

February 9 & 10, 2014 Santa Cruz, California













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Dear Summit Participants,

Welcome to the 2014 PowerSave Campus Energy Efficiency Summit! This year's theme, *Ride the Energy Wave*, is meant both as a tribute to how far energy efficiency has come over the past year, and as a call to action. When localized "swells" converge, they are poised to expand into a massive wave. This event brings leaders of the movement together – students, faculty, and staff – to paddle into 2014 and strategically ride (and guide) that wave to success!

The Energy Efficiency Summit is an opportunity to share and discuss best practices conducted this past year, but also to ask tough questions about where to go from here. At the Summit, student interns at all levels – new and experienced – have the opportunity to attend training sessions on project planning, marketing, academic infusion and integrated demand side management; to learn about pilot projects and technologies that have been successful at a number of campuses; and to network with professionals who have made a career in the energy and academic fields.

Meanwhile, professionals have the opportunity to learn about the innovative projects the students are working on and to network with one another and brainstorm innovative ways to advance sustainability on their campuses. The Summit provides an opportunity like no other to discuss California energy and workforce issues in an interdisciplinary and solutions-focused way.

We hope this event inspires you to action and that you take the ideas shared here back to your campuses and places of work. The PowerSave Campus Program is designed to facilitate progress and its success wouldn't be possible without **you**!

As always, we thank our valued campus stakeholders and other distinguished representatives in attendance for taking the time out of your busy schedules to educate and mentor our interns. And to our students, you continue to be our "Big Kahunas" and we look forward to an awesome ride and an ambitious year!

Sincerely,

Merrilee Harrigan Senior Advisor, Education Alliance to Save Energy

Jo Tiffany Senior Director, Education Alliance to Save Energy Renee Lafrenz Senior Program Manager, Education Alliance to Save Energy

AGENDA

At a Glance-Sunday, February 9



Intern Training- UC Santa Cruz (College 10)

7:30-8:30 AM Breakfast

8:45-9:35 AM Concurrent Session I

New Intern Jeopardy: What is...the Best Session at the Summit?

Central Desktop: Project Tools for Project Coordinators

Team Manager & Treasurer Meeting

9:40-10:30 AM Concurrent Session II

Interviewing: Don't Be Scared, Just Be Prepared!

Graphic Design Crash Course

Compete to Reduce...And Win! (Campus Conservation Nationals)

10:40-12:00 PM Concurrent Session III

Energy Assessments 101

Energy Hog in the House! PowerSave Schools Collaboration

Academic Projects: Going Beyond the Classroom

12:00-1:00 PM Lunch

Group Picture at 12:45 PM

1:15-2:40 PM Hands-On Technology Stations

Lighting Technology Showcase Microscope Lighting Technology

Energy Audit Tool Station

Demand Response Management

2:50-3:40 PM Concurrent Breakout Session IV

Stump the Metrics Sheet Energy Assessments 102

Go Viral! Social Media, Videos, and More!

3:50-4:00 PM Meeting Wrap-Up/Shuttles to Hotel Paradox

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AGENDA

At a Glance-Sunday, February 9



All Summit Attendees- Hotel Paradox (Santa Cruz)

(Continued from page 2)

5:30-6:30 PM Green Career Panel (Sequoia Ballroom)

Representatives from industry, academic, and non-profit sectors

6:30-8:00 PM Welcome Reception: Stakeholders & Interns

Includes campus poster session

AGENDA

At a Glance- Monday, February 10

All Summit Attendees- UC Santa Cruz Campus (College 10)

