendation of Governor McAuliffe's Executive Committee on Energy Efficiency, the awards showcase how energy efficiency champions across the Commonwealth are helping businesses, governments, homeowners, and schools save money on energy bills, reduce energy consumption, and stimulate job growth and our economy.



SELECTION PROCESS

The 2025 awards were made possible by members of our Education & Events Committee, who scored all of the nominations. The Committee is composed of VAEEC members who are energy experts from different sectors working across the Commonwealth.

Each application was scored using the same criteria. The main considerations were the impact/potential impact of the nominee's efforts on *reducing overall energy use* within their sector, and their *ability to go "above and beyond"* in the name of efficiency.

Thank you, Education & Events Committee!

Congratulations to all of the 2025 VEEL Awards winners. Learn about winning projects from previous years on our past winners page!

2025 Award Winners

ACADEMIC CATEGORY

11 Lab Buildings Fume Hood Optimization Project

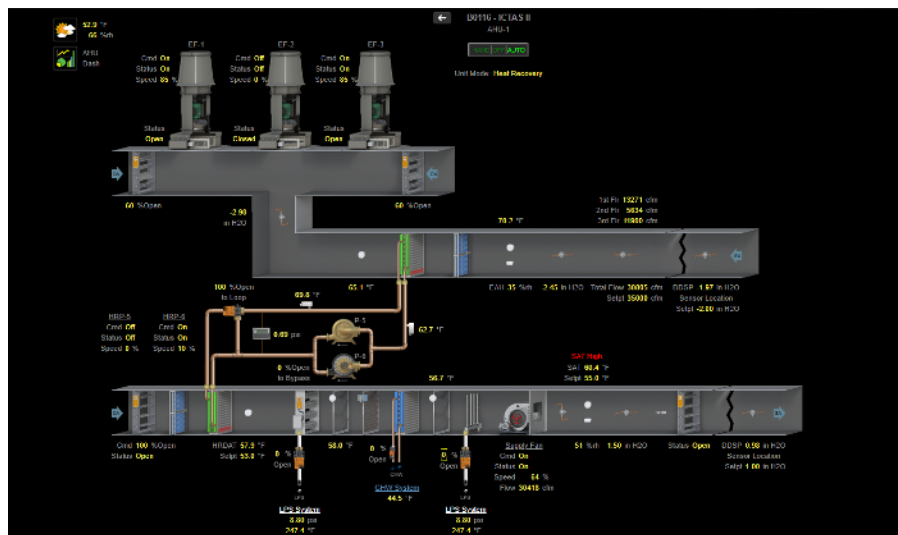
Presented to Virginia Tech, & CMTA

Virginia Tech conducted a campus-wide study to assess the safety, performance, and energy efficiency of laboratory fume hoods across multiple research buildings. The study identified 11 high-priority buildings for optimization and partnered with CMTA to perform detailed testing, recalibration, and full retro-commissioning of lab and mechanical systems.

Key actions included using the Siemens Building Automation System for diagnostics, performing hydronic and airflow testing, recalibrating fume hood monitors, and holding weekly collaborative meetings to promptly resolve identified issues. Each building received a detailed issue list and a systems manual executive summary following ASHRAE Guideline 1.4–2019.

The project is expected to achieve over \$250,000 in energy savings with a 4-year simple payback, while improving safety, thermal comfort, and operational reliability. Benefits include verified fume hood performance, resolved system issues, optimized ventilation, and actionable plans for future improvements.

Overall, the initiative supports Virginia Tech's Climate Action Commitment by reducing energy use and providing a replicable model for other campus and peer institution laboratories.



2025 Award Winners

GOVERNMENT CATEGORY

Spring Hill Recreation Center Energy Efficiency Project

Presented to Fairfax County & CMTA

Spring Hill Recreation Center (SHRC) in Fairfax County, Virginia, underwent a major energy efficiency retrofit through a partnership between OEEC, FCPA, and CMTA to support the County's Operational Energy Strategy, which targets a 25% energy reduction by 2030 and carbon neutrality by 2040. SHRC was prioritized due to high energy use, aging mechanical systems, and the potential impact of upgrades.

The project replaced or upgraded end-of-life equipment, including the chiller, boilers, cooling towers, air handlers, and pool dehumidification units. The team implemented a suite of Energy Conservation Measures (ECMs), including LED lighting retrofits, BAS upgrades, a geothermal HVAC system, and pool waste heat recovery. Funding was achieved through County ARPA funds and the IRA Tax Credit.

