



EcoMotion -- *The Power of the Increment*

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THE PALM DESERT AB 811 CONFERENCE PROGRAM

UCR Palm Desert Graduate Center, June 12, 2009

Check-in and continental breakfast	7:30 – 9:00
Call to Order, Ted Flanigan, EcoMotion	9:00
Welcoming Remarks, California Senator John Benoit	
Official Opening Statements, Conference Chairman Councilmember Jim Ferguson, City of Palm Desert	9:15
The Berkeley Story, Community Financing District, Cisco DeVries Cisco DeVries, former Berkeley deputy, President, Renewable Funding Inc.	9:20
The Palm Desert Story, Energy Independence Program Jim Ferguson, Councilmember and former Mayor 2x, City of Palm Desert Pat Conlon, Director, Office of Energy Management, City of Palm Desert	9:50
Boulder County's Climate Smart Ann Livingston, Sustainability Coordinator, Boulder County, Colorado	10:20
Federal Stimulus Funding Update, Brian Gitt, Bevilacqua Knight, Inc.	10:50
Video Address: U.S. Representative Mary Bono	11:00
The Sonoma County Story, "Taking Energy Independence to Scale" Rodney Dole, County Treasurer, Sonoma County	11:15
Lunch served	12:00
Featured Presentation: "A Day in the Life of Palm Desert's AB 811 Administrator"	12:45

Concurrent Sessions #1	1:00 – 2:30
<p>A. Preparing for Bond Takeout!</p> <p>Moderator: Ken Dieker, Del Rio Advisors</p> <p style="padding-left: 40px;">Kathy Larocque, Sonoma County</p> <p style="padding-left: 40px;">Sam Sperry, Meyers Nave</p> <p style="padding-left: 40px;">Tricia Ortiz, Richard, Watson, Gershon</p> <p style="padding-left: 40px;">Craig Hill, Northcross, Hill, and Ach</p> <p style="padding-left: 40px;">Jim Cervantes, Stone and Youngberg</p>	
<p>B. Branding and Marketing</p> <p>Moderator: Virginia Nicols, EcoMotion</p> <p style="padding-left: 40px;">Vincent Battaglia, President, Renova Solar</p> <p style="padding-left: 40px;">Cheryl O’Connor, Marketing, Sonoma County EIP</p> <p style="padding-left: 40px;">Mike Bacich, Director of Marketing, Riverside Public Utilities</p>	
Juice and Cookies	2:30
Concurrent Sessions #2	2:45 – 4:15
<p>A. Turn-Key Assessment Services</p> <p>Moderators: Kay Hazen, Kay Hazen and Company</p> <p style="padding-left: 40px;">Cisco DeVries, Renewable Funding</p> <p style="padding-left: 40px;">Bob Williams, Royal Bank of Canada Capital Markets, CSCDA</p> <p style="padding-left: 40px;">Laura Franke, Clean Energy Advocates</p> <p style="padding-left: 40px;">John Paul McNeil, Powerhouse</p>	
<p>B. The Utility Connection</p> <p>Moderator: Craig Perkins, Executive Director, The Energy Coalition</p> <p style="padding-left: 40px;">Jennifer Green, Center for Sustainable Energy</p> <p style="padding-left: 40px;">Del Evans, Pacific Gas and Electric Company</p> <p style="padding-left: 40px;">Eric Nelson, Utility Consultant</p>	
Closing Plenary	4:30
<p>Crafting a Program that Makes Sense for You!</p> <p style="padding-left: 40px;">Ted Flanigan, President, EcoMotion</p>	
<p>Saluting the “AB 811” leaders</p> <p style="padding-left: 40px;">Conference Chairman Jim Ferguson and Ted Flanigan</p>	4:45
Adjourn	5:00