| 7:45-8:45 AM | Breakfast |
|----------------|---|
| 8:45-9:00 AM | Welcome Address Renee Lafrenz, Senior Program Manager, Alliance to Save Energy Christina Thomure, Climate Action Manager, UC Santa Cruz |
| 9:00-9:45 AM | Keynote Address Emily Bailard, Director of Solutions Marketing, Opower |
| 10:00-10:15 AM | UC/CSU System Wide Updates Matt St. Clair, Sustainability Manager, UC Office of the President Len Pettis, Chief, Plant, Energy & Utilities, CSU Capital Planning |
| 10:15-10:20 AM | Energy 2030 Overview Merrilee Harrigan, Senior Advisor, Alliance to Save Energy |
| 10:30-12:00 PM | Inter-Campus Networking Session UC/CSU/IOU EE Partnership Project Planning Workshop Academic Infusion Round Table |
| 12:15-1:15 PM | Lunch & Optional Guided Lighting Tours Optional Guided Lighting Tour (12:45-1:15 PM) |
| 1:15-2:00 PM | PowerSave Campus Project Showcase Unusual Suspects: Academic Infusion Project- Humboldt State Caught Cold Handed! Cold Water Wash Campaign- UC Santa Cruz Shut Your Sash and Save: Fume Hood Study- UCLA |
| 2:00-2:20 PM | Program-Wide Updates and Conference Announcements |
| 2:20-2:30 PM | Wrap-Up & Closing |

KEYNOTE SPEAKER BIOGRAPHY

Emily Bailard-Director of Solutions Marketing, Opower



Emily leads strategy and marketing for Opower's energy efficiency solutions that motivate residential and commercial utility customers to save energy. She works closely with sales and product teams to guide goto-market strategy, competitive positioning, and marketing. Previously at Opower, Emily managed implementation for Opower's clients in Asia Pacific. Prior to joining Opower, Emily was a strategy consultant at the Bridgespan Group, where she worked with non-profit clients and foundations to maximize their impact. Emily began her career at Bain & Company, where she advised Fortune 500 companies on strategy, customer loyalty and profitability, and sales effectiveness. Emily holds an M.B.A from the Graduate School of Business at Stanford University and a B.A. in Political Science from Yale University.

Sunday, February 9



Intern Training- UC Santa Cruz Campus (College 10)

7:30-8:30 AM Breakfast (Multi-Purpose Room)

8:30-8:40 AM Welcome & Agenda Review (Multi-Purpose Room)

8:45-9:35 AM Concurrent Breakout Session I

New Intern Jeopardy: What is...the Best Session at the Summit? (Social Sciences II, Room 75)

Presenter(s): Taylor McAdam PowerSave Campus Staff

Calling all new interns and anyone else who wants to brush up on the "who's who" and "what's what" of PowerSave Campus. Think you can name the four program areas? Or list all of the California campuses? What about the due date for monthly metrics reports? Meet your fellow peers and compete in a round of the legendary New Intern Jeopardy. There will be prizes to win, tips to gain, and friends to make!

Central Desktop: Project Tools for Project Coordinators (Social Sciences II, Room 71)

Presenter(s): Ellie Kim- PowerSave Campus Staff

As project coordinators, PowerSave Campus interns have to be resourceful in using all the tools at their disposal to ensure the success of their campus projects. One such tool that can help take your projects to the next level is Central Desktop. In this session, we'll teach you some hidden tricks and techniques to maximize your ability to use this tool, as well as how to use its resources to launch new projects. Don't miss our Easter egg hunt activity as well as case studies of how Central Desktop has helped fellow campuses stay organized.

Team Manager & Treasurer Meeting (Social Sciences II, Room 179)

Presenter(s): Chase Livingston & Colleen Butterfield- PowerSave Campus Staff
Team managers and treasurers have very different responsibilities but must work together
to ensure the team has the resources it needs to be successful. Team managers support
the treasurers in supplying project resources, while treasurers ensure proper spending and
expense reporting. This session will review the responsibilities of both roles, ways to work
together, and cover valuable skills that will help each to perform in their positions.

Sunday, February 9



9:40-10:30 AM Concurrent Breakout Session II

Interviewing: Don't Be Scared, Just Be Prepared! (Social Sciences II, Room 179)

Presenter(s): Colleen Butterfield- PowerSave Campus Staff
In this session, you will learn the "do's & don'ts" of interviewing and which commonly used questions to ALWAYS prepare for. Then, you will get to pair up and practice your skills by picking out key words and phrases from a sample job description and then answer the common questions for that position, utilizing your PowerSave Campus (and/or other job) experiences to answer them.

