

Panel Session - 18 National Energy Services Conference

Topic Area: Program Design and Implementation

Title: Delivering Whole-Building Performance:
Benchmarking, Comprehensive Measures, and Portfolio Management

Panel Leader: Mr. Tracy S. Narel
Manager, Commercial and Industrial Utility Partnerships
ENERGY STAR -- U.S. Environmental Protection Agency

The objective of this panel is to provide timely information on new developments in how service providers and utilities are using EPA – ENERGY STAR tools and resources and emerging approaches for leveraging those resources.

The rubber has met the road and service providers and utilities are delivering improved whole-building energy performance to their customers. This panel features three of the newest efforts in this area: benchmarking, commercial real estate efficiency, and PG&E's "More Than a Million" initiative. Through their partnership with the ENERGY STAR program of the U.S. Environmental Protection Agency (EPA), service providers and utilities are using tools and resources to deliver better energy performance to businesses and organizations in all sectors and of all sizes. The foundation of this work is the use of the EPA energy performance rating system, which is being delivered into the market through a number of unique channels. This session will cover the latest approaches for leveraging EPA's ENERGY STAR resources in service and program delivery.

Topics for the panel have been selected because of their relevance in today's energy efficiency environment. This panel will speak to the growing national interest in clean energy, energy efficiency and climate change. Delivering whole building energy performance to the C&I sector addresses each of these concerns. More and more organizations around the country are using ENERGY STAR tools and resources to assist in delivering whole building performance. This panel features three of the newest and innovative efforts in this area, and will be very timely.

Moderator: Tracy Narel will provide a brief summary on updates to the EPA energy performance rating system, including the availability of the new retail space type. Tracy Narel is the Manager of Commercial & Industrial Utility Partnerships in the ENERGY STAR program at US EPA. He is responsible for working with utilities on a suite of opportunities to leverage the national ENERGY STAR platform in their energy efficiency programs. During his 15 years at EPA, Mr. Narel has led several domestic and international efforts to increase the pace of investment in energy efficiency.

The first panel topic will be: "Benchmarking A Thousand Facilities? No Problem!" The discussion will be led by Adam Marks of Nexus. Adam Marks is a Product Manager with Nexus Energy Software, a wholly-owned subsidiary of ESCO Technologies Inc. Adam is responsible for the development of new features and functionality for ENERGYprism products – Nexus' suite of customer-facing energy management applications. He is primarily focused on software applications for use by commercial customers, as well as applications that leverage advanced metering infrastructure (AMI). He works closely with project managers, account managers, and utility representatives to identify features of value to the marketplace and to add them to the product line.

The second panel topic will be: “Xcel Energy (MN): Commercial Real Estate Efficiency.” Mark Jewell of RealWinWin will lead this discussion. Mark Jewell, founder and President of RealWinWin, Inc., has spent over 20 years in commercial real estate and almost 15 years in energy efficiency. Prior to RealWinWin's inception, Mark was founder and President of EEFG, an energy-efficiency consulting firm that designed energy-saving improvements for more than 350 buildings. Mark also worked closely with the US EPA to help create and promote the ENERGY STAR Buildings Program for Commercial Real Estate, a voluntary pollution-prevention initiative that has been embraced by more than 2 billion square feet of income-producing office buildings.

The third and final panel topic will be: “PG&E: “More Than a Million” Initiative.” Keith Forsman of PG&E will lead this discussion. Keith Forsman is a Senior Program Manager in the Customer Energy Efficiency Department at PG&E. Keith's current responsibilities include managing a \$7.5 million program of customer rebates and professional services for retro commissioning incentives in commercial, industrial and food processing facilities throughout PG&E's service territory. Another area of responsibility is delivering PG&E's automated upload of billing, usage and space data to the EPA's ENERGY STAR Portfolio Manager benchmarking service for its customers.s