Post-upgrade, SHRC is projected to reduce annual energy use by 37–46% (FY25 actual: 6,348,974 kBTU saved), cut carbon emissions by 530 MT CO₂e, and improve indoor environmental quality, including temperature consistency, air quality, and lighting. A rooftop solar array generates 366,030 kWh, further lowering energy consumption and emissions. The building's Energy Use Intensity (EUI) dropped from 215.50 to 114.41, demonstrating a significant step toward Fairfax County's climate and energy goals.

The retrofit benefits thousands of residents and provides a replicable model for future county energy projects.



Sponsors

PLATINUM

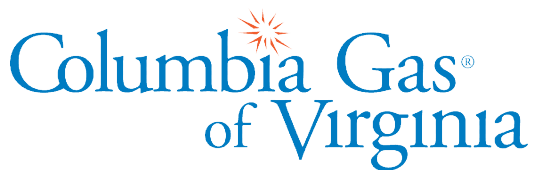


**Dominion
Energy®**

Dominion Energy's energy efficiency programs can help you explore ways to reduce your energy usage at home and work. The Dominion Energy Efficiency Products program has discounted over 5 million LED bulbs, and in 2020 discounted over 19,000 appliances. The

Home Energy Assessment program reached over 2,700 participants, and the low income weatherization programs reached over 3,200 homes. Dominion launched a variety of new programs this year to provide customers with more energy-saving opportunities.

LEADER



A NiSource Company

Columbia Gas is one of Virginia's leading energy companies, with a team of over 500 employees dedicated to serving communities across the state. Headquartered in Chester, the company provides reliable natural gas service to residential, commercial,

and industrial customers in 98 communities, covering 65% of Virginia. As one of six energy delivery companies under NiSource Inc. they are part of a network that delivers essential natural gas and electric services to nearly 4 million customers, committed to meeting the energy needs of its communities every day.

Sponsors

PARTNER



TRC Companies is a leading national provider of advanced energy services. They deliver across-the-meter management through energy efficiency, demand response, and distributed energy services. TRC partners with utilities, agencies, and businesses to make energy visions actionable, through solutions that surpass regulatory and operational goals while influencing the next energy frontier. TRC has over 50 years of experience delivering efficient and resilient energy systems, and they annually help their customers achieve over three billion kWh of energy savings.



ENERGY
SOLUTIONS

Community Housing Partners' (CHP) Energy Solutions division promotes healthy, safe, more energy-efficient built environments through energy audits, inspections, energy performance upgrades, and building science education across the Southeast and Mid-Atlantic. CHP Weatherization helps low-income individuals and families reduce energy burdens by improving the energy efficiency and health of their homes using the federal Weatherization Assistance Program and other funding sources. CHP also partners with electric and gas utilities across the state to administer energy efficiency programs that reduce energy burdens and increase comfort, health, and safety for their income-qualifying residential customers. The Research and Training Center extends the knowledge and skills of the Energy Solutions team to weatherization and energy efficiency professionals across the country.



Washington
Gas
A WGL Company

Washington Gas provides safe, reliable natural gas service to more than 1.2 million customers in the District of Columbia, Maryland and Virginia. The company has been providing energy to residential, commercial and industrial customers for 175 years. Natural gas is the fuel of choice for more than nine out of 10 new home buyers in the D.C. metro area.

ADVOCATE



MichaelsEnergy



SUPPORTER



An AEP Company



Keynotes



Dr. Reuven Sussman, *Director of the Behavior, Health & Human Dimensions Program, ACEEE*

Dr. Sussman directs research on energy efficiency behavior change and health programs. He directs BEAR Hub (Behavior, Energy, Action and Research), co-chairs the BECC conference (Behavior, Energy and Climate Change) and has authored academic papers and book chapters on the psychology of climate change, behavioral interventions to encourage energy efficiency, and the psychological determinants of pro-environmental behavior. Dr. Sussman

has been an advisor for organizations, including the G20, that implement energy efficiency behavior change programs, and has testified before the California legislature and the National Academies of Sciences, Engineering and Medicine. He has also served as an expert reviewer for academic journals and large-scale government grant opportunities. Dr. Sussman is an adjunct professor and member of the Faculty of Graduate Studies at the University of Victoria (Canada) and sits on the editorial board of the Journal of Environmental Psychology and Journal of Social Psychology. Dr. Sussman earned a doctor of science in social and environmental psychology from the University of Victoria.



