

ENERGY  
2030

## On the Road with Energy 2030

A policy discussion on doubling U.S. energy productivity by 2030



### Mark Barteau

Director of the University of Michigan Energy Institute and the inaugural DTE Energy Professor of Advanced Energy Research

As director of the Energy Institute, Mark Barteau is committed to advancing the Institute's mission to develop and integrate science, technology and policy solutions to pressing energy challenges. He previously served as the Senior Vice Provost for Research and Strategic Initiatives at the University of Delaware, where he held appointments as the Robert L. Pigford Endowed Chair of Chemical Engineering and Professor of Chemistry & Biochemistry. He was elected to the National Academy of Engineering in 2006. He received his BS degree in Chemical Engineering from Washington University in St. Louis, and his MS and PhD from Stanford. He was an NSF Post-doctoral Fellow at the Technische Universität München, before joining the University of Delaware faculty in 1982.

Dr. Barteau brings extensive experience as a researcher, inventor, academic leader, and consultant for both US and international organizations. His research focuses on chemical reactions at solid surfaces, and their applications in heterogeneous catalysis and energy processes. He currently serves on the Board on Chemical Science and Technology and previously served as the co-chair of the Chemical Sciences Roundtable of the NRC. He serves on science advisory boards for the Environmental Molecular Sciences Laboratory at Pacific Northwest National Lab and for the National Institute of Clean and Low-Carbon Energy (NICE) China.

Dr. Barteau was named in 2008 as one of the "100 Engineers of the Modern Era" by the American Institute of Chemical Engineers. He is the recipient of numerous awards from AIChE, ACS, and national and international catalysis societies.



### David Bell

Director of Building Science, Masco Contractor Services

As Director of Building Science for Masco Home Services, David Bell is charged with the ongoing sales management of the Environments For Living® program, a leading home building certification program for homebuilders interested in constructing comfortable, energy efficient homes. Bell's responsibilities include management of the financial performance and strategic marketing plan, increasing awareness of, and participation in, the Environments For Living

program.

Bell has more than three decades of history in the energy and construction industries. His extensive background prior to joining Masco Home Services includes experience in a variety of roles for Masco Contractor Services and the Environments For Living program, most recently as the national sales manager with oversight responsibilities for the sales of the program. Bell helped grow the Environments For Living program to include more than 130,000 homes, involving seven of the top 10 national builders. The program is recognized nationally as one of the leading building performance programs in the country.

Before joining Masco Contractor Services, Bell spent more than 20 years with Pennsylvania Power & Light with responsibilities ranging from product development and marketing to key account management. During the course of his career he developed and implemented a variety of residential marketing programs for the new construction market and helped introduce a variety of new services and products for the company.

Bell is a graduate of Kings College where he earned a Bachelor of Science degree in Marketing.



**Valerie Brader**

Deputy Legal Counsel and Senior Policy Advisor, Executive Office of Governor Rick Snyder

Valerie Brader is Deputy Legal Counsel and Senior Policy Advisor to Gov. Rick Snyder (R-Michigan). Her service with the administration began in September 2012, as the Chief Energy Policy Officer at the Michigan Economic Development Corporation (MEDC). Previously, she was a member (partner) at Bodman PLC, practicing primarily environmental and corporate law (with a specialization in assisting new or expanding businesses, from incorporation to securing permits and tax credits). A Rhodes Scholar and published author in both the legal and scientific presses,

Brader previously worked as the career law clerk for the Hon. John Feikens of the Eastern District of Michigan, as an environmental consultant to the EPA and Department of Defense, and for Gov. Phil Batt (R-Idaho) on environmental and natural resource issues. Brader, who was the youngest person in the country to be selected to assist a federal court under the "Special Master" rule, was selected by Crain's Detroit Business as one of the "40 under 40" in Metro Detroit and by Michigan Lawyer's Weekly as a "rising star."

