

Presenters and Panelists

Lin Alder

Energy Solutions

Lin Alder is a relative newcomer to the electric utility world with two years' experience as the Commercial Program Manager for Rocky Mountain Power's Customer Solutions group. But he's not a newbie in the energy world thanks to a decade-long career. After graduating from Utah State University with an Environmental Studies degree and spending a decade traveling the world as an outdoor adventure photographer, Lin began his energy career in commercial wind power development with Wasatch Wind, Combined Heat & Power facilitation for the DOE's Intermountain Clean Energy Application Center, energy engineering business development for ETC Group and opening McKinstry's Utah office before landing at Rocky Mountain Power.

Lin is an devoted fan of muscle powered outdoor recreation—trail running, backcountry skiing, river rafting—and loves sharing these passions especially in the Colorado Plateau's redrock country with his wife, 3 year old son, friends and family.

Josh Bachman

Cascade Energy

Josh Bachman is the Director of Customer Engagement at Cascade Energy. Cascade's focus is industrial and ag sector energy efficiency. Josh's career at Cascade began 2000 as engineer performing energy studies at industrial facilities. In 2009 he played a central role in designing and delivering the Bonneville Power Administration (BPA) Energy Smart Industrial (ESI) program that is provided to over 100 public utilities across the Pacific Northwest. Josh is responsible for sales at Cascade in his current role. He lives in Portland, Oregon with his wife Jen and two kids, Kelsey and Trevor. Josh is a registered Professional Engineer in Oregon and has a degree in mechanical engineering from Oregon State University.

Donna Beaman

Xcel Energy

Donna Beaman has been the Manager of Energy Efficiency Marketing with Xcel Energy since May of 2016. During her career Donna has worked for four different gas & electric utilities in several different states. Her energy business experience ranges from Key Accounts Representative to Customer Service Office management to Generating Station leadership to, of course, all things Energy Efficiency. Donna also owned a Business Coaching firm where she taught business owners how to work fewer hours and bring home a lot more money. She has an electrical engineering under grad degree from Purdue University, Go Boilermakers! and an MBA from Indiana Wesleyan University.

Steve Bean

PNM Resources

Steve joined PNM in 1984 and has held a variety of positions in the customer service, marketing, energy services and regulatory areas. His experience at PNM includes passive solar design, commercial energy auditing, key account management, rate design and energy efficiency and load management program implementation. He currently is the Manager of Energy Efficiency Design where he has responsibility of research and design of programs, regulatory filings, program reporting and evaluation. Steve has a degree in Mechanical Engineering from the University of Colorado, Boulder.

Steve Casey

PNM Resources

Steve has been in the utility business over 40 years. He began his career in the business joining Public Service Company of New Mexico (PNM) in 1977. Twenty-seven years of his thirty-two year career at PNM were devoted to working with residential and commercial customers, contractors, and builders on

energy efficient applications, including assistance with energy efficient designs and energy management systems. He received training through numerous university, utility and professional organization courses and seminars on design and application of energy management, HVAC, natural gas and electric technologies, and both passive and active solar energy systems. He joined New Mexico Gas Company on January 30, 2009, as Manager, Energy Efficiency Programs, and was appointed to the New Mexico Energy Efficiency Evaluation Committee by the New Mexico Public Regulation Commission (NMPRC) on March 12, 2009. Steve's duties include development and cost effectiveness of the overall program portfolio for residential, commercial, multi-family and low-income programs, oversight of third party administrators, and marketing. He has the primary responsibility of the regulatory process for meeting program requirements, filing of applications, hearings, key witness testimony, and Annual Reports before the NMPRC.

Steve continues to gain experience in the energy and energy efficiency field through membership and participation with the Weatherization Assistance Program Policy Advisory Council, the Consortium for Energy Efficiency Gas Portfolio Managers Working Group, the Albuquerque Public Schools Water & Energy Conservation Committee, the New Mexico Energy Department's Energy Efficiency Working Group, the Western Energy Institute Energy Efficiency Group, and the Association of Energy Services Professionals.

