



Conservation & Demand Management in a Sustainable Energy Future Conference & Exhibit *Preliminary Conference Program*

Monday, June 11, 2012

Welcome Reception: Sunday, June 10, 2012

DeGroote School of Business - Ron Joyce Centre

4350 South Service Road; Burlington Ontario L7L 5R8

Organized by: Energy Studies Review of McMaster University's
DeGroote School of Business; <http://digitalcommons.mcmaster.ca/esr/>

Sponsored by:

Platinum Level

Alan Thomson, BCG

THE BOSTON CONSULTING GROUP

Gold Level



uniongas
A Spectra Energy Company



Silver Level

horizon
UTILITIES *Looking beyond.*

Bronze Level



Burlington**hydro**.inc.



Speakers include:

Gord Miller, Environmental Commissioner, Province of Ontario
Alan Thomson, Senior Partner and Managing Director, The Boston Consulting Group
Sarah Van Der Paelt, Director of Sales, Business Markets, Union Gas
Brian Smith, Chief Conservation Officer, Horizon Utilities
Joe Saunders, Director, Regulatory Compliance and Asset Management, Burlington Hydro
Sandy Manners, Director, Corporate Communications, Guelph Hydro
Giuliana Rossini, Director, Strategy and Conservation Officer, Hydro One
Helmi Ansari, Director, Sustainability and Productivity, PepsiCo Foods Canada
Bernie Neenan, Economist, Electric Power Research Institute (EPRI)

**Ontario has set Conservation Targets of 1,330 MW of Demand Reduction
and 6,000 GWh of Energy Savings by 2014**

– How will this impact you and your business?

- Come and learn how you can become part of this SUSTAINABLE ENERGY FUTURE

Chair's Welcome

This Conference will bring together industry and utility leaders, manufacturers, experts and stakeholders in the fields of conservation and demand management (CDM), demand-side management (DSM), demand response (DR), "Smart" devices, energy efficiency, renewable energy and various generation technologies to help utilities, energy users, manufacturers, service providers, community planners, and other stakeholders understand and identify how these components will work together to deliver a sustainable energy future, and how these technologies and systems can provide benefits to individuals and organizations.

Putting Policy into Practice:

The energy conservation landscape has recently changed in Ontario with new CDM/DSM frameworks issued by the Ontario Energy Board (OEB). Local Distribution Companies (LDCs) have now been given conservation targets. Come and hear from leading companies and innovators that are involved in delivering energy-efficiency and load-control solutions.

We have assembled a broad cross-section of speakers who will cover a wide range of topics. I welcome you to come and join us to learn about new initiatives designed at accelerating the adoption of new energy-efficient solutions. Share your experiences at the interactive panel discussion. Learn about the latest technologies from leading suppliers and exhibitors, and discuss issues and opportunities with key stakeholders at the various networking sessions.

Best regards,

Dean C. Mountain
Editor-in-Chief,
Energy Studies Review



Welcoming Reception

Sunday, June 10, 2012

7:00 to 8:30 pm; **Ron Joyce Centre**
4350 South Service Road
Burlington Ontario L7L 5R8

(see directions on the last page)

**Meet and greet your colleagues interested in
Conservation and Demand Management
in a Sustainable Energy Future**

Conference Program

Monday, June 11, 2012

MORNING AGENDA

8:00 **Registration Opens / Continental Breakfast**
Ron Joyce Center – Atrium / Great Hall

8:30 **Opening Plenary**

Dean Mountain, Conference Chair
Welcoming Remarks

Introduction of Keynote Speakers: *Robert McNutt,*
(acting) Dean, DeGroot School of Business,
McMaster University