Judge Kelsey A. Bagot, *Commissioner, Virginia State Corporation Commission*

Judge Bagot is serving her first term at the Virginia State Corporation Commission after her election by the General Assembly in 2024.

Prior to being elected to the Commission, Judge Bagot was a Senior Attorney at NextEra Energy, Inc. Previously she served as Legal Advisor to Commissioner Mark C. Christie at the Federal Energy Regulatory Commission. Judge Christie served on the SCC for almost 17 years before joining FERC.

Judge Bagot also served as a trial attorney at FERC as well as an associate at Troutman Sanders LLP and Van Ness Feldman LLP in Washington, D.C. Judge Bagot earned her Bachelor's Degree from American University and her Juris Doctor from Harvard Law School.

Speakers

Jake Barnett, Energy and Climate Analyst, [ClearlyEnergy](#)



Jake supports ClearlyEnergy's residential and commercial policy work, contributing to initiatives such as Remotely, the Vermont Home Energy Profile, BEAM, and Building Optimizer. He previously held roles in energy and policy with the Sierra Club, Blue Conduit, and FLIPP Inc. Jake earned a BA in Environmental Studies from the University of Richmond, a graduate certificate in Clean Energy Finance from Yale, and is pursuing an MS in Energy Policy and Climate at Johns Hopkins. He also holds BPI and ASHRAE certifications in building science and zero-energy design..

Jacqui Bauer, Climate Services Manager, [Community Climate Collaborative](#):



Jacqui has over 25 years of experience in local sustainability. She was Bloomington, Indiana's first sustainability coordinator, leading community-wide efforts in energy efficiency, waste reduction, transportation, and renewable energy. She also held leadership roles with the Urban Sustainability Directors Network and later co-founded RentLab, a startup promoting sustainability and affordability in rental housing. Earlier in her career, she served as assistant director of the Ostrom Workshop at Indiana University and as state director of the Indiana Rural Community Assistance Program. Jacqui holds master's degrees in Public Policy and Environmental Science from Indiana University's O'Neill School and a bachelor's degree in Japanese Language from the University of Michigan.

Maya Dhavale, Senior Community Specialist, Office of Environmental and Energy Coordination, Fairfax County:



Maya Dhavale is a Senior Community Specialist at Fairfax County's Office of Environmental and Energy Coordination. At OEEC, Maya focuses on climate change issues, specifically working to plan and implement the county's Countywide Energy and Climate Action Plan (CECAP). An urban planner, Maya has over twenty years of experience in environmental planning, community engagement, and program development and implementation.

McKenna Dunbar, Owner/Principle, [The Grid Foundry](#):



McKenna Dunbar is a steadfast advocate for equitable clean energy transitions in frontline and rural communities, with a focus on the intricate intersections of environmental justice, green workforce development, and net-zero building policy initiatives. Dunbar's distinguished accomplishments include being a 2023 Aspen Institute Future Leader, 2022 Truman Scholarship Finalist, 2022 ACEEE's Linda Latham Scholar, 2022 BECC Fellow, 2022 Greenbuild Host Committee Scholar, 2022 LinkedIn Top Voice in Social Impact, 2022 EPA Environmental Justice Video Challenge Winner, and 2021 Udall Scholar, among numerous other prestigious accolades.

Speakers



Sapna Gheewala Dowla, Associate Vice President of Policy and Research, ASE:

Sapna Gheewala-Dowla joined the Alliance to Save Energy in June 2023. Sapna helps to lead the development, execution, and evaluation of the Alliance's policy work, including managing members of the policy team, conducting analysis and advocacy, and working closely with associate members, external stakeholders, and others to effectively achieve the organization's policy objectives. She forwards the organization's work by cultivating relationships with key congressional committees and staff. She also leads and manages issues related to the built environment, including managing the organization's Building Policy Committee and supporting the Responsible Energy Codes Alliance (RECA).



Bill Eger, Founder, ETHOS Sustainability

In 2024, Bill Eger founded Ethos Sustainability, a consulting firm providing strategic support to help clients achieve their energy, sustainability, and resiliency goals. He brings deep experience from previous roles, including Chief Climate Policy and Coordination Officer for Arlington County and Energy Manager for the City of Alexandria. Bill holds multiple professional certifications, including Professional Engineer, Certified Energy Manager, and LEED Accredited Professional. He also serves as Secretary on the VAEEC Board of Directors.



