



SPEAKER BIOS

Craig Boice, Boice Dunham Group
Craig Boice co-founded the Boice Dunham Group in 1983, and has since served more than 200 clients in 19 countries as a business development consultant.

In the energy industry, he is noted for new technology planning and development, particularly in the fields of renewable generation, resource planning, risk management, conservation & efficiency, automated metering, and energy management. He has led design, market research, marketing, evaluation, and business case preparation for many demonstrations, trials, tests, and launches.

Mr. Boice held senior posts in the Washington, D.C. and London, U.K. offices of Coopers & Lybrand; worked as an Economist for the U.S. Overseas Private Investment Corporation; and served as Vice President - Operations for the International Licensing Network, Ltd., a technology management firm.

Mr. Boice earned his Master's degree in Management at the Yale University School of Management, majoring in Finance & Accounting, and received his B.A. in Economics and Philosophy from Beloit College..

Mark Bramfitt, Pacific Gas & Electric
Mark Bramfitt is a Principal Program Manager in Pacific Gas and Electric Company's Customer Energy Efficiency group, responsible for designing and delivering programs and services to help customers manage their energy use and costs in the high tech industry.

His team supports customers in the Silicon Valley and throughout northern California, providing industry-leading programs related to data centers and computing equipment. Over

three years, these programs will deliver over 15 megawatts of peak energy demand reduction, with a program budget of over \$21 million.

A professionally-licensed mechanical engineer, Mark has worked in a variety of technical and management positions at PG&E in his twenty-year career, primarily in the energy-efficiency, account services, and corporate communications areas.

Mark is also active in the Sonoma Valley community, serving as an elected Director of the Valley of the Moon Water District and the chair of a Groundwater Basin Management Committee.

Rich Brown, Lawrence Berkeley National Lab
Richard Brown is a research scientist in the Environmental Energy Technologies Division at Lawrence Berkeley National Laboratory. He leads a team at LBNL that is developing solutions to address the growing energy use of electronics and miscellaneous equipment in buildings. One of his main projects is providing technical support to the EPA ENERGY STAR product labeling program. He was also the lead LBNL author for the recent EPA study on servers and data centers.

Brown holds an M.A. degree from the Energy and Resources Group at the University of California at Berkeley, and a B.S.E. in Engineering and Management Systems from Princeton University.

Jeff Bumgarner, PacifiCorp, Director of Demand-side Management
As director of demand-side services, Jeff Bumgarner leads the company's efforts to achieve demand-side management objectives as part of an overall energy resource plan, and has responsibility for the development,

implementation, and management of the company's DSM programs and services.

Responsibilities span the residential, commercial and industrial customer segments involving identifying energy-saving opportunities, designing and/or contracting for new programs, achieving marketplace and regulatory approvals, program implementation, and collaboration in the development of the Company's Integrated Resource Plan.

Bumgarner joined PacifiCorp in 1981. He holds bachelor degrees in business management, finance, and sociology from the University of Oregon and serves on the boards of the Northwest Energy Efficiency Alliance and Southwest Energy Efficiency Project.

Patti Case, ETC Group, Vice President

Patti Case has been Vice President of ETC Group since its inception in 1988. The company's mission is to improve the energy efficiency of commercial and industrial businesses and reduce the impact of energy use on the environment through engineering, analysis, education, and advocacy.

Patti has a MS in Mechanical Engineering and BS degrees in Chemistry and Biology. She is a registered PE in Utah and California. Prior to starting ETC Group with her brother, Mark Case, she spent 10 years doing combustion research and development and heavy industrial process engineering. She has served on the board of directors for the Southwest Energy Efficiency project since 2002.

Sarah Cottrell, New Mexico Governor's Energy and Environmental Policy Advisor

Sarah Cottrell serves as the Energy and Environmental Policy Advisor to New Mexico Governor Bill Richardson. She joined the Governor's team after earning a Master of Public Affairs from Princeton University's Woodrow Wilson School of Public & International Affairs. Before entering graduate school, Cottrell worked for the Pew Center on Global Climate Change in Arlington, VA. Prior to joining the Pew Center in 2001, she received

a grant to research and co-author teaching case studies about United States and international climate change policies. She graduated *magna cum laude* with Honors in Political Science from Davidson College, and studied Irish politics at University College Dublin. Past internships include summers at the White House Climate Change Task Force, Grand Canyon Trust, and Ozone Action, a nonprofit organization.

Dan Dent, Questar Gas

Dan Dent presently works as Manager of DSM and Energy Efficiency Programs for Questar Gas Company.

