# Energy Efficiency Expo 2010

October 19-20 • Dallas

Lighting • Power • Wireless Mobility • Energy Management

Free Expo Admittance
When You Pre-Register

*Integrate New Technology*

*Improve System Performance*

*Discover Growth Opportunities*

*Network with Industry Leaders*

www.EnergyEfficiencyExpo2010.com

# Welcome!

Energy Efficiency Expo 2010 is a new trade fair showcasing products and services to help organizations reduce their energy consumption and become more energy-efficient.

Key areas of focus for the event are lighting, energy measurement and control, power systems and power electronics, alternative and renewable energy systems, heating and cooling, fuel efficiency, wireless sensing and control, and solutions for efficient management of mobile assets and workforces.

Discover how and where to integrate new technologies into your systems to improve performance and efficiency, as well as new market trends and how they can impact your company. Find new suppliers and solutions for a variety of technology needs in your organization.

Access to the exhibit hall will be free for advance registration, there will be a $50 fee for onsite registration.

**Target Attendees:**

- Mechanical Service Contractors
- Energy Consultants
- Lighting Engineers
- Facility Managers
- Energy Managers and Engineers
- Manufacturing Managers and Engineers
- Managers of Mobile Workforces
- Service Industry Managers
- Design and System Engineers
- Sustainability Managers
- Data Center Managers

## Co-Located Events

Energy Efficiency Expo will share a combined exhibit hall with five industry-leading conferences. Your Energy Efficiency Expo pass gains access to the co-located conference exhibits, but not to the co-located conference sessions. The co-located events are:

**Antenna Systems 2010 Conference** will provide an opportunity to network with peers, professionals and potential business partners involved in technology solutions serving a variety of applications. Come and see the latest products, services and systems available and discover what's coming next, and learn the latest business and application developments in antenna markets worldwide.

**www.antennasonline.com**

**Battery Power 2010** is an international conference and expo highlighting the latest developments and technologies in the battery industry. Topics will include new battery designs, emerging technologies, battery materials, power management, charging and testing systems, battery health, as well as the latest market trends affecting the industry.

**www.batterypoweronline.com**

**Remote 2010 Conference and Expo** will focus on the leading advancements for the monitoring and management of distributed equipment and facilities, remote assets, infrastructure, automated process & system controls and device networks. Large-scale users and industry experts will speak on SCADA, remote networking technology, security (cyber and physical), control, automation, onsite and back-up power, M2M, emerging wireless technology,
telemetry and condition monitoring.

**www.remoteexpo.com**

**Advancements in Thermal Management** is a conference highlighting the latest advancements in thermal technology for product design and system development. This event will feature presentations on the latest advancements in thermal management and thermal technology for electronics packaging and cooling, temperature sensing and control, thermal materials, systems design and management for optimizing thermal properties.

**www.thermalnews.com**

**Electrical Manufacturing & Coil Winding Expo** will feature presentations on power electronics, transformer design and manufacturing technology, coil winding and manufacturing, motor design and manufacturing, insulating materials and application techniques, as well as product testing and quality assurance.

**www.emcw.org**

# Program

## Tuesday, October 19th

**10:30**

### Energy Efficient Electrical Equipment and the Role of Copper

Learn about motor efficiency, standards and ways to reduce electric consumption. The experience of the presenter in conducting more than 60 on-site motor audits in will be discussed along with the implications of corrective action and the commensurate cost savings available. The presentation will also include design technology of a copper rotor motor, pending EISA legislation.

*Richard deFay, Project Manager, Electrical Applications Specialist*
*Copper Development Association*

**11:35**

### Generating ROI – An Analysis of Sustainable Upgrades in Your Building

The Alliance for Sustainable Built Environments created this presentation to provide an inside look at the sustainable solutions that help save energy, water and money. The presentation addresses what performance improvements are achievable when making sustainable upgrades to your building. Speakers will cover basic upgrades, but quickly advance to a more in-depth look at what savings are possible with today's technologies and best practices.