Greg Farley, Director of University Sustainability for, George Mason University:

Greg Farley is Director of University Sustainability for George Mason University in Fairfax, VA. He has held similar positions at Washington College (Chestertown, MD) and at Chesapeake College (Wye Mills, MD), where he was also an award-winning instructor and director of the Chesapeake College Center for Leadership in Environmental Education. His career in sustainability began as a visiting scholar at the Sustainable Living Institute of Maui (SLIM), part of the University of Hawai'i Maui College, where he also co-edited a book, "Thinking Like an Island," with SLIM Director Jennifer Chirico. A biologist by training, he holds degrees from Duke University and Florida State University.



Jessica Greene, Energy Outreach Coordinator, Virginia Department of Energy:

Jessica serves as the Energy Outreach Coordinator at the Virginia Department of Energy, the state agency guiding the Commonwealth toward a reliable and responsible energy future. In this role, she leads Virginia Energy Connect, the agency's central platform for connecting Virginians to federal, state, and local energy incentives. Jessica brings over a decade of experience in the environmental field, with a background spanning energy policy, strategic communications, event management, and stakeholder engagement.

Speakers



Rebecca Hui, Director of Research & Strategic Partnerships, VAEEC:

Rebecca works at the intersection of the VAEEC's membership, policy, technology, and internal management activities. She serves as the subject matter expert on federal funding updates with multiple coalitions, the staff liaison on the membership and technology committees, as well as writing or polishing all grant proposals and reports. A self-professed “finder of things”, she is the organization's source for information from SCC case numbers and proposed bill language to speaker recommendations and data center reports. When she's not tracking down what's next in EE, Rebecca enjoys time with her family and friends, and writing short stories.



Emma Kirby: Senior Analyst of Strategy and Analytics, Potential Energy Coalition

Emma leads qualitative and quantitative research to understand how diverse audiences perceive clean energy and climate solutions, and communicates these findings to the climate community. Prior to joining Potential Energy, Emma worked in the tech sector at Cisco as a business analyst in the Office of the CEO, where she supported new strategic initiatives. Emma holds a degree in Applied Mathematics from Auburn University and brings a strong foundation in data analytics to the team. Motivated by the belief that climate progress must be inclusive and locally resonant, Emma is dedicated to expanding the climate movement by meeting communities where they are.



Aubrey Myers, Quality Control Inspector, Pittsylvania County Community Action:

Aubrey Myers is a U.S. Army veteran and Quality Control Inspector for Pittsylvania County Community Action in Chatham, VA, where he also manages utility programs with ODEC, Dominion Energy, and AEP. With 15 years in the Weatherization Assistance Program, he specializes in energy audits, inspections, and building science. Aubrey holds BPI Energy Auditor and QCI certifications, as well as a Virginia DPOR Residential Energy Analyst License. In 2020, he joined the NREL EA/QCI Scheme Committee to help develop national certification exams.



Nam Nguyen, Assistant Vice President of Energy and Utilities, Virginia Tech:

Nam Nguyen, Executive Director of Energy and Utilities, oversees the university's utility production, delivery, and energy management, driving efficiency, sustainability, and cost control across campus operations. He leads utility managers in daily operations and strategic planning, including the Utilities Master Plan, which supports the university's Climate Action Commitment and Campus Master Plan. Nam also fosters strong communication and collaboration with Facilities Operations, Capital Construction, and Environmental Health and Safety teams. Nam also serves on the VAEEC Board of Directors

Speakers



Charles Paullin, Journalist, [InsideClimateNews](#)

Charlie is a seasoned journalist focusing on energy and environment issues in Virginia and the broader mid-Atlantic. He is passionate about hearing people's stories, tying them with current events, and sharing them with others in an understandable way to enlighten their world and document what's really happening.



Erin Puryear, Manager, Member Services & Energy Innovation Planning, ODEC

For over 35 years, Erin has worked in the electric utility industry in a number of different capacities including rates, regulatory, retail electricity, energy marketing / trading, and member services. As the Manager of Member Services & Energy Innovation Planning at Old Dominion Electric Cooperative, her responsibilities include member cooperative communications, the development and coordination of energy efficiency and demand response programs, strategic electrification initiatives, particularly transportation electrification, and load research activities for ODEC's 11 member-owner distribution cooperatives. She serves as the Board Treasurer for Virginia Clean Cities, a longstanding member of the G&T Managers' DER Subcommittee, and NRECA's DER Membership Advisory Group.