Brader received her AB magna cum laude in government from Harvard and Radcliffe Colleges, has two masters degrees from the University of Oxford (an MSc in Environmental Change and Management and an MSt in Historical Studies), and a J.D. magna cum laude from Georgetown Law Center. Brader was the first-ever recipient of the Harvard College Women's Leadership Award and was first-runner up in the Pacific Legal Foundation's national writing competition. Brader currently serves as the secretary of the Women's Caring Program, a charity dedicated to expanding early childhood education for working families, and recently completed terms as the president of the Harvard Club of Eastern Michigan and vice president of Trinity Evangelical Lutheran Church.



**Kateri Callahan**

President, Alliance to Save Energy

Kateri Callahan brings more than 25 years of experience in policy advocacy, fundraising, coalition building, and organizational management to her position as the president of the Alliance to Save Energy, a non-government organization headquartered in Washington, D.C. The Alliance has worked for more than thirty-five years to advance energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security. Serving as president of the Alliance since January 2004, Callahan leads a staff of 40+; oversees a budget of

approximately \$8 million annually; and works with the Alliance Board of Directors, which includes Members of Congress, state and local officials and top corporate and NGO executives, to establish and oversee the core objectives and strategic plans for the organization.



**Thomas F. Catania, Jr.**

Executive-in-Residence, The Erb Institute for Global Sustainable Enterprise

Thomas F. Catania, Jr., former Vice President of Government Relations at Whirlpool Corporation, works to enhance the Institute's visibility in the business community and among policymakers through written communications and by organizing meetings for executives on corporate strategies on energy and environmental issues. He also works with Erb Institute directors and faculty to create and strengthen the Institute's ties with corporate executives, donors and industry organizations. Tom, a leader in identifying and implementing solutions to public policy problems, has spent his career operating in the complex intersection of business, government, nongovernmental organizations and public policy. Serving as Whirlpool's Vice President for Government Relations since 1997, Tom managed the firm's government relations, which he transformed from a

United States-centric, primarily reactive activity into a global public policy one that produced a substantial percentage of Whirlpool's annual earnings per share for several consecutive years. Before joining Whirlpool, Tom was Special Assistant Attorney General for the Antitrust and Consumer Protection Divisions of the Minnesota Attorney General's Office from 1982 to 1986.



### **Alison Davis-Blake**

Edward J. Frey Dean and Stephen M. Ross Professor of Business, University of Michigan

Alison Davis-Blake joined the Ross School of Business at the University of Michigan July 1, 2011. She is the Edward J. Frey Dean and Stephen M. Ross Professor of Business. Alison is an expert on outsourcing; the use of temporary and contract workers, and the effective management of organizational hiring, salary, and promotion systems. She earned her PhD in organizational behavior from Stanford University, and has held editorial positions with the *Administrative Science Quarterly*, *Academy of Management Review*, and *Journal of Management*. Alison has taught courses in organizational

behavior, fundamentals of management, strategic human resource management, and managing human capital. She also recently completed a three-year term as a board member of the Association to Advance Collegiate Schools of Business, the premiere accrediting body for business schools worldwide.



### **Anna Garcia**

Program Director, U.S. Department of Energy

Anna Garcia is the Director of the Weatherization and Intergovernmental Programs Office in the Department of Energy's Office of Energy Efficiency and Renewable Energy. In this role she provides leadership to maximize the benefits of energy efficiency and renewable energy through deployment of resources and technical assistance via national partnership networks and communications and outreach activities.

Previously Ms. Garcia served as Executive Director of the Ozone Transport Commission (OTC), the organization of 12 states and the District of Columbia created by Congress in 1990 to assess and coordinate the development of policies to reduce regional ground-level ozone or "smog" in the Northeast and Mid-Atlantic states. Prior to OTC she was Director of Operations and State Programs for the non-profit Center for Energy and Climate Solutions, a division of the Global Environment and Technology Foundation. She provides unique environmental and energy expertise in creating partnerships with and among state agencies to design multi-pollutant strategies that have both environmental and economic benefits.

She holds a Bachelor of Arts in Biology from Princeton University and an Executive Masters of Business Administration from George Washington University.