*Roger Gooch, Regional Sales Manager • Forbo Flooring*
*Ashley McKie, Commercial Sr. Sales Executive • Kohler Company*
*Jay Clayton, District Sales Manager • KONE*
*Steve McGuire, Environmental Marketing Manager • Philips Lighting*
*Gary Yancy, Architectural Services • USG*

**12:45**

### Lighting Efficiency: Do's and Don'ts of Lighting

Lighting efficiency offers one of the easiest, fastest and most inexpensive ways to reduce energy costs. Learn how to cut your utility bill while improving the quality and consistency of your lighting. The presentation will cover various ways to improve lighting efficiency, from a lighting retrofit to a fixture retrofit, and from a fixture replacement to lighting control. Daylight harvesting will also be discussed.

*Jim Dore • Servidyne Systems, LLC*

**1:20**

### Energy – Make It, Move It, Use It; Silicon in Solar and Electronics

This presentation focuses on the electronics side of solar and renewable power. Learn about the maximum power point tracking, the DC to AC converter, the synchronization to the electric grid and even the connection with smart meters.

*Paul Westbrook, Sustainable Development Manager • Texas Instruments*

**2:00**

### How Commercial Buildings are Becoming Greener with LED Lighting Technology

Whether in response to mandatory or voluntary energy initiatives, there are multiple ways in which LED lighting can help organizations reduce their carbon footprint, increase their energy efficiency and become altogether 'greener'. This presentation will explore some of the regulatory targets being set for sustainability and how commercial facilities can save energy and $CO_2$ by switching to LED lighting technology.

*Dan Polito, Chief Marketing Officer • Dialight*

**Energy Efficiency Expo will be held at the Gaylord Texan. A special room rate of $179 is offered to attendees. Use the code A-EMC10 to get the discounted room rate: www.gaylordhotels.com.**

**Paul Westbrook is the Sustainable Development Manager for Texas Instruments. He has worked for TI since graduating from LSU with a BSME in 1982. Paul's roles at TI have ranged from facilities design engineer to facilities manager. He headed the sustainable effort for TI's new 300 mm semiconductor manufacturing plant in Richardson, Texas, which was the first Gold Certified Fab in the world.**

**Dan Polito is currently Chief Marketing Officer of Dialight, an innovator of LED lighting systems and technologies. He has more than 25 years of marketing, business development and operational experience helping to build some of the world's leading brands. His expertise in these areas, coupled with his sales and marketing management experience, extends from more traditional corporate settings to venture-funded and highly entrepreneurial technology-focused arenas.**

Courtesy of Dallas Arboretum

# Program

**Nathan F. Rothman is the founder and CEO of Optimum Energy, LLC. Nathan's focus on environmental issues, and in particular the positive impacts of energy efficiency technologies, led him to found Optimum Energy in 2005. Under his leadership, Optimum Energy has developed a reliable and scalable software solution that is setting a new standard for heating, ventilating and air conditioning (HVAC) energy efficiency in the commercial building industry.**

**Philip Keebler is a Senior Research Engineer in the Power Delivery & Utilization Sector at EPRI with a primary focus on energy efficiency. His responsibilities include, conducting System Compatibility Research on personal computers, lighting, medical equipment, and Internet data center equipment within EPRI's System Compatibility Research Project.**

**Daniel Feldman serves as a Director of Marketing, Telecom, at Microsemi. He was an active member of the IEEE 802.3at Task Force and Chairs the Ethernet Alliance PoE/PoEPlus Technical Committee. Previously, Mr. Feldman worked for PowerDsine as a Senior Product Manager responsible for Outbound Marketing activities in the Americas, at IC4IC as System Architecture Group Manager, as a VHDL Engineer at NICE Systems and as VLSI Engineer at RAFAEL.**

**Chip Israel is an internationally-recognized lighting designer with 20 years of experience. In 1992, he founded LIGHTING DESIGN ALLIANCE, a full-service architectural lighting design firm, where he built a highly-select team of lighting-design professionals who now serve a variety of clients. As President, Chip works closely with the owner, the design team, and manufacturers to ensure lighting systems are fully integrated with the architectural design and enhance the designer's concepts.**

