



The Association of Women in Water, Energy and Environment presents

Frontiers in Demand Side Management



Monday, Oct 15, 2012 8:30am-4:00pm

SoCa Gas Company's
Energy Resource Center
9240 Firestone Blvd
Downey, CA 90241

Agenda



8:30-9:00 am ***Registration***

9:00-9:45 am ***Opening Presentation*** – Cynthia Truelove, Ph.D., Director, Water-Energy Research Initiative, Water in the West, Stanford University, Integrated Resource Efficiency in the Water-Energy Nexus: Recent California Policy Gains and New Directions

9:45-10:00 am ***Break***

10:00-11:00 am ***Program Implementation and Financing***

- **Tamiko Kikuchi** – Director of Product Management, Renovate America, Inc
- **Laura Franke** – Sr Managing Consultant, Public Financial Management, Inc. (PFM)
- **Amy McNulty** – Water Efficiency Supervisor, Irvine Ranch Water District
- **Gary Suzuki** – Sr Program Manager, Southern California Edison

11:00-11:30 am ***Demand Response***

- **Kevin Wood** – Senior Project Manager: Smart Grid, SMUD

11:30-12:30 pm Lunch/Networking/ERC Tours

12:30-1:00 pm ***Marketing and Outreach for Demand-Side Management***

- **Maureen Erbeznik** – Maureen Erbeznik and Associates
- **Alison ten Cate**– Vice President for Market Development and co-founders of Resource Solutions Group (RSG),

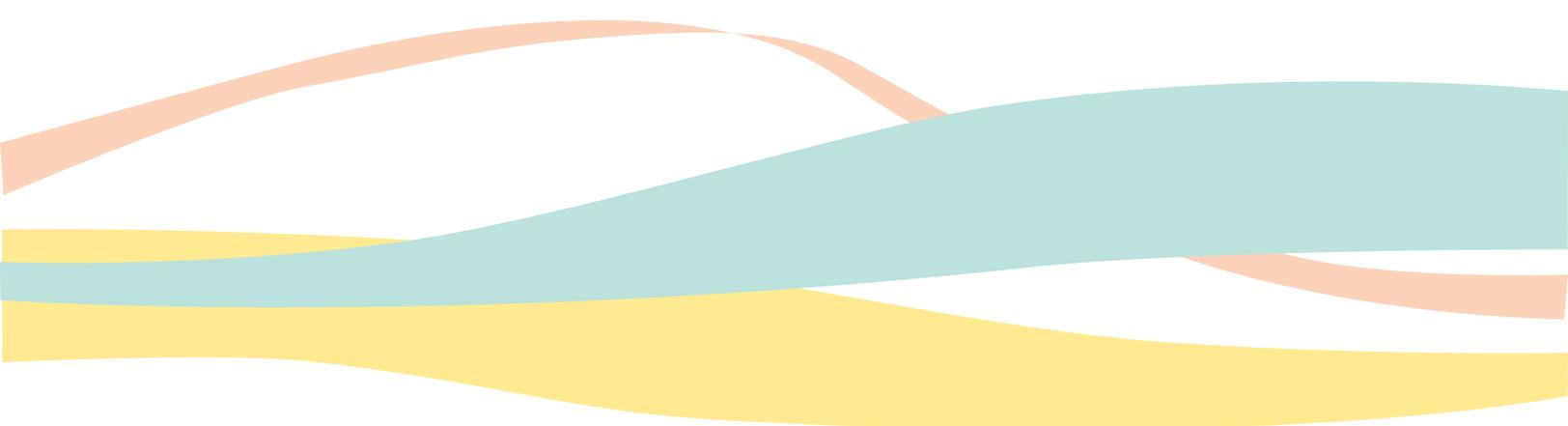
1:00-4:00 pm ***California Water and Energy Coalition (CalWEC) Membership Meeting*** via Webinar (Amy McNulty, Moderator)

Opening Speaker



Cynthia Truelove, Ph.D., Director, Water-Energy Research Water in the West, Stanford University

Dr. Truelove leads the Water-Energy Research Initiative at Stanford University's Water in the West, a joint program of the Woods Institute for the Environment and the Bill Lane Center for the American West. Prior to joining Stanford University, she most recently served as Senior Water Policy Analyst in the Division of Policy and Planning of the California Public Utilities Commission. She was responsible for developing the CPUC's Water Policy Program across the arenas of water conservation and water use efficiency; the water-energy nexus; and water and climate change. She has also served on the State's Water and Energy Team of the Climate Action Team (WET CAT), the California Department of Water Resources Water Plan Updates 2009 and 2013 Steering Committees, the Water and Energy Advisory Committee of the California Sustainability Alliance, among other initiatives addressing integrated resource efficiency, the economic analysis of water recycling, and regional water resource planning. She has particularly been engaged in building collaborative water policy and program efforts across the State's water resource management and regulatory agencies, as well as across municipal and Investor-Owned water and energy utility sectors. Over the past twenty-five years, she has worked across North and South America in environmental and water and natural resource planning, as well as in the research interface between social, ecological, and global economic restructuring. Dr. Truelove has held a wide range of positions from her tenure as Plan Administrator of the nation's largest public sector multiple species habitat conservation plan to Assistant Professor of Rural Sociology, Latin American Studies and Women's Studies at the University of Wisconsin-Madison. She holds a Ph.D. in the Sociology of Comparative and International Development from The Johns Hopkins University as well as a Masters in International Studies and Economics from The John's Hopkins University's.