Ron Darnell

PNM Resources

Ron Darnell is Senior Vice President for Public Policy for PNM Resources. He is responsible for regulatory administration and government affairs, corporate communications, community relations and stakeholder engagement. Ron has been with the company since 2008.

Ron joined PNM from Colorado's Xcel Energy, where he was Director of Regulatory Administration South in the company's Governmental and Regulatory Affairs Department. While at Xcel his responsibilities included management of cost allocation studies and the

design of rates and charges for various wholesale and retail utility services. He was also responsible for overseeing retail regulatory affairs for Public Service Company of Colorado including tariff and contract administration, franchise and service territory administration, and case management.

Howard Geller

Southwest Energy Efficiency Project

Howard Geller is the Executive Director and Founder of the Southwest Energy Efficiency Project (SWEEP), a public interest organization operating in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming. Dr. Geller is the former Executive Director of the American Council for an Energy-Efficient Economy (ACEEE) based in Washington, D.C. He has advised and provided technical assistance to numerous utilities, governmental organizations, and international agencies, and he is author or co-author of four books. Dr. Geller holds a Master's degree in Mechanical Engineering from Princeton University and a PhD in Energy Policy from the University of Sao Paulo in Brazil.

Hob Issa

Lincus

With over 28 years of experience in mechanical engineering, project development, project management, and marketing, Hob is highly proficient in business solution development, including financial analysis and management of integrated energy and mechanical construction/retrofit projects. Hob's skills also include in-depth project management and negotiation, providing customers hands-on assistance in addressing energy issues related to operations, productivity, capital improvement, and design-build construction matters.

He currently serves as the Vice President for Lincus, Inc and has a Bachelor of Science degree in Mechanical Engineering from California State Polytechnic University (1990), and an MBA from the University of La Verne (1998). Hob is also a registered PE, and a certified CEC Energy Auditor.

Neil Kolwey*SWEEP*

Neil Kolwey is the Industrial Program Director at the Southwest Energy Efficiency Project (SWEEP), where he leads programs to advance energy efficiency in the industrial sector. Neil promotes best practices in utility energy efficiency programs for industrial customers throughout the region. Neil also manages the Colorado Industrial Energy Challenge, a voluntary program encouraging industrial facilities in Colorado to set 5-year energy efficiency goals and providing quarterly networking meetings to share best practices.

Before joining SWEEP, Neil worked for E Source for 9 years, focusing on greenhouse gas (GHG) consulting and writing reports on utility programs for large customers, climate change business strategies, and other topics. In 1999-2000, Neil won a Fulbright grant to study in Sweden and earned an MS in Environmental Management and Policy from Lund University. Neil has a BS in mechanical engineering from the University of Iowa and is a Certified Energy Manager and a registered Professional Engineer in the state of Colorado.

Luther Kopf*Energy Solutions*

Luther Kopf is a Director of Energy Efficiency Programs at Energy Solutions. He has designed and implemented upstream programs since 2004, pioneering upstream principals including outreach techniques, measure analysis, and a custom software platform that supports upstream programs.

Most recently, Mr. Kopf has overseen the Duke Energy, Energize Connecticut, and Eversource New Hampshire distributor rebate programs. Mr. Kopf has extensive experience in mid and upstream commercial programs across end use technologies and utility territories.

Formerly an Information Systems Director, he managed the California Instant Rebates, MyDukeIncentives, ES Incentives and Consumer Electronics custom software applications. Mr. Kopf

was involved in the creation and development of the Appliance Standards Awareness Project's (ASAP) product database and online system that supports multi-state product eligibility and compliance. In addition to Mr. Kopf's expertise and experience with information systems, he was involved in both the implementation of the lighting component of PG&E's LightWash program and the development of new Appliance Efficiency Regulations for the California Energy Commission (CEC). He received his Bachelor of Science Degree in Industrial Engineering from the University of Arizona.

Kellie McMaster*NV Energy*

Kellie joined NV Energy in 2008 and has held a variety of positions in the finance, supply chain, procurement and demand side management. Prior to joining NV Energy she worked for Southern California Edison, Kellie held several positions in the Company's accounting and rate base areas. She currently is the Manager of Demand Side Management, Policy and Compliance where she has the responsibility of program budgeting and expenditures, regulatory filings, program reporting and evaluation. Kellie has a degree in Business Administration from the California State University, San Bernardino.

