

*Priceless insights into best practices and effective strategies to reduce energy costs & take advantage of energy saving opportunities*

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## **Electric Rates & Shopping, Energy Efficiency/Conservation**

PPL Electric Utilities Corp. ■ West Penn Power ■ Duquesne Light Co.

PECO Energy Co. ■ FirstEnergy (Met-Ed, Penelec, Penn Power)

Renewable Energy & Advanced Technology to Help Save Energy Costs

Energy Management Tools & Planning

Shale Revolution & 'Industrial Renaissance' in Pennsylvania

PUC's Investigation of Electric Competition

Best Practices to Reduce Your Energy Consumption

## **2011 Annual Pennsylvania**

# **Energy Management**

**C O N F E R E N C E**

**Thursday, October 27, 2011**

Hershey Lodge, 325 University Drive, Hershey, PA

**Sponsored by: Industrial Energy Consumers of Pennsylvania  
Pennsylvania Foundry Association ■ FirstEnergy Solutions  
McNees Wallace & Nurick LLC ■ ICETEC Energy Services  
GDF SUEZ Energy Resources ■ Manufacturers' Education Council**

**In Conjunction With:**



**Pennsylvania Manufacturing –  
Industrial Resource Center Network**

Northeast Pennsylvania IRC ■ Delaware Valley IRC ■ MANTEC ■ Catalyst Connections  
IMC Business Strategies & Solutions ■ NW IRC ■ MRC - Manufacturers Resource Center

2011 Annual Pennsylvania

# Energy Management

C O N F E R E N C E

**Thursday, October 27, 2011**

**Hershey Lodge ■ 325 University Drive ■ Hershey, Pennsylvania**

8:00 a.m. **Conference Registration & Continental Breakfast**  
*Sponsored by GDF SUEZ Energy Resources*



9:00 a.m. **Opening General Session**

9:00 a.m. **Conference Welcome & Introductions**

Alex Fried, *HSE & Energy Affairs Manager, The Procter & Gamble Company*, Mehoopany and *President, Industrial Energy Consumers of Pennsylvania*, Harrisburg

9:15 a.m. **Importance of Energy to Pennsylvania's Economy, Growth and Job Creation**



The Honorable Jim Cawley, *Lieutenant Governor, Commonwealth of Pennsylvania*, Harrisburg (*Invited as the keynote, Lt. Governor Cawley was inaugurated as the 32nd Lieutenant Governor for the Commonwealth in January 2011. He is a dedicated leader with a proven record of reform and innovation. Before his election, Mr. Cawley established a solid record as a strong fiscal conservative, an innovator who integrates technology to save taxpayers millions of dollars, and a leader in public safety as a Bucks County Commissioner since 2005. He co-chaired the Bucks County's Economic Development Advisory Board, uniting influential community members to strengthen business initiatives, implementation and marketing.*)

9:45 a.m. **The Shale Revolution: Pennsylvania & the U.S. on the Verge of an 'Industrial Renaissance' ... A 'Lively' Discussion on Regulation & Other Public Policy Decisions Impacting Drilling & Hydraulic Fracturing in the Marcellus Shale**

Moderated by Christopher G. Moyer, Executive Vice President of the Pennsylvania Foundry Association, this panel features Jan Jarrett, President & CEO of PennFuture, a leading clean energy & environmental advocacy group through its Energy Center for Enterprise and the Environment, and the Marcellus Shale Coalition (MSC). MSC recently released an analysis (The Pennsylvania Marcellus Natural Gas Industry: Status, Economic Impact, and Future Potential) reporting that the Marcellus Shale formation could become the leading supplier of natural gas in the U.S. within a decade. The MSC-commissioned study was conducted by researchers at Pennsylvania State University.