KEYNOTE SPEAKERS



**Sustainable Energy as an
Economic Driver for Business**

Alan Thomson,
Senior Partner & Managing Director,
The Boston Consulting Group



**Opening a New Chapter in
Conservation & Demand
Management In Ontario**

Gord Miller,
Environmental Commissioner,
Province of Ontario

**9:45 -
10:15** **Morning Refreshment Break
Exhibits Open**

**10:15 -
12:00** **Concurrent Session 1A
- CDM Implementation - part 1**

**Meeting Conservation & Demand Management
Targets,**
Giuliana Rossini, Hydro One

**Leveraging Automated Metering Infrastructure
(AMI) to Achieve Conservation**
Joe Saunders, Burlington Hydro

10:15 -
12:00

**Concurrent Session 1B
- CDM Partnerships**

Joint Delivery of CDM Programs by Electric & Natural Gas Utilities

- *Union Gas*

Partnering with Municipalities for CDM Delivery

Sandy Manners, Guelph Hydro

Delivering CDM program through Channel Partners

Brian Smith, Horizon Utilities

10:15 -
12:00

**Concurrent Session 1C
- Role of Rates & Regulations in CDM**

Ontario's CDM Regulations Explained

Sean Brady, Ontario Power Authority

Price Responsive Load

Bernie Neenan, Electric Power Research Institute

Ontario's CDM Policy Direction

- *Ontario Energy Board*

12:00

LUNCH

12:20

Luncheon Keynote

Introduction of Luncheon Speaker,



The Sustainability Journey at PepsiCo Foods Canada,

Helmi Ansari,

Director, Sustainability and Productivity, PepsiCo Foods Canada

1:00 -
1:30

Exhibits Open

AFTERNOON AGENDA

1:30 -
3:15

**Concurrent Session 2A
- CDM Implementation - part 2**

Combined Heat & Power- implementation steps, hurdles & benefits

- *Union Gas*

Implementing CDM in Compressed-Air Systems in New Brunswick

Ivor DaCunha, LeapFrog Energy Technologies

Conservation Programs at a Food Processor

- *TBC*

1:30 -
3:15

**Concurrent Session 2B
- Benchmarking for CDM**

Geo-Mapping Energy Intensity to target CDM Opportunities - *Neil Freeman, Horizon Utilities*

Benchmarking Energy Intensity in Schools

Marion Fraser, Fraser Associates

Base-Load Elect Usage: Results from In-home Evaluations

Anil Parekh, Natural Resources Canada &

Terry Strack, Strack & Associates

1:30 -
3:15

**Concurrent Session 2C
- Future CDM Opportunities**

Field Demonstration of Utility Controlled Zoning of Residential Cooling

Jeremy Sager, Natural Resources Canada &

Dean Mountain, McMaster University

Net Zero Energy Housing

Derek Satnik, Mindscape Innovations

3:15 -
3:45

**Afternoon Refreshment Break
Exhibits Open**

3:45

Panel Discussion

Conservation & Demand Management

- **What's needed to deliver optimum program efficiency?**

Moderator: Marion Fraser, Fraser & Company

Panel Members:

Sarah Van Der Paelt, Union Gas

Giuliana Rossini, Hydro One

Julia Dalla Rosa, Summerhill Group

4:45

Closing Plenary

Introduction of Guest Speaker,

**Guest Speaker: The Hon. Chris Bentley, MPP
Minister of Energy for Ontario
(invited)**

Closing Remarks from the Conference Chair

5:30 -
6:30

Closing Reception

Who Should Attend

Local Distribution Companies
Natural Gas Distributors
Electric Utility Companies
Energy Retailers
Power users
Municipal and community planners
Energy Consultants
Equipment and Controls Manufacturers
Renewable Energy Suppliers
Energy Service Providers
System Operators
Energy Regulators
Government Agencies
University Researchers
Building Owners / Property Managers
Plant and Facility Managers
Maintenance Managers

2012 Conference Exhibition

***Increase your Company's Profile
- become an exhibitor today!!!***

***Exhibitors Booth \$1,130 – Reserve
your booth today – spaces are limited***

This ***CDM in a Sustainable Energy Future Conference*** will raise the awareness of your organization's role in Ontario's energy marketplace - ***become an exhibitor today!***

Reserve your booth today at:

<https://mgdssl.business.mcmaster.ca/registration/index.aspx?id=9000>

What You Will Learn

- the role of legislation and government in driving conservation and demand management (CDM) programs;
- new requirements for CDM programs in Ontario
- new CDM initiatives being developed and delivered by organizations;
- ways of targeting CDM efforts to maximize results;
- examples of partnerships to improve delivery efficiency and program results
- advanced rate design options;
- future opportunities for conservation and demand management

Exhibitors include

Elster Metering
Horizon Utilities
McMaster University
McMaster - Energy Studies Review
Terra Power Systems

Need Information?

Please contact Energy Studies Review:

Ruth Sutherland
Tel: 905-525-9140 ext 24695
Fax: 905-526-0852
Email: esr@mcmaster.ca

Website: <http://digitalcommons.mcmaster.ca/esr/>

2012 Conference Sponsorship

Increase your Company's Profile - become a sponsor or exhibitor today!!!

This **CONSERVATION & DEMAND MANAGEMENT IN A SUSTAINABLE ENERGY FUTURE CONFERENCE** will raise the awareness of your organization's role in the Energy, Building and Consumer-products Marketplace - **become a sponsor or exhibitor today!**

Sponsorships are available at a range of levels

- One is just right for you
- Sponsor a special event such as a reception, lunch or networking break

Platinum Sponsor

- Opening Plenary - Keynote Address
- Branding on all Signs
- Sponsorship of a workshop event (e.g. breakfast, lunch, reception or networking break)
- Complementary Registrations for Company delegates
- Complementary Booth Space (double)

Gold Sponsor \$10,000

- Branding on all Signs
- Sponsorship of a workshop event (e.g. breakfast, lunch, reception or networking break)
- Four Complementary Registrations for Company delegates
- Complementary Booth Space (double)

Silver Sponsor \$4,000

- Branding on all Signs
- Two Complementary Registrations for Company delegates
- Complementary Booth Space (single)

Bronze Sponsor \$1,500

- Branding on all Signs
- One Complementary Registration for a Company delegate

As a sponsor, your benefits include:

1. Prominently display the Sponsor logo on all Conference Signage
2. Complementary delegate pass(es)
3. Complementary Exhibit Space (bronze excluded)

Exhibitors Booth \$1,130 (including HST) for a single booth – ***spaces are limited***

– ***Reserve your booth today at:*** <https://mgdssl.business.mcmaster.ca/registration/index.aspx?id=9000>

For Sponsorship and Exhibitor Information, please contact:

Ruth Sutherland at: Tel: 905-525-9140 ext 24695 or email: esr@mcmaster.ca
Fax: 905-526-0852; Web: <http://digitalcommons.mcmaster.ca/esr/>

**Ontario has set Conservation Targets of 1,330 MW of Demand Reduction
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– How will this impact you and your business?