Graphic Design Crash Course (Social Sciences II, Room 71)

Presenter(s): Molly Uyeda- PowerSave Campus Intern, UCLA | Jaenna Wessling- PowerSave Campus Intern, UC Irvine

Are you interested in learning how to make eye-catching and professional marketing and promotional materials? Whether you are new to graphic design or simply looking to update your skill set, this hands-on session will teach you easy ways to improve your team's newsletters, flyers, or other publications. Bring your laptop for some interactive exercises, including a tutorial on both free (Inkscape) and purchased (Adobe Creative Suite) software.

Compete to Reduce...and Win! (Campus Conservation Nationals) (Social Sciences II, Room 75)

Presenter(s): Taylor McAdam- PowerSave Campus Staff | Chris Kaiakapu & Micah YaldezianPowerSave Campus Interns, Chico State

This session is for all current Campus Conservation National (CCN) participants as well as campuses that would like to compete next year. Current CCN campuses should send at least one representative to this session. We will be sharing competition best practices, planning roadblocks, and other techniques to help you squeeze every last bit of savings out of your buildings. This is also a forum for feedback and developing a vision for next year's competitions.

10:40-12:00 PM Concurrent Breakout Session III

Energy Assessments 101 (Social Sciences II, Room 71)

Presenter(s): Lauren Barnum- PowerSave Campus Intern, UC Santa Barbara If you are new to the PowerSave Campus Program, this audit training is just for you! This presentation includes hands-on activities that will teach you how to perform basic energy savings calculations and to use the energy auditing tools found in your team's tool kit. You will also gain knowledge on topics such as phantom loads, demand response, and plug loads.

Sunday, February 9



Energy Hog in the House! PowerSave Schools Collaboration (Social Sciences II, Room 75)

Presenter(s): Chase Livingston- PowerSave Campus Staff | Scott Thach & Jennifer AlldredgePowerSave Schools Staff

Have you ever felt the need to climb inside a six-foot tall hog costume and teach kids about energy efficiency? In this session, veteran Energy Hog Busters Scott Thach and Jennifer Alldredge (from the PowerSave Schools Program) will explain the finer points of engaging children on the topic of energy efficiency through the gargantuan and oh-so gluttonous Energy Hog. You will learn how to engage school administrators, host Energy Hog assemblies, and arrange for expanded school awareness through Energy Hog Tag.

Academic Projects: Going Beyond the Classroom (Social Sciences II, Room 179)
Presenter(s): Colleen Butterfield- PowerSave Campus Staff | Martin Figueroa- PowerSave
Campus Intern, UC Merced | Brandon Saver- PowerSave Campus Intern, Cal Poly Pomona
Wondering how to develop meaningful academic infusion projects on your campus? Attend
this session to learn about best practices and innovative ideas from fellow PowerSave Campus
interns. This session will also include a brainstorming session to help you bring ideas back to
your own campus.

12:00-1:00 PM Lunch (Multi-Purpose Room)

Don't miss the group picture taking place at 12:45 PM sharp!

1:15-2:40 PM Hands-On Technology Stations (Multi-Purpose Room)

- Lighting Technology Presentation: Sarah Gilchrist- Energy Analyst, UC Santa Cruz
- Energy Audit Tools: Janette Maurer- Staff, Pacific Energy Center
- Microscope Lighting Technology: Allison Paradise- Executive Director, My Green Lab
- Demand-Side Management: Wesley Morgan- Program Manager, EnerNOC

2:50-3:40 PM Concurrent Breakout Session IV Stump the Metrics Sheet (Social Sciences II, Room 75)

Presenter(s): Colleen Butterfield & Jennifer Alldredge- PowerSave Campus Staff
In this session, we will debut the new and improved metrics tracking sheet so we encourage
all Excel enthusiasts, especially interns in charge of the metrics sheet, to attend. Attendees
will learn how to operate the new sheet, and have the opportunity to use real numbers from
past projects to apply these skills first-hand. This interactive training will cover how to use the
sheet while attempting to find and eradicate any potential bugs that might limit your team's
ability to quantify your impact! Come be a part of history!