**Barry Abramson has devoted his professional life to improving the energy efficiency, environmental impact and economic performance of buildings. As Sr. Vice President of Servidyne Systems, LLC, Barry helps in leading the company's engineering group in performing technical energy audits, retro-commissioning, sustainability consulting and retrofit design engineering for commercial, government, and institutional facilities.**

**2:35**

## Sustaining the Savings in Your HVAC System

Today, it's not enough to specify and install a commercial HVAC system, then turn the reigns over to the building operators assuming it's working as designed, or just as importantly, as efficiently as possible. As efficiency standards become more stringent and building owners expect better returns on their investments over the long-term, energy efficient operation is becoming a primary consideration in commercial HVAC.

*Nathan F. Rothman, CEO • Optimum Energy, LLC*

**3:10**

## Achieving Energy Savings Using Electronic High-Intensity Discharge Lighting with Occupancy Sensor Control

Electronics are making their way into lighting products to provide energy savings, higher efficiency and intelligent lighting control. EPRI's system compatibility research is used to identify energy, emissions and immunity performance and weak links in electronic lighting products. This presentation provides an overview of the testing, its benefits and installation.

*Philip F. Keebler, MSEE, Senior Research Engineer – Lighting*
*Electric Power Research Institute (EPRI)*

**3:45**

## Greening the Enterprise with Power Over Ethernet

Standardized in 2003, and updated to support higher power in 2009, Power over Ethernet (PoE) turned the RJ45 connector into the only universal power outlet capable of delivering up to 51 W to any device over a CAT5e. Unlike other mechanisms of power delivery, PoE does not require a certified electrician, and allows a very high level of control over which devices are powered and when. This presentation's goal is to present what to consider when deploying PoE infrastructure to turn PoE into a smart power management solution for the enterprise.

*Daniel Feldman, Director of Marketing, Telecom • Microsemi*

**4:20**

## Lighting and Daylighting: Energy Efficiency and Creating Sustainable Commercial Spaces of the Future

Completed August 2008, Lighting Design Alliance's office building in Long Beach, Calif., provides a unique learning opportunity for lighting and daylighting in commercial buildings and the lighting budget operates at only 0.1W per sq. ft, where the stringent CA Title 24 Energy Code allots 1.2W per sq. ft. This learning facility for the design and construction industry also presents more than 10 unique lighting and daylighting applications and represents all commonly used light sources, providing a real world example of the effectiveness of sustainable design from schematic through commissioning and occupation.

*Chip Israel, President • Lighting Design Alliance*

**5:00**

## How Retro-Commissioning Can Fix Your Three Most Common Building Problems Simultaneously

Retro-Commissioning provides the single most cost effective opportunity for energy savings in existing buildings. Learn how to address the three all too common problems in a building simultaneously: energy waste, operating deficiencies and comfort issues. Learn why retro-commissioning should be the first step in helping to achieve energy cost reduction goals. Attendees will come to understand how technology alone is not the answer and how buildings with advanced systems and controls can actually use more energy than their less-advanced peers.

*Barry Abramson, Senior Vice President • Servidyne Systems, LLC*

# Program

## Wednesday, October 20th

**10:30**

### Making Dollars and Sense Out of Green Energy: What's Really Driving Tomorrow

The fever pitch surrounding sustainability, "greening", and energy efficiency efforts might cause the average consumer to expect a Jetsons-like revolution in energy engineering and technology in the coming years. But that is at least as much hype and hope as hard fact. Solar and wind sources currently provide less than 3 percent of total power consumed in the US, and significant hurdles remain that must be cleared before any truly large scale expansion in utilization of these sources can be expected or effected. These hurdles include issues of intermittency, location, storage, cost, rare earth metal sourcing and power distribution. This presentation will cut through the hype and quantitatively analyze options currently and likely available, identifying the most sensible paths to a cleaner and more secure energy future.

*Gregory Scheurich, Sustainable Engineering Program Manager*
*US Corps of Engineers (USACE)*

**11:10**

### Drive to a Greener Future

Learn how to realize cost savings with state-of-the-art variable frequency drives technology. Attendees will see that variable frequency drives allow for more efficient control over processes than ever before resulting in energy savings of up to 60 percent and thereby a considerable reduction in their facility's overall carbon footprint. In many applications, variable frequency drives have the potential to return energy back to the facility power grid through regenerative infeed technology. Returns on investment can be realized in as little as three to six months depending on the existing installation.