10:45 a.m. **Break & Visit the Energy Displays**

11:00 a.m. **4 Interactive & Concurrent Workshops**

**A. Best Practices & Case Studies ... Controlling Your Energy Costs and Harnessing Opportunities**

- Taking advantage of opportunities in today's dynamic energy environment. Effective electric procurement & demand response strategies & approaches, including use of cogeneration. Implementing fast payback energy projects.

Frank J. Richards, *P.E., CEP, President, Richards Energy Group. Inc.*, Manheim; John R. Bodine, *Vice President, OnDemand Energy LP*, Moon Township; Alan R. Neuner, *CHFM, Associate Vice President, Facility Operations*, Geisinger Health System, Danville; and Geoff Finch, *Vice President, Operations, Wenger's Feed Mill*, Rheems

**Fast and Easy Registration On-line at [www.MECseminars.com](http://www.MECseminars.com)**

**B. Duquesne Light Company: Energy Efficiency & Conservation Plan Opportunities and Status; Default Service Options and Key Dates; Shopping Opportunities and Considerations; Transmission and Distribution Issues; Other Legislative & Regulatory Developments Impacting Rates**

Patrick L. Gregory, *Energy, Communications, and Utility Law Practice Group, McNeese Wallace & Nurick LLC*, Harrisburg; and Gary A. Jack, *Assistant General Counsel, Duquesne Light Co.*, Pittsburgh

**C. Savvy Buyer: Fundamentals of Effective Purchasing of Electricity in Today's Complex Environment**

- How best to buy electricity & what you need to secure an offer. What to look for in contracts including timing & negotiable items. Money-saving electric products on the market. Valuable customer lessons learned.

Paul B. Super, *Director, LCI Campaigns, Market Intelligence & Quote Management* and Terrence J. Barchanowicz, *Director, Energy Sales, FirstEnergy Solutions*, Akron and customer perspective

**D. West Penn Power Co: Energy Efficiency & Conservation Plan Opportunities and Status; Default Service Options and Key Dates; Shopping Opportunities and Considerations; Transmission and Distribution Issues; Other Legislative & Regulatory Developments Impacting Rates**

Raymond E. Valdes, *Advisor for Rates & Regulatory Affairs, FirstEnergy Corp.*, Greensburg; and Susan E. Bruce, *Member, Energy, Communications, and Utility Law Practice Group, McNeese Wallace & Nurick LLC*, Harrisburg

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12:15 p.m. Luncheon Sponsored by FirstEnergy Solutions



*(Serving millions of residential, commercial & industrial customers, FirstEnergy Solutions Corp. is a leading energy supplier, offering a wide range of products and services to wholesale and retail customers, including the generation and sale of electricity; and the management of energy and procurement needs for over 120,000 businesses.)*

**12:45 p.m. Keynote: As PUC Investigates Explores Changes to Allow Customers to Best Realize the Benefit of Competition ... Electricity Competition & Impact on Electric Rates, Reliability & Quality, the Economy & the Environment for Pennsylvania Manufacturers, Industrial & Commercial Enterprises**



Dr. Andrew Kleit, *Professor of Energy & Environmental Economics and Program Director, Electricity Marketing Initiative, EMS Energy Institute, The Pennsylvania State University*, University Park, PA *(As the PUC conducts an en blanc hearing on the Phase II of their investigation of the current retail market and explore changes, the Commission extensively quoted Dr. Kleit in their opinion and order of July 28, 2011.)*

**1:45 p.m. 4 Interactive & Concurrent Workshops**

**E. Best Practices ... Using Energy Technology to Achieve Measurable Energy Savings, Reduce Your Carbon Footprint & Implement Smart Grid Strategies ... A Case Study of Economics of Market-Based Energy Management at Pfizer Inc.**

- A case study at Pfizer Inc. of achieving savings while increasing fuel diversity flexibility behind the meter to meet green energy objectives. Issues covered: cogeneration, site load, energy rates, integration to market-based operation, changing market dynamics and economic results.