Sunday, February 9



Energy Assessments 102 (Multi-Purpose Room)

Presenter(s): Chase Livingston- PowerSave Campus Staff | Allison Paradise- Executive Director, My Green Lab | Janette Maurer- Staff, Pacific Energy Center

A state-of-the-art tutorial on laboratory energy monitoring techniques and procedures, this session will begin with an introduction to the most recent data logging technology, including an overview of both hardware and software components. We will then go into detail about various data logging tools and the many applications for this technology, including their potential for use in a laboratory environment with equipment such as centrifuges and ultra-low temperature freezers.

Go Viral! Social Media, Videos, and More (Social Sciences II, Room 71)

Presenter(s): Ellie Kim- PowerSave Campus Staff | Jaimie Wan- PowerSave Campus Intern, UC Irvine

Face to face interactions with your fellow students are always a great opportunity to market your team's efforts, but how do you reach them outside of tabling events? Attend this session to find out. A fellow PowerSave Campus intern will cover social media tools frequently used in their projects, and we'll also give you tips on how to develop your own energy efficiency videos, get free press from newspapers, radio stations, and more! We'll follow up with a project planning exercise to help you apply these skills on your own campus.

3:50-4:00 PM Meeting Wrap-Up/Shuttles to Hotel (Multi-Purpose Room)

All Attendees- Hotel Paradox, Santa Cruz

5:30-6:30 PM Green Career Panel (Sequoia Ballroom C & D)

- Jordan Sager- LEED Program Manager, UC Santa Barbara
- Allison Paradise- Executive Director, My Green Lab
- Andy Bayowski- Business Developer, kW Engineering
- Linh-Chi Hua- Program Advisor, San Diego Gas & Electric

6:30-8:00 PM Welcome Reception: Stakeholders & Interns (Sequoia Ballroom A & B)

Please join us for some light refreshments, networking, and campus poster session and voting!

Monday, February 10



All Summit Attendees- UC Santa Cruz Campus (College 10)

7:45-8:45 AM Breakfast

8:45-9:00 AM Welcome Address

Renee Lafrenz- Senior Program Manager, Alliance to Save Energy

Christina Thomure- Climate Action Manager, UC Santa Cruz

9:00-9:40 AM Keynote Address

Emily Bailard- Director of Solutions Marketing, Opower

10:00-10:15 AM UC/CSU System-Wide Updates

Matt St. Clair- Sustainability Manager, UC Office of the President Len Pettis- Chief, Plant, Energy & Utilites, CSU Capital Planning

10:15-10:20 AM Energy 2030 Overview

Merrilee Harrigan- Senior Advisor, Alliance to Save Energy

10:30-12:00 PM Breakout Activity

UC/CSU/IOU Energy Efficiency Partnership Discussion & Project Planning Workshop

(for all attendees not participating in the Academic Infusion Round Table)
Presenter(s): Sarina Dito- Strategic Account Manager, Pacific Gas & Electric | Phil Furniss- Account
Manager, Pacific Gas & Electric | Patrick Testoni- Energy Manager, UC Santa Cruz

The statewide UC/CSU/IOU Energy Efficiency Partnership is instrumental in supporting energy efficiency projects across the UC and CSU systems. In this session, partnership and campus representatives will go over the benefits of the program, and how to leverage these resources on the campus level. Attendees will then be given the opportunity to discuss what they are doing on their own campuses, and brainstorm new ways of marketing and launching campus energy efficiency projects.

Monday, February 10



Academic Infusion Round Table (Alumni Room, 2nd Floor University Center)
Presenter(s): Renee Lafrenz & Colleen Butterfield- PowerSave Campus Staff | Lauren BarnumPowerSave Campus Intern, UC Santa Barbara | Vibeke Schmidt, PowerSave Campus Intern,
San Diego State

The PowerSave Campus Program provides a valuable network of faculty, campus staff, and students who are working to integrate sustainability and energy concepts into curriculum. This session will feature two case studies from San Diego State University and UC Santa Barbara, followed by small group discussions on innovative new academic projects.