### **Peter Gudritz**

Northeast Government Affairs & Community Engagement Leader, The Dow Chemical Company

Peter serves as the Northeast Government Affairs & Community Engagement Leader for Dow Chemical Company. In this role, he leads the development and execution of regional strategies that support corporate priorities through collaboration, community outreach, and building stakeholder relationships throughout the Northeastern U.S., including the greater Philadelphia community.

Prior to his current role, Peter was located at Dow's global headquarters in Midland, MI as Lead Public Policy Manager, where he led the developing of policy strategies focusing on energy and environmental policy. He also had responsibility for developing Dow's global Advanced Manufacturing Policy platform.

Before Dow, he was a Policy Analyst with the Wildlife Conservation Society in Washington, DC. There he focused on U.S. energy and climate policy and developed advocacy campaigns, including coordinating and managing coalitions of businesses and NGOs to develop unified messages on priority issue areas. Before WCS, Peter was a Conservation Fellow with American Rivers working mostly on public lands and water policy.

Peter earned his Master's in Public Policy with a focus on Energy Policy from the George Washington University in D.C. as well as a bachelor's degree in Political Science from the University of Michigan. He currently serves on the Board of the Economy League of Greater Philadelphia, the Corporate Advisory Council of Campus Philly, and is Chair of the Public Policy Committee of the Pennsylvania Chemical Industry Council.



### **Chuck Hadden**

President and CEO, Michigan Manufacturer's Association

Charles "Chuck" Hadden was named president and chief executive officer of MMA on September 15, 2008. He brings to the job over 15 years of experience with the nearly 3,000 member association, having previously served as the public policy officer and lead lobbyist representing manufacturers before the legislature and state agencies on a broad range of issues, including taxation, product liability, employment and insurance. During his tenure, Chuck was instrumental in obtaining passage of significant legislation that will benefit the manufacturing sector for years to come, including restructuring of Michigan's tax and energy policies.

Hadden joined MMA in 1993 as director of environmental affairs. Previously, he served as account supervisor for Publicom Association Management Services where he served, simultaneously, as executive director of one national, and three state associations.

Hadden is a graduate of Alma College and completed course work in Administrative and Organizational Behavior with Central Michigan University's Master of Arts Program. He also earned the Certified Association Executive (CAE) designation awarded by the American Society of Association Executives in 2004 and completed the Finance for Executives Program at the University of Chicago Booth School of Business in 2009.



### **George Heartwell**

Mayor, City of Grand Rapids

Now serving his third term, Mayor George Heartwell took office on January 1, 2004. During his tenure, City government has implemented a variety of environmental measures, including purchase of renewable resource energy, use of alternative fuels in city vehicles, continued attention to water quality in the Grand River, and widespread implementation of energy conservation measures. In January 2007 the United Nations recognized Grand Rapids as a “Regional Center of Expertise in Education for Sustainable Development.”

Grand Rapids is widely recognized as one of the most sustainable cities in America. In 2010 the US Chamber of Commerce gave Grand Rapids the “Nation’s Most Sustainable City” award, and in 2012 Mayor Heartwell was given the first place Climate Protection Award by the US Conference of Mayors.

With twenty-two colleges or universities in the metropolitan area, Grand Rapids is known as a knowledge center. Human medicine, medical education, and health research is the most rapidly growing economic cluster. Even during times of severe economic downturn, Grand Rapids has shown remarkable economic resiliency.

George Heartwell is married to Susan who directs the Student Advancement Foundation. George and Susan are proud parents of three adult children and six extraordinary grandchildren.



### **John Hieftje**

Mayor, City of Ann Arbor

John Hieftje is the Mayor of Ann Arbor, and has served on the DDA Board for four years. He has been a very active community leader, serving on the boards of numerous area organizations, including the Ann Arbor Summer Festival, Michigan Theater, Huron River Watershed Council, and Lake Superior Conservancy and Watershed Council. He is the Co-Chair of the Washtenaw Metro Alliance, and has served as Chair of Recycle Ann Arbor and of Urban Core Mayors of Michigan. In addition, he is a member of the Sierra Club, the Ecology Center Center of Ann Arbor, and the National Wildlife Federation (Great Lakes Office). Through these activities, he has demonstrated a strong commitment to improving the

local environment, and has won several awards, including Local Elected Official of the Year Award from the Michigan Recreation and Parks Association; the Conservation Leadership Award from the Greater Detroit Audubon Society; the Conservation Award from the Huron Valley Group of Sierra Club; and the Preservationist of the Year Award from Washtenaw Land Trust.