Dan has been with Questar since 1987. He began with Mountain Fuel Supply Company (now Questar Gas Company) and has held several positions, including: Gas Supply and Transportation Analyst, Industrial Sales, Director of Marketing, Director of Business Development, Community Relations Manager, and Marketing Manager for Questar Energy Services, an unregulated Questar subsidiary. In June 2006 Dan was asked to lead and develop an energy efficiency initiative for Questar's 850,000 utility customers in Utah and Southern Idaho.

Dan received a B.S. Degree in Marketing from the University of Utah in 1989 and is currently seeking a Master's in Business Administration degree from the Keller Graduate School of Management.

Dan Dreiling, Principal Planning Analyst, Salt River Project

Dan Dreiling possesses more than fifteen years of experience in the field of energy efficiency projects and services. Dan's special emphasis is developing and structuring comprehensive energy programs and services for commercial and industry customers. Dan joined SRP in February of 2000. As a member of SRP Energy Solutions, Dan holds the position of Principal Planning Analyst where he designs and implements SRP's commercial and industrial programs. Prior to this position, Dan worked for two other large energy services companies where he developed commercial and industrial energy projects for customers. Dan is a Certified

Energy Manager (C.E.M.) and holds a Bachelor of Science Degree in Business Management from Arizona State University.

Steve Dunn, Southwest Energy Efficiency Project, Senior Associate

Steve Dunn is a Senior Associate with the Southwest Energy Efficiency Project (SWEET), a public interest organization promoting energy efficiency policies and programs in the states of Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming.

Prior to joining SWEET in February 2007, Mr. Dunn worked as a Policy Analyst with EPA's Clean Energy-Environment State Partnership – a voluntary program that helps states identify and implement cost-effective clean energy policies. At EPA, he worked with multiple states to identify, evaluate, and implement clean energy programs and policies. He coordinated the development of EPA's *Clean Energy-Environment Guide to Action*, which identifies and describes clean energy policies and strategies that states have used to meet their clean energy objectives.

Mr. Dunn received his Masters Degree in Environmental Policy and Management from the School of Forestry and Environmental Studies at Yale University, and a Bachelors Degree in Environmental Studies from the University of California at Santa Cruz.

Howard Geller, Southwest Energy Efficiency Project, Executive Director

Dr. Howard Geller is the Executive Director of the Southwest Energy Efficiency Project (SWEET), a Boulder, Colorado-based public interest organization that promotes policies and programs to advance energy efficiency 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). Dr. Geller has advised and conducted energy efficiency studies for utilities, governmental organizations, and international agencies. He is author or co-author of four

books, including *Energy Revolution: Policies for a Sustainable Future*, published in 2002 by Island Press. Dr. Geller was awarded the 1998 Leo Szilard Award for Physics in the Public Interest by the American Physical Society in recognition of his contributions to national appliance efficiency standards and more efficient energy use in general.

Anita Hart, Southwest Gas

Anita Hart is the Manager of Research, Conservation and DSM at Southwest Gas Corporation. She directs the collection of market research information and oversees the implementation of programs responsive to demand-side management, conservation, consumer interest, and low-income objectives for Southwest's tri-state service areas. Mrs. Hart joined Southwest Gas in 1993 as a Regulatory Analyst in Revenue Requirements and Resource Planning. Subsequent promotions include Specialist and Administrator of Conservation and DSM in Marketing and Senior Specialist in State Regulatory Affairs. She holds bachelors and masters degrees in Economics with an emphasis in public utility regulation from New Mexico State University.

Marc Hoffman, Executive Director, Consortium for Energy Efficiency

Mr. Hoffman is responsible to CEE's Board of Trustees for the direction, operation, and performance of the organization. He directs a \$2.2 million budget that supports a staff of 20. Since assuming the responsibilities of executive director in 1996, Hoffman has consistently delivered on the expectations of members to make CEE a recognized leader of ratepayer-funded national efficiency programming. For 11 years he has expanded CEE's membership, programming, and staff to match the increased interest in and funding for public-benefit efficiency programs nationwide. Under his direction, CEE has evolved into the North American forum for energy-efficiency program stakeholders to pursue common issues, share experiences, and develop new programs.

Hoffman has been engaged in various aspects of utility-funded energy-efficiency activities for more than 28 years. He served as vice president

of XENERGY for over 13 years, building the company's utility demand-side planning and evaluation services from two clients to a 10 million dollar-a-year business. Hoffman brings broad management experience from his years as an officer of XENERGY responsible for the bottom line of the DSM planning and evaluation business. In addition to his utility industry experience, he has served in the public sector in state energy policy and regulatory offices. Hoffman earned his M.A. in agricultural economics at the University of Connecticut and his B.A. from Brandeis University.

Larry Holmes, Nevada Power and Sierra Pacific Power, Manager of Customer Programs and Strategies

In Larry's current assignment as Manager of Customer Programs and Strategies, he is responsible for Nevada Power's and Sierra Pacific Power's Demand Side Management program planning, development and evaluation. He is also responsible for distributed generation programs, company owned small renewables, and third party customer payment systems.