12:15-1:15 PM Lunch & Optional Guided Lighting Tour

Optional Guided Lighting Tour (12:45-1:15 PM)

1:15-2:00 PM PowerSave Campus Project Showcase

This session highlights the successful collaborative efforts between PowerSave Campus interns and campus stakeholders to implement energy efficiency and education projects. Interns from three universities will present on diverse projects that highlight core goals of the PowerSave Campus Program.

• Unusual Suspects: Academic Infusion

John Lococo - PowerSave Campus Intern, Humboldt State

Caught Cold Handed! Cold Water Wash Campaign

Lauryn Gutowski & Kristiahn Alvarado- PowerSave Campus Interns, UC Santa Cruz

Shut Your Sash and Save: Fume Hood Study

Molly Uyeda, PowerSave Campus Intern, UCLA

2:00-2:20 PM Program-Wide Updates and Conference Announcements

Renee Lafrenz- Senior Program Manager, Alliance to Save Energy

Merrilee Harrigan- Senior Advisor, Alliance to Save Energy

2:20-2:30 PM Wrap-Up & Closing

†All events on Monday, February 10 meet in the College 10 Multi-Purpose Room unless otherwise noted.

HOTEL PARADOX

Map and Contact Information

Address: 611 Ocean Street

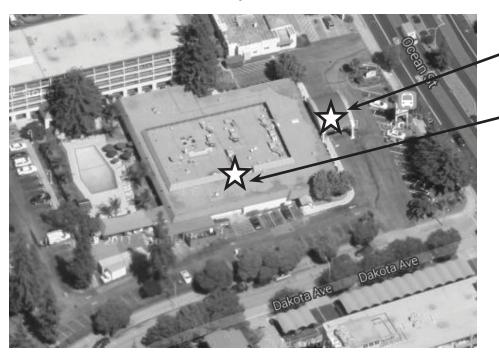
Santa Cruz, CA 95060

Phone: (855) 425-7200

Website: www.thehotelparadox.com

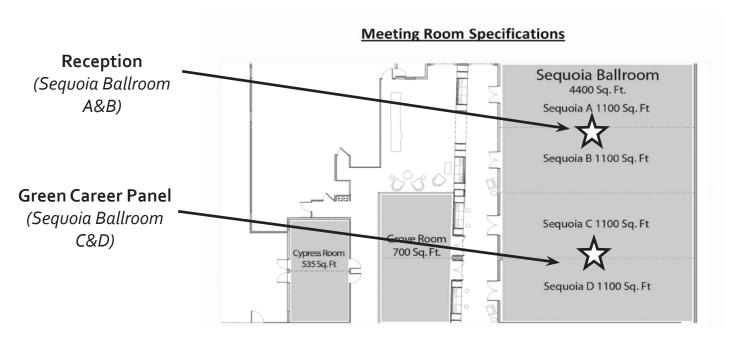
Parking Information

Self-parking is complimentary, and available in the hotel's parking lot.



Hotel Lobby Entrance

Reception/Career Panel Location



SHUTTLE INFORMATION

Departure Times/Locations



Shuttles to and from the campus and hotel will depart as follows:

Hotel Paradox- shuttle stop in front of hotel entrance on Ocean Street UC Santa Cruz- shuttle stop in front of College 10 Multi-Purpose Room

Shuttles will be *leaving* at the following times, so please plan to be there at least 10 minutes prior to departure.

Sunday, February 9

Departures from Hotel Paradox to UC Santa Cruz: **7:15 AM**Departures from UC Santa Cruz to Hotel Paradox: **4:00 PM**

Monday, February 10

Departures from Hotel Paradox to UC Santa Cruz: 7:30 AM and 8:00 AM Departures from UC Santa Cruz to Hotel Paradox: 2:30 PM and 3:00 PM

Please plan to check out at the front desk on Monday morning before you take your shuttle to campus. For those carpooling, luggage should be left in locked cars in the hotel parking lot.

Note that if you are flying out after the event and the program arranged your airport shuttle, it will be picking you up at Hotel Paradox so you will need to check out and leave your luggage with the hotel front desk.