### **Andrew Hoffman**

Holcim Professor of Sustainable Enterprise, Faculty Director of the Erb Institute for Global Sustainable Enterprise, University of Michigan

Andy Hoffman is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan; a position that holds joint appointments at the Stephen M. Ross School of Business and the School of Natural Resources & Environment. Within this role, Andy also serves as Director of the Frederick A. and Barbara M. Erb Institute for Global Sustainable Enterprise. Professor Hoffman's research uses a sociological perspective to understand the cultural and institutional aspects of environmental issues for organizations. In particular, he focuses on the processes by which environmental issues both emerge and evolve as social, political and managerial issues. He has written extensively about: the evolving nature of field level pressures related to environmental issues; the corporate responses that have emerged as a result of those pressures,

particularly around the issue of climate change; the interconnected networks among non-governmental organizations and corporations and how those networks influence change processes within cultural and institutional systems; the social and psychological barriers to these change processes; and the underlying cultural values that are engaged when these barriers are overcome. He has published over a dozen books, which have been translated into five languages. Among his list of honors, he has been awarded the Maggie Award (2013), JMI Breaking the Frame Award (2012), Connecticut Book Award (2011), the Aldo Leopold Fellowship (2011), the Aspen Environmental Fellowship (2011 and 2009), the Manos Page Prize (2009), the Faculty Pioneer Award (2003), the Rachel Carson Book Prize (2001) and the Klegerman Award (1995). His work has been covered in numerous media outlets, including the New York Times, Scientific American, Time, the Wall Street Journal and National Public Radio.



### **Kevin Messner**

President, PoliticalLogic, representing the Association of Home Appliance Manufacturers (AHAM)

Kevin Messner founded PoliticalLogic after a diverse background in the private and public sectors. Prior to PoliticalLogic, Kevin served as the Vice President for Policy & Government Relations and Vice President of State Government Affairs for the Association of Home Appliance Manufacturers (AHAM), where he was responsible for implementing AHAM's federal, state and international legislative, regulatory, political and grassroots programs. He also served in a presidential appointment position at the U.S. General Services Administration (GSA), he spent 10 years on Capitol Hill as a chief of staff for two Congressmen, and he worked as an engineer for Delco Products and Delco Chassis, which were part of the General Motors Corporation.

Kevin has received the Michael C. Thompson Public Policy Award for extraordinary effort and accomplishment in the area of public policy for the home appliance industry. He was also named "One of the Seven People to Watch in 2007" by Government Computer News.

He earned a B.S. in Mechanical Engineering from the University of Wisconsin in Madison and an MBA, with distinction, in International Finance from the Thunderbird School of Global Management.



### **Patricia K. Poppe**

Vice President of Customer Experience, Rates, and Regulation, CMS Energy

Patricia K. Poppe is vice president of customer experience, rates and regulation for Consumers Energy, the principal subsidiary of CMS Energy. She was elected to this position in November 2013.

Poppe is responsible for overall customer experience and satisfaction. She also is responsible for budget planning, rates, regulation and the company's relationship with the Michigan Public Service Commission. Prior to her current role, Poppe served as Consumers Energy's vice president of customer experience and operations since 2011.

Before joining Consumers Energy in January 2011, Poppe served as director of regulated marketing for energy optimization at DTE Energy. She also worked as director of DTE Energy's North Region Power Plants, overseeing five generating facilities.

Prior to working for DTE Energy, Poppe held a variety of plant management positions during her 15-year career at General Motors Co.

Poppe earned a master's degree in management from the Stanford University Graduate School of Business and received a bachelor's degree and master's degree in industrial engineering from Purdue University.