Nathan Morey*Salt River Project*

Nathan is the Manager of Product Development at Salt River Project, and is responsible for SRP's portfolio of energy efficiency and demand management programs. He joined SRP and the Product Development team in 2010, where he was responsible for the design, launch and implementation of several key programs - the ENERGY STAR Homes and ENERGY STAR Pools programs, a financing program, and the Building Energy Codes and Appliance Standards Initiatives. He now manages activity across the portfolio of programs, and works with SRP's resource and financial planning departments to align the portfolio with the Utility's long-term objectives. Prior to joining SRP, Nathan spent 12 years working as an architect on a wide array of commercial and residential projects. His

architectural career developed the creativity and passion for building science, energy efficiency, and sustainability he applies today. Nathan holds a Bachelors of Architecture from the University of Arizona.

Mike Orton

Questar Gas Company

Mike Orton has held a variety of positions with Questar Gas Company since 1997. He is currently the Director of the Company's energy efficiency programs. He has been employed in that capacity for over three years and has worked in the energy efficiency field for nearly ten years. Prior to his time in the energy efficiency department, Mike held several positions in the Company's finance area. Mike holds both a Master of Business Administration degree and Bachelor of Science degree (finance) from the University of Utah.

Bruce Ray

Johns Manville

Bruce Ray serves as Director of Governmental and Regulatory Affairs for Johns Manville in Denver, Colorado where he manages the company's relationships with federal and state governments, represents JM at a variety of trade associations, and works on innovation in energy efficiency business models. He originally joined Johns Manville as Environmental Counsel in 1990 and has held a variety of environmental, regulatory and business positions in the Johns Manville legal department.

Prior to joining Johns Manville, Ray served as senior enforcement counsel for the Environmental Protection Agency Region 8 Office in Denver and also served with United States Department of Justice as a Special Assistant United States Attorney for the District of Colorado where he worked primarily on Clean Water Act and Superfund matters. Ray holds a BA degree (Magna Cum Laude in Economics; Phi Beta Kappa) from the University of Colorado in Boulder and a JD degree from Union University's Albany Law School.

John Taylor

Consortium for Energy Efficiency

John is Deputy Director at the Consortium for Energy Efficiency (CEE), where he has worked for 15 years. CEE is the US and Canadian consortium of gas and electric efficiency program administrators. Members work together to accelerate the development and availability of energy efficient products through the implementation of consistent programs in the U.S. and Canada. John is also the Board chair of his local municipal utility (with a whopping 75MW peak!) He has Masters degrees in Economics and Public Policy from Duke University.

Brian Tholl

City of Fort Collins – Utilities

Brian Tholl is Energy Services Supervisor for Fort Collins Utilities, leading a team of demand side management professionals administering programs for residential, commercial and industrial customers. Prior to working for the municipal utility, Brian was employed by a consulting firm who specialized in program implementation for both investor-owned and municipal utilities. Brian has 10 years of experience in designing and delivering DSM programs to under-served market segments such as multifamily and small business. Brian earned his Bachelor's degree in Mechanical Engineering from the University of Colorado, Boulder (go Buffs!).

Peter Widmer

Power TakeOff

Peter has been the VP of Business Development & Marketing at Power TakeOff since 2013. Peter works with utilities across North America to design and develop real-time and AMI data driven energy efficiency programs to serve non-residential accounts. Peter also leads Power TakeOff's work with Fortune 1000 companies as a provider of Energy Intelligence Software and Monitoring Based Commissioning services. Peter holds a MBA from George Washington University.

Yeye Zhang

Google

Yeye Zhang is Head of West Region Energy Partnerships at Google Hardware, where she works with energy providers to develop customer-focused programs that bring the best of Google to customers. Yeye previously led Nest's Energy Partnerships in the Midwest. Prior to joining Nest, Yeye began her energy career in the power generation sector, first developing utility-scale solar PV projects and later distributed generation solutions for commercial and industrial customers. Yeye holds a B.A. in International Relations, Global Security from Brown University.