Kris Sieber, Managing Director of Member Services, REC:

Kris brings 30 years of experience in the electric industry, including the past 17 at REC, where she served as director of member services. Before joining REC, Kris worked as the director of major gift contributions at the United Way of Richmond, as a design technician in the engineering department at Northern Neck Electric Cooperative and in various engineering, marketing and customer-service roles at Dominion Virginia Power. Kris earned a bachelor of science in business administration from Old Dominion University and a master of business administration from Virginia Commonwealth University. An active volunteer in her community, Kris serves on the United Way Leadership Team and as chairman of the Fredericksburg SPCA board. She's also a mentor for Leadership Fredericksburg.

Speakers

Rad Tollet, Principall/Owner, Rad Tollet LLC



Rad Tollett has over 25 years of experience developing compelling strategies for brands that manifest in messaging, media, UX, product, customer acquisition, and CRM. A person who thrives on challenges, he enjoys bringing clarity to complex business problems and inspiring creative teams in pursuit of compelling solutions.

Prior to starting his own practice ten years ago, Rad had the good fortune of working for some of the world's most renowned advertising agencies, including TBWA\Chiat\Day, BBDO, AKQA, and the Martin Agency. His strategic work has influenced the marketing and advertising efforts of prominent clients, including Dominion Energy, Delta Air Lines, GEICO, Google, Southwest Airlines, AT&T, ESPN, NASA, DC Metro, PenFed, and the Grammy Awards.

Elena Vera, Director of Residential and Commercial & Industrial Programs



Elena leads a portfolio of energy efficiency programs across the Mid-Atlantic region. With over a decade of experience in utility program design and implementation, she oversees strategy, regulatory engagement, and performance forecasting for eleven programs, driving cost-effective solutions that meet state DSM goals. Elena is passionate about scaling energy efficiency in underserved communities and has led

cross-functional teams to deliver innovative programs-including smart home initiatives and behavioral energy savings campaigns.

Jesse Warren , PE, CEM, Associate Director of Sustainability, University of Virginia:



Jesse is responsible for the University's electric demand response and sustainable building programs. He leads the Building Efficiency Program and a team of energy engineers who identify and implement energy efficiency and retro-commissioning projects across Grounds. Previously, Jesse worked as a consultant doing energy conservation, HVAC design, energy modeling, and LEED project coordination. He has

a Bachelor of Science in mechanical engineering from Virginia Tech and he is a licensed mechanical engineer in the state of Virginia. He is a proud father of three and a rain or shine two-wheeled commuter.

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Earth Right Mid-Atlantic
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Michaels Energy
Optimum Performance Solutions
PEG
Quick AC Quote
Schneider Electric
Siemens
TRC Companies

BUSINESS SILVER

Appalachian Power Company
Clark Nexsen
CMTA
Columbia Gas of Virginia
Damuth Trane
Ecovative
Everblue
EHCommercial
The Fifth Fuel
Moseley Architects
Northern Virginia Electric Co-op
Old Dominion Electric Co-op

BUSINESS SILVER (continued)

Rappahannock Electric Co-op
Sustainable Design Consulting
Trane
VIA Design
Virtue Solar

GOVERNMENT

Arlington County
City of Charlottesville
Chesterfield County
City of Alexandria
City of Fairfax
City of Newport News
City of Norfolk
City of Richmond
City of Virginia Beach
Fairfax County
Henrico County
James City County
Municipal Electric Association of Virginia
National Renewable Energy Laboratory
Northern Virginia Regional Commission
Prince William County
Town of Blacksburg
VA Dept. of Housing & Community Development
Virginia Energy

ACADEMIC

George Mason University
Prince William County Public Schools
Roanoke City Public Schools
VCU Institute for Sustainable Energy and Environment
Virginia Tech

ASSOCIATE

Association of Energy Conservation Professionals
AnnDyl Policy Group
Birch Studios
Dominion Energy Innovation Center
FLIPP, Inc
Local Energy Alliance Program
Project BLACC
Sierra Club (VA Chapter)
Tran Energy Services
The Grid Foundry
U.S. Green Building Council
VEIC
VA PACE Authority
Viridiant
Weatherizers Without Borders

PARTNER

Alliance to Save Energy
American Council for an Energy Efficient Economy
Building Performance Association
National Association of Energy Service Companies
SE Energy Efficiency Alliance
Virginia Chamber
VA Alliance for Clean Energy

