

July 13, 2012 – Draft Agenda

Thursday, October 25, 2012		
8:30 am	Registration Opens	ESC Board of Directors Meeting
9:00 am – 9:30 am	Strategic Marketing Track	
9:30 am – 10:10 am	TBD	
10:10 am – 10:50 am	<i>Selling Conservation in a Low Priced Gas Market</i> Cascade Natural Gas	
10:50 am – 11:05 am	<i>Break</i>	
10:25 am – 11:05 am	<i>Making the Best Out of Social Media</i> Washington Gas	
11:05 am – 11:45 am	TBD	
11:45 am - 12:30 pm	LUNCH ON OWN	
12.45 pm – 1:20 pm	Welcoming Session and Keynote Address:	
	Strategic Marketing Track	Consortia Meetings
1:30 pm – 2:10 pm	<i>Successful Marketing Strategies</i> Washington Gas	DG Consortium*
2:10 pm – 2:50 pm	<i>LEEDS Designation & Performance</i> Renaissance Hotel	Residential Consortium*
2:50 pm – 3:30 pm	<i>Social Media and Marketing Innovations</i> TBD	Residential & Commercial EE Consortium*
3:30 pm - 3:45 pm	Break	
3:45 pm – 4:25 pm	<i>Natural Gas versus Electric Dryers</i> Alagasco	National Accounts Consortium*
4:25 pm – 5:05 pm	Emerging Utility Business Model Workgroup Speaker - TBD	Industrial Consortia*
5:05 pm – 5:45 pm	ESC Orientation for First Time <i>Utility</i> Attendees	
6:15 pm	Off-site reception	

*Denotes open to consortia members only

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Friday, October 26, 2012		
7:15 am – 8:50 am	TMAF Registration Equipment Manufacturer Display Tables and Continental Breakfast	
	Residential Track	Industrial Track
8:50 am – 9:30 am	<i>Gas Lighting Copper Sculptures</i>	<i>Waste Heat Recapture Combustion and Energy</i>
9:30 am – 10:10 am	<i>Tankless Water Heaters Rheem</i>	TBD
10:10 am - 10:30 am	Break	
10:35 am - 11:15 am	TBD	<i>Forklift Conversion Success Stories</i>
11:15 am - 11:55 pm	TBD	TBD
12:00 pm - 1:15 pm	Networking Lunch & Partnership Awards Presentation Guest Speaker – Dave McCurdy, President & CEO, American Gas Association	
	Multifamily Track	Gas Solutions Track
1:30 pm – 2:00 pm	<i>Multi-Family Insight - Why Electric Appliances are Being Installed Earth Craft House Virginia</i>	<i>Bi-Fuel Conversions TPS Houston/Hythane</i>
2:00 pm - 2:30 pm	<i>Sub Metering Challenges & Solutions Relms</i>	<i>Commercial Cooking Lang - Middleby</i>
2:30 pm - 3:00 pm	<i>Multi-family Success with Tankless Combi- Systems Citizens Gas</i>	<i>Unitary Gas Engine Driven Heat Pumps Panasonic</i>
3:00 pm – 3:30 pm	<i>Managing Efficient Boiler and Controls for Commercial and Multi-family Structures Teal System</i>	<i>Custom Built Absorption Heat Pumps Energy Concepts</i>
3:30 pm – 3:50 pm	Break - Last Call to view Display Tables	
3:50 pm - 4:20 pm	<i>Applying IR Heaters: Patios to Industrial Spaces Calcana</i>	ESC Orientation for Speakers/Equipment Manufacturers
4:20 pm – 4:50 pm	TBD	Equipment Manufacturers Council Meeting
6:00 pm – 7:15 pm	Reception – Sponsored by Washington Gas and other ESC members	

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Saturday, October 27, 2012		
7:45 am – 8:15 am	<i>Reaching Industrial Customers – Roundtable Discussion on Marketing Approaches and Equipment Strategies</i> <i>Utilities Only</i>	<i>Reaching Residential & Commercial Customers – Roundtable Discussion on Marketing Approaches and Equipment Strategies</i> <i>Utilities Only</i>
8:15 am – 9:30 am	Commercial Buildings Consortium*	Renewable Energy Workgroup
9:30 am – 10:00 am		
10:00 am – 10:30 am		

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