



Efficiency Exchange Conference Highlights Energy Efficiency Innovations and Trends

Northwest electric power industry connects on the latest energy efficiency programs and strategies

Portland, Ore. — The Northwest Energy Efficiency Alliance (NEEA), Bonneville Power Administration and electric utilities throughout the Northwest, are hosting the second annual Efficiency Exchange conference, May 6-8 in Kennewick, Wash. The region-wide event focuses on promoting innovation and new ideas in utility energy efficiency programs. BPA and NEEA are producing and sponsoring the event, with support from the Northwest Power and Conservation Council.

“Together we are creating the preeminent utility energy efficiency forum in the Northwest,” said Richard Génécé, vice president of Energy Efficiency for the Bonneville Power Administration. “By bringing together publicly owned utilities with their counterparts from investor-owned utilities, implementers and contractors, we are supporting the exchange of ideas and best practices and can continue our region’s legacy of leadership in energy efficiency.”

Attendees will build new relationships, better understand emerging trends in the industry and gain knowledge from the conference for their own organizations.

“We are pleased to support this event and to work with Bonneville, NEEA and our other partners to discuss and strategize on ways to improve energy efficiency in the region,” said Pat Smith, a Montana member of the Northwest Power and Conservation Council and chair of the Council’s Power Committee. “It’s a great forum to exchange ideas and focus on the latest trends in energy efficiency.”

The keynote speaker, Dr. Greg LaBlanc of the University of California at Berkeley, will discuss behavioral finance, a multi-disciplinary field of behavioral research, neuroscience and evolutionary biology. LaBlanc will explore how utility customers weigh costs versus rewards, and the implications those behaviors have on developing utility incentive programs.

Attendees will also get an insider’s look at how energy efficient technologies are tested, generated and applied to the local agricultural industry. The final day of the conference includes on-site tours to Pacific Northwest National Laboratory, the Nine Canyon Wind Farm, Twin City Foods and Terra Blanca Winery and Estate Vineyards, among others.

Other sessions will cover energy efficiency technologies and trends such as smart thermostats, Industrial Energy Management and Information Systems (EMIS), emerging technologies, market transformation and smart grid.

“Efficiency Exchange brings the region together to help transform the market through sharing of new ideas and information among the region’s utilities,” said NEEA’s executive director, Susan E. Stratton. “We look forward to hearing - and seeing - firsthand the latest developments in energy efficiency.”

Between sessions, attendees can visit the Conduit Lounge and register, post and share information on [Conduit](#), an online community that facilitates collaboration and coordination among energy efficiency professionals in the Northwest.

View the full agenda of the conference at: efficiencyexchangenw.com.

About the Bonneville Power Administration

The Bonneville Power Administration is a not-for-profit federal agency that markets renewable hydropower from federal Columbia River dams, operates three-quarters of high-voltage transmission lines in the Northwest and funds one of the largest wildlife protection and restoration programs in the world. BPA and its partners pursue cost-effective energy savings in all sectors of the economy and together they have saved enough electricity through energy efficiency projects to power four large American cities. www.bpa.gov

About the Northwest Energy Efficiency Alliance

The Northwest Energy Efficiency Alliance is an alliance of more than 140 Northwest utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers. NEEA leverages its strong regional partnerships to effect market transformation by accelerating the adoption of energy-efficient products, services and practices. Since 1997, NEEA and its partners – including Avista Utilities, Bonneville Power Administration, Chelan County PUD, Clark Public Utilities, Cowlitz PUD, Eugene Water & Electric Board, Energy Trust of Oregon, Idaho Power, NorthWestern Energy, Pacific Power, Puget Sound Energy, Seattle City Light, Snohomish County Public Utilities, and Tacoma Power –have saved enough energy to power more than 600,000 homes each year. Energy efficiency can offset most of our new demand for energy, saving money and keeping the Northwest a healthy and vibrant place to live. www.neea.org

About the Northwest Power and Conservation Council

The Northwest Power and Conservation Council is an agency of the four Northwest states of Idaho, Oregon, Montana, and Washington. Under the Northwest Power Act of 1980, the Council develops a Northwest Power Plan to assure the region an adequate, efficient, economical, and reliable power supply while protecting, mitigating and enhancing fish and wildlife that have been affected by the construction and operation of hydropower dams in the Columbia River Basin. Through the power plan the Council sets strategies and establishes targets for energy efficiency in the region, and through the Regional Technical Forum (www.nwcouncil.org/energy/regionaltechnicalforum) the Council and other forum partners work to verify that efficiency measures implemented by utilities produce real savings. www.nwcouncil.org

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