Larry began his work at Sierra Pacific Power Company and Nevada Power Company in 1981 and has held a number of positions in design, planning, operations, economic development, regulatory affairs, and customer service.

Larry graduated from San Jose State University with a Bachelor of Science in Electrical engineering and from the Georgia Institute of Technology with a Masters of Science in Electrical Engineering. He is a Registered Professional Engineer in the State of Nevada and a Certified Energy Manager with the Association of Energy Engineers.

Jim Meyers, NAIMA

Jim Meyers is the Western Regional Manager for the North American Insulation Manufacturers Association (NAIMA). He supports the states from Colorado to the Pacific Ocean, and is responsible for identifying opportunities, creating regional networks, and implementing activities in the areas of building energy codes, new and existing homes programs, and utility incentive programs for

building energy efficiency. Meyers interfaces with state energy offices, building code officials, utilities, builders, and local energy efficiency advocates in the western region.

Meyers is a certified Energy Rater, and certified Rater Trainer. He is the author of an energy conservation book, "How to Earn Money on Your Utility Bills," published in the 1990s, and is the publisher for a website dedicated to the incentives associated with the 2005 Energy Policy Act (EPAct). He received his degree in Engineering from San Jose State University.

Peter Narog, Xcel Energy

Peter Narog is the Manager of Energy Efficiency Marketing for Xcel Energy. Peter manages a team of individuals responsible for marketing energy efficiency programs to residential and low-income customers throughout Xcel Energy's eight-state service territory. He began his utility career in the mid 1990's in product marketing promoting residential and small business energy efficiency and demand response programs. In 2003 he became a manager in the marketing organization and his team over the years has implemented residential and low income energy efficiency programs, commercial and industrial demand response programs and standard offer energy efficiency programs (Texas). Peter holds a degree from the University of St. Thomas with a focus in Marketing, Advertising and Psychology.

Gerard Ortiz, Public Service of New Mexico

Gerard Ortiz is the Director of Market Services for Public Service of New Mexico. His responsibilities include oversight of account management, load research, market research, program development, as well as oversight of identification, development and implementation of load control and energy efficiency programs.

His background includes over 26 years experience in the distribution systems engineering, operations and maintenance, marketing, business planning, and regulatory proceedings. He holds an MBA with a concentration in Finance from the University of New Mexico.

Tom Plant, *Director, Colorado Governor's Energy Office*

Tom Plant is the Director of the Governor's Energy Office, appointed by Governor Bill Ritter in 2007. Prior to arriving at GEO, Tom served as the executive director of the Center for ReSource Conservation. The non-profit implements a variety of programs focused on energy efficiency, renewable energy, water conservation, green building and construction waste reduction.

Tom served as Colorado House District 13 Representative from 1998 through 2006, including two years as Chairman of the House Appropriations committee and one year as Chairman of the Joint Budget Committee.

Tom worked in the Climate Change department of the Union of Concerned Scientists in Washington, DC. At UCS, he explored the causes of global climate change and examined transportation and energy solutions to reduce the emissions contributing to climate change. Prior to UCS, and after graduating from Colorado State University, Tom worked as an exploration geologist.

Gail Ryba, *Coalition for Clean Affordable Energy*

Gail Ryba holds a Ph.D. in Physical Chemistry from Caltech, and did fuel cell research at Sandia National Labs from 1992-1999. She has worked in energy policy since 1999, and was the New Mexico representative for SWEEP from 2004-2007. In October she became the Director for the New Mexico Coalition for Clean Affordable Energy, of which SWEEP is an active member.

Jeff Schlegel, *Southwest Energy Efficiency Project, Arizona Representative*

Jeff Schlegel is SWEEP's Arizona Representative, working with environmental, consumer, and renewable energy groups in support of energy efficiency and distributed resource issues. He works closely with Arizona utilities, and most recently served on Arizona Governor Janet Napolitano's Climate Plan Advisory Group. He has more than 20 years of experience in the energy field, specializing in

policy analysis, planning, evaluation and research, and program design for energy efficiency, renewable energy, and low-income energy programs.

In addition to his responsibilities with SWEEP, Mr. Schlegel assists the State of Connecticut Energy Conservation Management Board, the Massachusetts Energy Efficiency Collaborative, and the New England Demand Response Initiative (NEDRI). From July 1997 through March 2000, Mr. Schlegel served as the lead technical consultant to the California Board for Energy Efficiency. In addition, he has worked on energy efficiency policies and programs in New England, Wisconsin, and Arizona.

Mr. Schlegel was the winner of the 1997 Outstanding Achievement Award from the International Energy Program Evaluation Conference.