### **John D. Quackenbush**

Chairman, Michigan Public Service Commission

John D. Quackenbush was appointed by Governor Rick Snyder to serve as Chairman of the Michigan Public Service Commission on Sept. 15, 2011. His term ends July 2, 2017. Prior to his appointment, Chairman Quackenbush worked for UBS Global Asset Management for 10 years, most recently as managing director and senior investment analyst responsible for equity research for the transportation, utilities and coal industries in the U.S. and Canada. He previously worked as manager of the Sprint Corporation Treasury department and Sprint Corporation Local Telecom Division. Before that, he served in several senior financial analyst roles with the Illinois Commerce Commission. Chairman Quackenbush was named a Top Gun U.S. Industrials Investment Mind in 2011 by Brendan Wood International. He earned certification as a Chartered Financial Analyst

(CFA) in 1993 and is a member of the CFA Institute and CFA Society of Chicago. He previously served as a board member of the Society of Utility and Regulatory Financial Analysts. He earned a bachelor's degree in business economics from Calvin College and a master of business administration degree with a concentration in finance from Michigan State University. Chairman Quackenbush is a member of the National Association of Regulatory Utility Commissioners and serves on several committees including the Committee on Gas, the Committee on Consumer Affairs, and the Subcommittee on Pipeline Safety. Chairman Quackenbush is also a member of the Advisory Council for the Gas Technology Institute.



### **Barry Rabe**

J. Ira and Nicki Harris Chair of Public Policy, Gerald R. Ford School of Public Policy, University of Michigan

Barry Rabe is the J. Ira and Nicki Harris Chair of Public Policy and the Director of the Center for Local, State, and Urban Policy at the Gerald R. Ford School of Public Policy, where he co-directs the National Surveys on Energy and the Environment. Rabe is also a non-resident Senior Fellow in the Governance Studies Program at the Brookings Institution and a Fellow of the National Academy of Public Administration.

His research and teaching examine the politics of environmental protection, with emphasis on the role of sub-federal governments in the United States and Canada. He has authored four books and nearly 100 peer-reviewed publications. Rabe is also actively engaged in public service. He has testified frequently before Congress, executive agencies, and state legislatures. He was also a founding editor of the American

Governance and Public Policy book series of Georgetown University Press. He is regularly featured in national and international media, including the New York Times, the Wall Street Journal, the Economist, and various programs on National Public Radio.

He has received three major teaching awards and holds an Arthur F. Thurnau Professorship, the highest honor that the University of Michigan conveys in recognition of excellence and innovation in undergraduate education. Rabe has received three research awards from the American Political Science Association, including the 2007 Daniel Elazar Award for Distinguished Scholarship in Federalism; in 2006 he became the first social scientist to win a Climate Protection Award from the U.S. Environmental Protection Agency.

Rabe completed his PhD in Political Science at the University of Chicago.



### **Kevin B. Self**

Vice President, Strategy & Corporate Development, Johnson Controls

Kevin is Vice President, Strategy & Corporate Development at Johnson Controls' \$14.6B Building Efficiency business. As a member of the senior leadership team, his responsibilities include leading global development and creating action plans to drive growth and margin expansion, managing the investment portfolio, and driving inorganic growth. He is also responsible for developing and leading partnerships with Fortune 500 companies, start-up companies, universities, and other groups.

Prior to joining Johnson Controls, Kevin led the integration of MillerCoors (the US entity created by SABMiller and Molson Coors) from 2008 to 2010 and from 2007 to 2008 he led corporate strategy for Miller Brewing Company. Kevin was Director of Business Development from 2001 to 2007 at GE Healthcare, leading various acquisitions, divestitures and strategy development. He also worked at McKinsey & Co. from 1993 to

1997 and was a Senior Design Engineer at Baxter Healthcare Corporation from 1987 to 1992.

Kevin holds an M.B.A. from Northwestern University, a Masters Degree in Bioengineering from The University of Michigan and a Bachelors degree in Engineering Science from The University of Michigan.



### **Maureen Sertich**

North American Sustainability Lead, Whirlpool

Maureen Sertich is the North American Sustainability Lead for Whirlpool Corporation. In her role at Whirlpool, she manages the sustainability initiatives for products under the Amana, Whirlpool, Maytag, KitchenAid, and Jenn-Aire Brands. Previously, she developed sustainability standards for products in the building industry, managed a university's sustainability program, provided sustainability and risk assessment services for large industrial and commercial clients, and managed hazardous waste remediation projects.