David M. Ferro, *Vice President, ICETEC Energy Services, Inc.*, Bethlehem

**F. FirstEnergy (Metropolitan Edison Co., Pennsylvania Electric Co., and Pennsylvania Power Co.): Energy Efficiency & Conservation Plan Opportunities and Status; Default Service Options and Key Dates; Shopping Opportunities and Considerations; Transmission and Distribution Issues; Other Legislative & Regulatory Developments Impacting Rates**

Jeff Hoover, *Energy Management Specialist, Carperter Technology Corporation*, Wyomissing; Vicki Karandrikas, *Energy, Communications, and Utility Law Practice Group, McNeese Wallace & Nurick LLC*, Harrisburg; and Charles V. Fullem, *Director of Rates & Regulatory Affairs – Pennsylvania, FirstEnergy Services Corp.*, Reading

## G. Cost -Effective Energy Efficiency and Carbon Reduction Strategies

- Comparison of ROI and carbon impact of: Typical energy efficiency measures including: HVAC controls & upgrades; geothermal heating, cooling & seasonal storage; lighting; compressed air and industrial heat recovery. Distributed generation technologies including natural gas and biofuel combined heat & power, solar photovoltaic and wind. Alternative capital project portfolios designed to either maximize ROI or minimize carbon emissions. Zero energy building capital strategies

Steven F. Miller *PE, Vice President, Engineering, Mondre Energy, Inc.*, Philadelphia

## H. Best Practices ... Demand Response Participation & the Opportunity to Earn Significant Dollars

- Comparison demand response opportunities in the various utility programs. Qualifications to participate. How to get the most out of participation by standardizing favorable terms with enrollment so Curtailment Service Providers compete for your business on your terms. How to maximize revenue and value with Demand Response participation while having fun!

Kelly Tomblin, *Regional Vice President, GDF SUEZ Energy Resources*, Edison, NJ; Kevin R. Evans, *Vice President & General Manager, Demand Response Services, Johnson Controls, Inc.*, Campbell, CA

3:00 p.m. **Visit Energy Displays and Afternoon Break**

*Sponsored by ICETEC Energy Services, Inc.*



3:15 p.m. **4 Interactive & Concurrent Workshops**

## I. PPL Electric Utilities Corp.: Energy Efficiency & Conservation Plan Opportunities and Status; Default Service Options and Key Dates; Shopping Opportunities and Considerations; Transmission and Distribution Issues; Other Legislative & Regulatory Developments Impacting Rates

David Wilcox, *CPSM, C.P.M., Energy Procurement Manager, Armstrong World Industries*, Lancaster; Pamela C. Polacek, *Member, Communications, and Utility Law Practice Group, McNees, Wallace & Nurick LLC*, Harrisburg and *General Counsel, Industrial Energy Consumers of Pennsylvania*; and Doug Krall, *Manager, Regulatory Strategy, PPL Electric Utilities*, Allentown

## J. Energy Management Tools ... Significant Cost Reduction through a Comprehensive Approach to Energy Assessment & Management and Savings through Advance Intelligent Motor Control

- Lessons learned from case studies in industrial energy reduction with examples of comprehensive energy management planning for competitive advantage. Pitfalls in implementing a program. Roadmap for initiating and executing a program for high impact. With motors consuming nearly 50% of the energy in industry, how to properly apply frequency drive in applications, intelligent motor control and other tools to achieve savings and make motor efficiency improvements.

Fred Discenzo, *Ph.D., Manager Diagnostics & Sensors*; Chris Zemba, *Power and Control Area Manager* and David Mayewski, *Business Development Leader, Rockwell Automation*, Twinsburg, OH

## K. Soaring Growth in the Solar Industry Means Jobs in Pennsylvania ... Making Money With Solar & Break Ahead of the Competition

- Lower & control your energy costs for decades to come with solar technology. Elements of Solar payback, ROI and longevity. Case study - Country Lane Woodworking. Costs, financing and leasing, power purchase agreement options and other questions you need to ask about solar.