Chris Schroeder, *Nexant*

Chris Schroeder is Vice President of Nexant's Energy and Carbon Management business unit. Chris works out of Nexant's Boulder, Colorado office and has over 12 years of experience with energy efficiency and utility DSM efforts targeting all end-use market sectors. He currently directs over \$60 million of utility-funded energy efficiency programs for clients around the western U.S. Chris' utility DSM experience covers all facets of program delivery, including market potential assessments, design, implementation, marketing, technical engineering assistance, and M&V support. He also routinely provides regulatory assistance for utilities in support of energy efficiency initiatives including testimony preparation, integrated resource planning, and conducting energy efficiency workshops.

Lisa Skumatz, *Skumatz Economic Research Associates*

Dr. Skumatz is an economist and principal of the research and consulting firm Skumatz Economic Research Associates, SERA. Ms. Skumatz has been involved in evaluating energy efficiency programs since 1975, establishing SERA in 1990. SERA specializes in "niche" evaluation topics, including non-energy benefits, program

attribution/net to gross, measure lifetimes, market research/progress tracking, and behavioral/attitudinal analyses.

Ms. Skumatz was the nation's pioneer in non-energy benefits and measure lifetimes, developing methods that are now "industry standard". Her work is widely published and cited, and she has more than 80 publications in energy conference proceedings. She has worked with Battelle Pacific Northwest Laboratories, Pacific Gas & Electric (PG&E) in San Francisco, Synergic Resources Corporation, and Ralph Nader's Public Interest Research Group.

Ms. Skumatz holds a Ph.D. in Economics from The Johns Hopkins University and an undergraduate economics degree from the University of Wisconsin-Madison. She is an elected official, serving on the Town of Superior, Colorado Board of trustees.

Denise Smith, Tucson Electric Power
Denise Smith is currently the Director of Renewable and Conservation Programs at Tucson Electric Power (TEP) and UniSource Energy Services (UES). TEP and UES are currently expanding their renewable energy and energy efficiency program offerings. Denise has been employed at TEP for eleven years, having held a number of different positions within the company. Starting out in energy programs as an analyst, she designed and implemented new demand-side management programs. She has also held positions in regulatory pricing.

Denise holds a Masters Degree in Business Administration, and has completed several graduate level classes in Statistics. She graduated from Northern Arizona University with a B.S. in Mathematics and an extended major in Statistics.

Steve Wiel, Southwest Energy Efficiency Project, Nevada Representative
Stephen Wiel is the Nevada Representative for the Southwest Energy Efficiency Project (SWEET), a public interest organization promoting energy efficiency policies and programs in the states of Arizona, Colorado,

Nevada, New Mexico, Utah and Wyoming. SWEET is based in Boulder, Colorado.

During the 1980s, Mr. Wiel served for 8 years as a Nevada Public Service Commissioner, presiding over several integrated resource plan filings and related dockets. He was also prominent in the commissioners' national organization, the National Association of Regulatory Utility Commissioners (NARUC), serving as chairman of NARUC's Energy Conservation Committee for four years.

Mr. Wiel is currently the President of the Board of the Collaborative Labeling and Standards Program (CLASP), a global non-profit corporation he helped found that serves as the world's primary international voice and resource for energy efficiency standards and labeling worldwide.

During his tenure as head of the Energy Analysis Department at Lawrence Berkeley National Laboratory (LBNL), he established LBNL's Washington Office, led the greenhouse gas mitigation component of the U.S. Country Studies Program, served as senior advisor to the U.S. Department of Energy on integrated resource planning and demand-side management in the utility sector, and created the initiative on international energy efficiency standards and labels that evolved into CLASP.

Mr. Wiel also serves on the Board of Directors of the American Council for an Energy Efficient Economy. He holds a Bachelor's and Master's degree in Chemical Engineering from Stanford University, and a Doctorate from the University of Pittsburgh, Graduate School of Public and International Affairs.

Jim Wontor, Arizona Public Service
Jim currently manages the Demand-Side Management Programs for Arizona Public Service Company. These programs help APS residential and non-residential customers use energy more efficiently. Jim has held this position since September 2007.

Prior to that time, Jim served as Manager of the Company's Load Forecasting function for 6

years, where he was responsible for preparing the company's long range forecast of electric customers, sales, and revenues, as well as monitoring both the U.S. and Arizona economies. Jim's experience also includes 3 years as Director of Customer Care for APS Energy Services, the deregulated subsidiary of APS' parent company, Pinnacle West Capital Corp, and Manager of Customer Research for APS, doing both market and load research with electric customers throughout the state of Arizona.

Jim holds a Masters Degree in Business Statistics from Arizona State University and a Bachelors Degree in Business Management from the University of Montana.