Program Implementation and Financing Panel



Tamiko Kikuchi, Director of Product Management, Renovate America, Inc.

Tamiko is one of the founding team members of Renovate America. She has helped drive the Program design process and development of the technology systems. Renovate America specializes in PACE program administration and funding services and is partnered with Western Riverside Council of Governments to provide the largest and fastest growing residential PACE Program in the nation. Tamiko is a Certified Professional Building Analyst through the Building Performance Institute (BPI). Ms. Kikuchi graduated from University of California, San Diego with a B.A. in Economics.



Laura Franke, Sr Managing Consultant, Public Financial Management, Inc. (PFM)

Laura Franke, Sr Managing Consultant, Public Financial Management, Inc. (PFM) Laura leads PFM's Environmental Finance Group, along with providing traditional financial advisory services to a broad range of municipal government agencies. Prior to joining PFM, Ms. Franke was an investment banker for over 20 years, and subsequently founded an independent financial advisory firm that she merged into PFM in 2011. At PFM, she continues to focus on providing clients with services that include: evaluation of municipal debt and incentives options to achieve the most cost-effective financing for environmental projects; development, funding and management of Property Assessed Clean Energy (PACE) Programs; evaluation, structuring and funding of power purchase agreements and leases; and traditional municipal debt issuance for capital projects and cash flow financing.



Amy McNulty, Water Efficiency Supervisor, Irvine Ranch Water District

Amy is the Water Efficiency Supervisor at the Irvine Ranch Water District. She has eight years combined experience in water conservation, industrial wastewater and on-site stormwater management. Amy oversees IRWD's water efficiency and conservation programs and manages the commercial, industrial and institutional water efficiency program. Amy is active in water resource policy issues, engaged in partnership opportunities with energy providers and has pioneered many of IRWD's innovative pilot studies. Amy holds an M.A. in Environment and Community from Antioch University, Seattle, and a B.A. in Social Science with a minor in Women's Studies from California State University, San Bernardino.



Gary Suzuki, Senior Program Manager, Southern California Edison

Gary is one of SCE's senior program managers with 20 years energy efficiency experience. He currently manages 5 Energy Advisor services offerings. His efforts in developing a benchmarking campaign in support of the U.S. EPA's ENERGY STAR Portfolio Manager was a key factor in SCE named as ENERGY STAR's top prize winner - 2012 Sustained Excellence Award in Energy Efficiency Program Delivery Award. As well as leading SCE's develop of its audit services EAR(Energy Assessment Reporting tool) and OASIS (Onsite Audit Services Information System) system which will increase the efficiency and cost-effectiveness of providing the right audit services to our customers.

Demand Response Panel



Kevin Wood, Senior Project Manager, Southern California Edison

Kevin manages a staff including managers, project/program managers, and technical specialists responsible for the operation of SCE's portfolio of 1,500 MW of demand response programs including the systems and technology infrastructure to support the programs. Kevin has worked in the electric utility industry for 31 years holding engineering and management positions in generation design, distribution design, street lighting, metering (AMI) and demand response. Kevin's publications include: co-authored the technical paper "Increased Utilization of Overhead Transmission Lines and Substation Equipment" in 1989; authored "SCE's C&I Customers Manage Load in Real Time" published in Distribution World Magazine in 2003; co-inventor of "Method of Communicating Between a Utility and Its Customer Locations" (SCE's AMI patent). Kevin has a Bachelor of Science Degree in Mechanical Engineering from Cal Poly, San Luis Obispo and has been with SCE for 26 years.

Marketing & Outreach for Demand-side Management Panel



Maureen Erbeznik, Maureen Erbeznik and Associates

Maureen owns and operates a wholly women-owned consulting firm specializing in program design and assessment, implementation support and marketing campaigns for energy and water efficiency programs. Maureen has been a consultant to the industry since 1988; providing program solutions for water utilities and municipalities in the western United States including direct implementation of over 35 major residential and commercial water and energy programs. Maureen has lead innovative multi-agency residential, commercial and industrial programs including the multi-agency freesprinklernozzle.com Voucher Program and CUWCC's statewide Rinse&Save Pre-rinse Spray Valve Installation Program. Each of these programs has successfully tackled products and markets that were previously obstinate and underachieving.