DRIVING DIRECTIONS

Departure Times/Locations



Directions: Hotel Paradox to College 10 Multi-Purpose Room at UC Santa Cruz (4.6 miles, about 10 minutes total)

- 1. Exiting the hotel, turn southeast (right) on Ocean Street
- 2. Turn right onto Broadway which continues onto Laurel Street
- 3. Turn left onto Mission Street
- 4. Turn right onto Bay Drive which continues onto Glenn Collidge Drive and then McLaughlin Drive
- 5. Turn right onto College Nine Road and continue into Parking Lot 166



Freeways to Campus

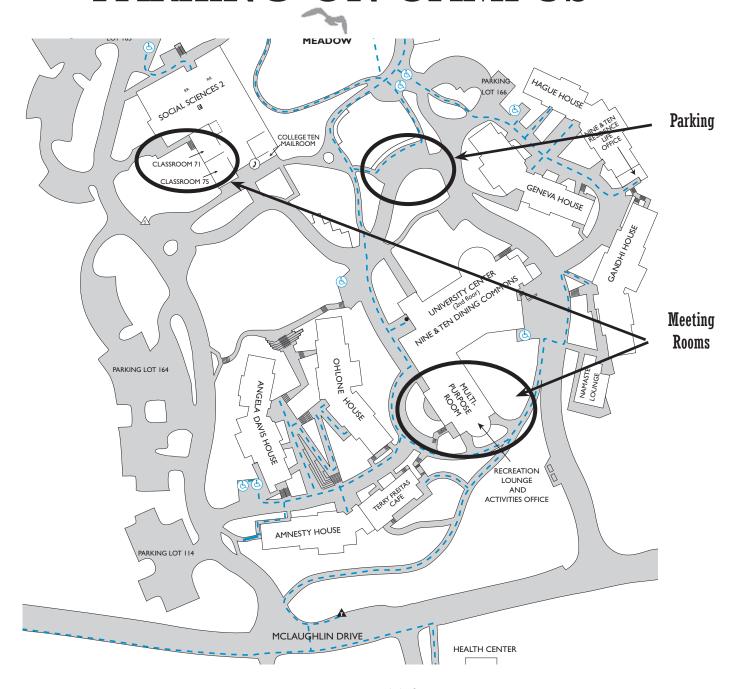
Directions: CA-1 North to UC Santa Cruz

- 1. Coming from the south (heading north on the CA-1), keep left at fork and follow signs for California 1/Santa Cruz/Half Moon Bay
- 2. Merge onto CA-1 N/CA-17 S/Santa Cruz Hwy and continue onto CA-1 N
- 3. Turn right onto Highland Avenue
- 4. Turn left onto High Street
- 5. Turn right onto Glenn Coolidge Drive which will continue onto McLaughlin Drive
- 6. Turn right onto College Nine Road
- 7. Continue into Parking Lot 166

Directions: 17 South to UC Santa Cruz

- 1. Coming from the north (heading south on the CA-17), keep right to continue onto CA-1 N
- 2. Turn right onto Highland Avenue
- 3. Turn left onto High Street
- 4. Turn right onto Glenn Coolidge Drive which will continue onto McLaughlin Drive
- 5. Turn right onto College Nine Road
- 6. Continue into Parking Lot 166