Tim Beiler, *General Manager* and John Lapp, *Paradise Energy Solutions LLC*, Gap

## L. PECO Energy Co.: Energy Efficiency & Conservation Plan Opportunities and Status; Default Service Options and Key Dates; Shopping Opportunities and Considerations; Transmission and Distribution Issues; Other Legislative & Regulatory Developments Impacting Rates

Brian D. Crowe, *Vice President, Energy Acquisition, PECO Energy Company*, Philadelphia; Charis Mincavage, *Member, Energy, Communications, and Utility Law Practice Group, McNees Wallace & Nurick LLC*, Harrisburg; and Lewis C. Cohen, *Independent Consultant, Jefferson Health Systems*, Radnor

4:30 p.m. **Adjournment for the Day**

# Registration Form for 2011 Annual Pennsylvania Energy Management Conference

## Investment: \$345 per person

Attend this timely Pennsylvania energy conference for **\$345 per person**. Fee includes expert instruction for continuing education credits including CEMs for energy engineers and professionals, a comprehensive manual featuring written materials from the keynotes and all the workshops, a luncheon, continental breakfast, and an afternoon refreshment break.

## 15% DISCOUNT

**\$295 per person** for organizations registering 3 or more persons.

## Registration/Confirmation

Please register by Friday, October 21, 2011. Cancel by 5:00 p.m. on 10/21/11 for full refund. Confirmations and maps will be sent to all who register. Please indicate special needs when registering.

## Location & Lodging

**Hershey Lodge, 325 University Drive, Hershey, PA 17033**

**Registration in Chocolate Lobby and General Session in Aztec Ballroom**

For overnight lodging for the evening of Wednesday, October 26, please call the **Hershey Lodge** at 800.533.3131 or 717.533.3311 before the cut-off date for rates of October 3 and ask for Manufacturers' Education Council' rate of \$169 at the beautiful Hershey Lodge resort.

## Registration is Easy

**On-line:** [www.MECseminars.com](http://www.MECseminars.com)

**Phone:** 614.229.7990 ext.3

**Fax:** 614.229.7991 – open 24 hours!

**Mail:** Send form to the address listed on the right.

## PAYMENT:

— Seminar fee enclosed with check payable to Manufacturers' Education Council

— Charge to: Visa \_ MC \_ AX \_ Account # \_\_\_\_\_

— Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Fee: \$345 Per Person \$295 Per Person (Groups of 3 or more)**

**Exhibit Fee: \$795**

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Your Priority Code on the Mail Label \_\_\_\_\_

## Send Check and Completed Registration Form:

Manufacturers' Education Council  
230 East Town Street, Suite 100  
Columbus, Ohio 43215-4657

## REGISTRANTS

Names/Titles \_\_\_\_\_

**11:00 a.m.**

- A. Savings – Best Practices
- B. Duquesne Rates & Shopping
- C. Savvy Buyer – Electricity
- D. West Penn Power Rates

**1:45 p.m.**

- E. Pfizer Case Study – Technology
- F. Melt-Ed, Panelec, Penn Power
- G. Energy Efficiency Strategies
- H. Demand Response

**3:15 p.m.**

- I. PPL Electric Rates
- J. Energy Management Tools
- K. Solar – Making Money
- L. PECCO Energy Rates

E-Mail Address \_\_\_\_\_

A-D

E-H

I-L

Workshop Preference

## Display of Energy Products & Services – \$795/per display

**Register early as space is very limited for displays.** Display your product or service at the conference and connect with the best energy buyers in the nation. Help them solve their energy challenges. Display fee includes a complimentary attendee for conference. For more information, log onto [www.MECseminars.com](http://www.MECseminars.com) under PA Energy Conference.

## Exhibitors

Name/Title \_\_\_\_\_

E-Mail Address \_\_\_\_\_