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REGISTRATION: - CDM in a Sustainable Energy Future Conference, June 11, 2012

Register & Pay Online using a credit card at: <https://mgdssl.business.mcmaster.ca/registration/index.aspx?id=9000>

Register & Pay using a cheque and the Mail-in Form; fill out the following:

Name: _____ Yes, I will attend the WELCOME RECEPTION on Sunday, June 10, 2012

Company: _____ Dietary Restrictions? please contact Ruth Sutherland (see contact details below)

Address: _____ City: _____

Prov/State: _____ Postal Code/Zip: _____ Tel: _____

Fax: _____ Email: _____

Registration Payment: Cheque - payable to McMaster University (please enclose)

Yes, I am interested in being an exhibitor - Please reserve my booth space;

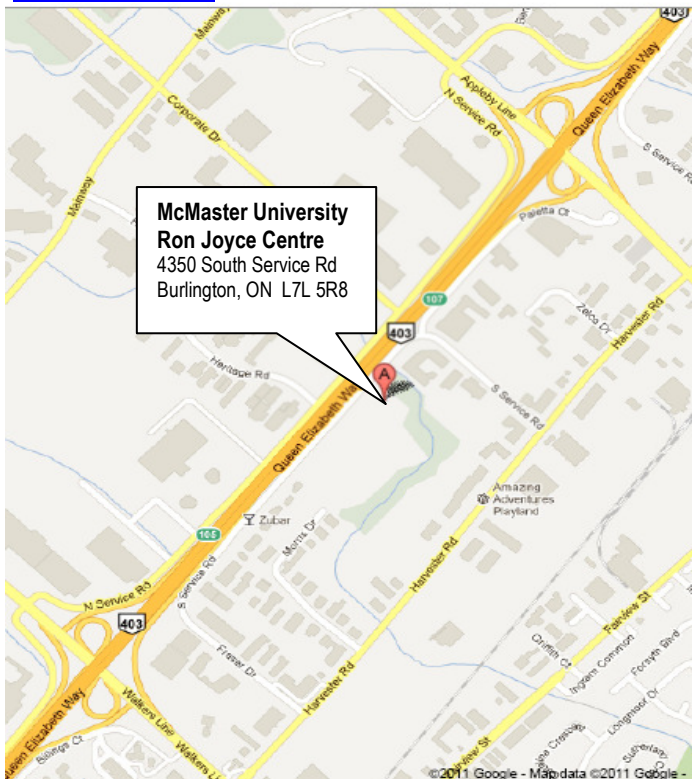
Please enclose booth fee - cheque, payable to McMaster University

Registration Fees: Early Bird Rate: \$230 per person (\$203.54 registration + \$26.46 HST) - up to & including May 25, 2012
 Regular Rate: \$285 per person (\$252.21 registration + \$32.79 HST) - after May 25, 2012
 Student Rate: \$ 75 per person (\$ 66.37 registration + \$ 8.63 HST)
 Exhibit Booth Rate: \$1,130 (\$1,000.00 booth fee + \$130.00 HST)

HST #R119035988

and MAIL to: **Ruth Sutherland, (esr@mcmaster.ca)**
 McMaster University, Faculty of Business DSB-A107
 1280 Main Street West
 Hamilton, Ontario, Canada, L8S 4M4

[Google Map Link](#)



Driving Directions:

From Toronto, Oakville, Burlington and East

1. Travel westbound on the QEW or Highway 407;
2. In Burlington, take the Appleby Line exit and turn left and head south (towards Lake Ontario);
3. At the traffic signal turn right onto Harvester Road;
4. Turn right onto South Service Road (street after Zelco Drive);
5. The **Ron Joyce Centre** is on your left at 4350 South Service Road

From Hamilton, London and West, including Detroit

1. Travel eastbound on Highway 401 to Highway 403 East (to Hamilton);
2. Continue through Hamilton and merge onto the QEW (Toronto);
3. In Burlington, take the Walkers Line exit and turn right and head south (towards Lake Ontario);
4. At the traffic signal turn left onto Harvester Road; At the next traffic signal turn left onto South Service Road;
5. The **Ron Joyce Centre** is on your right at 4350 South Service Road

From the Niagara Region and Buffalo

1. Travel westbound on the QEW towards Toronto;
2. Remain on the QEW (follow the Toronto QEW sign);
3. In Burlington, take the Walkers Line exit and turn right and head south (towards Lake Ontario);
4. At the traffic signal turn left onto Harvester Road;
5. At the next traffic signal turn left onto South Service Road;
6. The **Ron Joyce Centre** is on your right at 4350 South Service Road.