PARKING ON CAMPUS

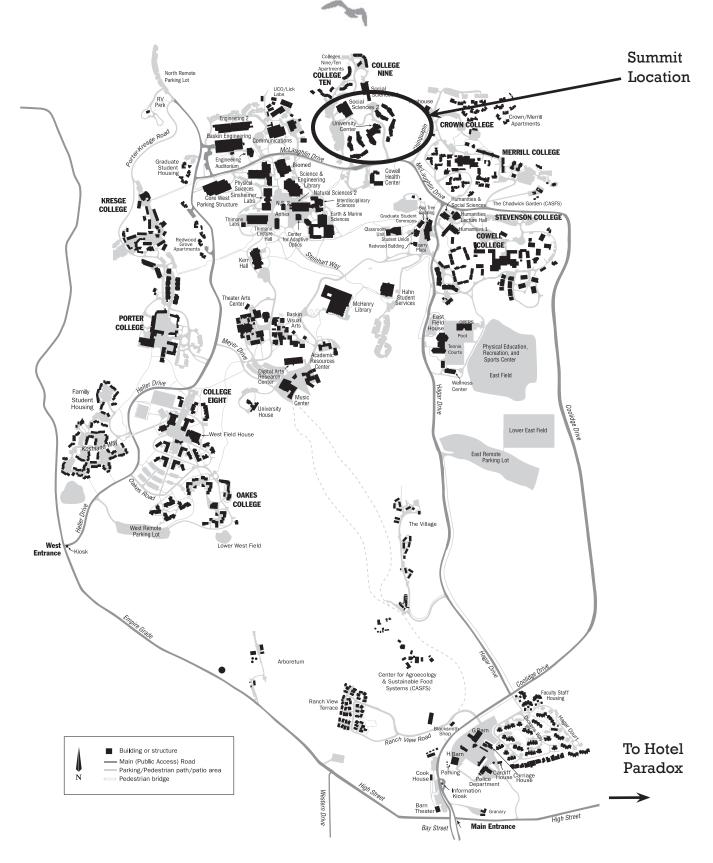


We have distributed pre-paid permits in Parking Lot 166 for attendees who have been approved to park at UC Santa Cruz. When you enter the lot, display the pre-paid permit that was provided to you by an Alliance staff member (either mailed or given to you at the stakeholder reception on Sunday evening). Keep in mind that pre-paid permits are not available in any other parking lots/structures on campus.

Please be sure to take your pre-paid permit with you and prominently display it on your car's dashboard as the Alliance to Save Energy is not responsible for any parking fines incurred for not complying with campus parking guidelines. No replacement permits will be provided. A parking map is provided above.

UC SANTA CRUZ

Campus Map



CONFERENCE ATTENDEES



| First Name | Last Name | Position/Title: | Organization | Email |
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| Chase | Livingston | Program Associate | Alliance to Save Energy | clivingston@ase.org |
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CONFERENCE ATTENDEES



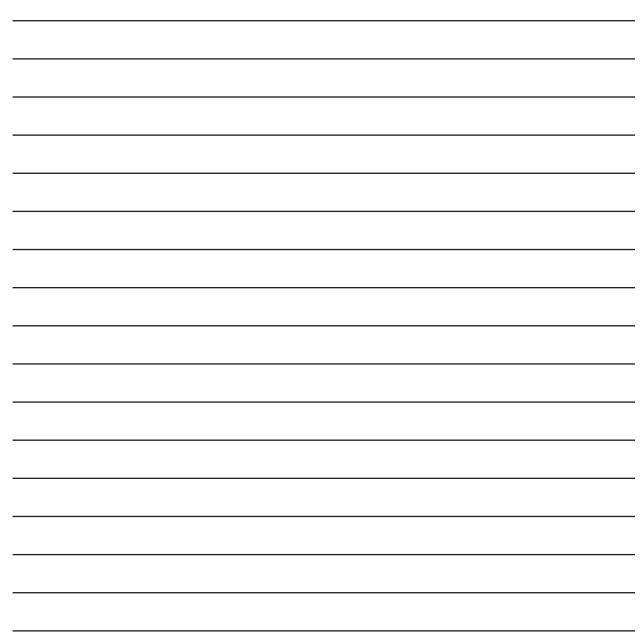
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| Michael | Liu | PowerSave Campus Intern | UC Berkeley | mzliu@berkeley.edu |
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CONFERENCE ATTENDEES



| First Name | Last Name | Position/Title: | Organization | Email |
|--------------|------------|--------------------------------|------------------|--------------------------------------|
| Jacqueline | Kha | PowerSave Campus Intern | UC Irvine | jtkha@uci.edu |
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| Wendell | Brase | Vice Chancellor | UC Irvine | Izaprian@uci.edu |
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NOTES







Let us know what you thought of the 2014 PowerSave Campus Energy Efficiency Summit and be eligible for the chance to win a \$25 Amazon gift card!

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