Alison ten Cate, Vice President for Market Development Resource Solutions Group (RSG)

Alison is one of the co-founders of Resource Solutions Group (RSG), applies over 15 years of resource efficiency experience to her work in energy and water efficiency. As RSG's Vice President for Market Development, Ms. ten Cate analyzes program and industry trends across the country and applies this analysis to the company's portfolio. Ms. ten Cate has managed a range of efficiency programs, ranging from HVAC training and market transformation programs to coordinating state efficiency legislation on time of use home energy ratings with the real estate community to leading marketing and outreach efforts for RSG's water efficiency work.

In prior positions, Ms. ten Cate served as a liaison with retailers and manufacturers to build markets for efficient appliances, lighting, and home improvement services with ENERGY STAR, California's statewide "Flex Your Power" campaign, and EPA's Office of Water. Ms. ten Cate also worked as a product manager at the U.S. Environmental Protection Agency (EPA) for ENERGY STAR and as a Staff Scientist with the Lawrence Berkeley National Laboratory. Ms. ten Cate holds a B.S. from Georgetown University and an M.A. in from Johns Hopkins University.



Thanks to the generous contributions of AWWEE Los Angeles and Orange County/Inland Empire Chapters for the food and refreshments. Without Southern California Gas Company's venue, this event would not have been possible. Thanks to Southern California Edison for donating this brochure.

Please join us after the morning workshop for an opportunity to view the California Water and Energy Coalition (CalWEC) Membership Meeting Webinar

About CalWEC

The California Water Energy Coalition (CalWEC) is a statewide stakeholder group made up of water, wastewater and energy utilities such as West Basin Municipal Water District (my agency), the Metropolitan Water District, Los Angeles Department of Water and Power, Inland Empire Utilities Agency, Southern California Gas Company (Sempra), Southern California Edison, East Bay Municipal Utility District with involvement from academia, namely the UC Davis Center for Water and Energy Efficiency and the consultant community that specialize in either/both water and energy policy, planning and project implementation.

The group was established in 2010 and is sponsored by the Water Research Foundation of AWWA as the result of a years worth of stakeholder meetings in California calling for the need for better coordination between the utility partners.

Our mission is to collaboratively develop approaches to providing a sustainable and cost-effective supply of water and energy in an environmentally responsible manner.

The Goals of the Coalition are as follows:

- To provide a common forum for water and energy providers to network, share knowledge, identify mutual needs and take action through the identification of research, demonstration projects and data gathering needed to ensure reliable water and power service into the future.
- To serve as a driver for information exchange between the two industries and regulatory agencies.
- To provide a platform for identifying partnerships and funding opportunities for projects aimed at addressing cross industry issues.
- To enable increased financial collaboration and partnerships in communicating with the public about water and power related efficiency, conservation and pricing.

Quarterly Meeting Agenda

Introductions

State/Federal Water-Energy Legislative Update

Status of California Public Utilities Commission Energy Efficiency Proceeding

Water & Energy Nexus Research and Projects

- UC Davis Center for Water and Energy Efficiency: Update on current research
- California's Water-Energy Nexus: Pathways to Implementation, Recent GEI Consultants white paper
- Water Research Foundation/Electric Power Research Institute Partnership

Coordination & Collaboration: Water & Energy Utilities Demand Side Management Programs

- Los Angeles Department of Water & Power – Southern California Gas Company: Joint Program Cooperative Agreement

Recent Conferences/Meetings/Workshops/Publications

- American Society of Mechanical Engineers (ASME) and Water Environment Federation (WEF): Recycled Water Use for Power Generation Facilities
- Hydraulic Fracturing Workshops in California
- World Water: Water Reuse and Desalination Magazine Volume 3/Issue 2, Summer 2012
- WaterReuse Research Foundation Report: Implications of Future Water Supply Sources for Energy Demands: Water-Energy Simulator (WeSIM)
- Other



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AWWEE Los Angeles Regional Leadership Team

Chair - Carolyn R. Williams, Southern California Gas Company

Members:

Carmen Vargas, Cabrera Capital Markets, LLC

Celia Andrade, Pacific Asian Consortium in Employment (PACE)

Danielle Aquino Horton, Thomas Properties Group

Eliza Jane Whitman, GEI Consultants, Inc.

Emily Murray, Allen Matkins Leck Gamble Mallory & Natsis, LLP

Marjorie Wheeler, Metropolitan Water District of Southern California

Nancy Jenkins, Southern California Edison

Phyllis Currie, Pasadena Water and Power

our mission

TO ADVANCE THE EDUCATION OF WOMEN IN THE FIELDS OF WATER, ENERGY AND THE ENVIRONMENT THROUGH MULTIPLE FORUMS FOR LEARNING, SHARING AND GROWTH