Maureen has held several voluntary and appointed positions including serving as a member of the Zoning Board of Appeals in Ann Arbor, MI, board member for the Southeast Michigan Sustainable Business Forum, serving as a member of the U.S. Green Building Council (USGBC)'s Emerging Professionals National Committee, and providing Pro Bono consulting services through Net Impact Chicago Chapter. Maureen holds a B.S. in Environmental Science from Saint Mary's College of California and went on to earn a M.S. in Corporate Environmental Management and Sustainability and an M.B.A. in Entrepreneurship from the Illinois Institute of Technology in Chicago.

### **Wade Smith**

Executive Director, Air Movement and Control Association

Wade Smith is AMCA's coach, helping members to define regional strategies that exploit what AMCA does, to grow markets, boost member earnings and level the playing field with ratings integrity and ethical behavior. Wade leads AMCA staff to better serve member needs and control expenses.



### **Gale Tedhams**

Director, Products and Supply Chain Sustainability, Owens Corning

Gale Tedhams is the Director of Sustainability, Product and Supply Chain for Owens Corning. She is responsible for leading the company's global sustainability strategy with a focus on product and supply chain sustainability and on Owens Corning's goal to being a net positive company, while managing communications on sustainability strategy integration and product marketing with internal and external stakeholders. Building science and accelerating energy efficiency in the built environment are core elements of Owens Corning's commitment to sustainability.

Gale joined Owens Corning as an environmental engineer with a civil engineering degree from Michigan State University. She has held numerous leadership roles across several businesses and functional areas, including manufacturing leadership in both the United States and Europe and global diversity leadership. Before joining the sustainability organization she was product and program manager in the Insulating Systems business for Owen Corning, where she was responsible for product quality, new development and application.



### **Mary Templeton**

Executive Director, Michigan Saves

Mary Templeton is a senior consultant with Public Sector Consultants and the executive director of Michigan Saves, a multimillion-dollar nonprofit organization managed by PSC that provides financing solutions for energy efficiency and renewable energy improvements. In this capacity, she designs financing programs; oversees organizational governance issues, operations, fundraising, marketing, human resource, technology, and programmatic strategies; and is responsible for the fiscal management of the organization.

In her previous role, she served as the program manager for BetterBuildings for Michigan, a statewide multimillion-dollar grant program managed by Michigan Saves. She was responsible for working with stakeholders from public, private, and nonprofit organizations to develop and deploy effective residential and commercial energy efficiency strategies. Her work included leading and aligning diverse teams to work collaboratively in delivering program goals, evaluating program effectiveness, identifying and implementing best practices, and ensuring that all program parameters were delivered in accordance with grant terms and conditions, including financial review of all program expenditures.

Prior to joining PSC in 2010, Ms. Templeton's career spanned more than 20 years in several industries and included roles such as executive vice president of sales and marketing with Wind Energy Consulting and Contracting, senior vice president of OEM Sales for R.L. Polk, and several leadership roles with SAS Institute Inc. In 2008–2009, she served as the vice chair for the Wind Energy Resource Zoning Board, representing the public at large, assisting in the identification of the best locations for wind energy development in Michigan.

Ms. Templeton holds a BS in Business from Wayne State University and an MBA from Eastern Michigan University.



### **Kim Wolske**

Research Management Fellow, Erb Institute for Global Sustainable Enterprise, University of Michigan

Kim Wolske is the Research Management Fellow at the Erb Institute for Global Sustainable Enterprise. She holds a Ph.D. in environmental psychology and a masters in environmental education from the University of Michigan's School of Natural Resources and Environment. Kim's research uses psychological insights to improve the design and implementation of programs aimed at promoting energy conservation and efficiency. She is currently working on a DOE-funded project with the National Renewable Energy Laboratory to increase diffusion of solar panels in the residential market. Prior to joining the Erb Institute, Kim served as a consultant to Opower, a firm that uses behavioral science to help utility customers reduce energy use.