*Ken Kerns, Marketing Programs Manager • Siemens Industry, Inc.*

**11:50**

### Delivering the Quality of Light and System Reliability that the Lighting Market Needs from LED Lighting Systems

As LED lighting becomes more mainstream across more applications the fixture manufacturers' and end user's expectations are becoming more stringent on a number of levels. This presentation will go beyond just highlighting existing and evolving standards and directly address the LED technologies and fixture design considerations that directly impact the overall performance of an LED lighting system. The discussion will extend beyond the LED system design to encompass specific lighting applications and how the advancements discussed can deliver the light quality, system reliability and system performance the market expects.

*J. Chad Stalker, Regional Marketing Manager, Americas • Philips Lumileds Lighting*

**12:30**

### Vertical Integration for a Smart Energy Grid

With the increased focus on the facility manager and their ability to curtail load at their facility, investment in controls of lighting has taken on some interest. Utilities, integrators and specifiers are now asking the tough questions to enable linked in control of a facilities' new or existing Building Automation System, (BAS) into a Smart Energy Grid. It will take cooperation of a number of workgroups in the standards bodies in creating an open automation system with the ability to monitor and measure the results. What is controllable and what impact does it have for the facility are the questions that will be answered. The vertical integration of utilities, integrators, specifiers and facilities will be the topic for discussion.

*Craig Klem, Director – Applications Engineering • Kanepi Innovations*

**1:00**
**Conclusion of Conference Presentations**

**Greg Scheurich is the Sustainable Engineering Program Manager for the US Corps of Engineers (USACE), Ft. Worth District. He is a Licensed Professional Engineer, a Certified Energy Manager, and a LEED-AP. Mr. Scheurich holds a BS in Civil Engineering from the University of Illinois, an MBA from the University of Texas (Dallas).**

**Ken Kerns has been involved in motor control technology for more than 18 years now with Siemens Industry, Inc. Beginning as an application engineer with Siemens Industry, Inc. in 1991, Ken has held various roles within the Siemens organization from Engineering Manager and Project Manager to his current position as a Marketing Consultant and Development Manager focused on strategic marketing and marketing programs. Among his current responsibilities is his leadership in producing a energy efficiency and energy savings with variable speed drives campaign for Siemens Industry, Inc.'s Drive Technologies Division.**

**J. Chad Stalker is the Regional Marketing Manager for Philips Lumileds Lighting and is responsible for working across the lighting industry with fixture manufacturers, lighting designers and other market influencers to support the adoption of Solid State Lighting technologies. He has been working in the LED lighting industry for almost ten years.**

**Craig Kern is known for his work on wired and wireless network and topology solutions. Before coming to Kanepi, his contributions at Lucent, National Semiconductor and Fairchild Semiconductor enabled him to develop solutions for the technological barriers of data transfer. He currently participates in two standards bodies, ZigBee Alliance: Smart Energy, Zigbee Building Automation, Home Automation, IP Stack and Emerge Alliance: Power and Controls.**

# Exhibitors








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*For exhibit and sponsorship information, please contact Jessi Albers at 720-528-3770 ext 124 or at jessia@infowebcom.com.*

**Register Online at www.EnergyEfficiencyExpo2010.com**

# Registration


*Register online at www.energyefficiencyexpo2010.com or call 800-803-9488*

**Register online at www.energyefficiencyexpo2010.com and select Expo Pass.**
Provides access to the exhibit area only (Energy Efficiency Expo sessions will be held on the exhibit hall floor). Does NOT include admittance to co-located conference sessions, conference proceedings or food/beverage.

Before October 13th: Free After October 13th: $50

## Cancellation Policy

To receive consideration, all cancellations must be received in writing. Upon receipt, a refund or credit will be issued towards a future event produced by Webcom Communications, less a 25 percent administrative fee. (Cancellations which do not indicate preference will be issued credit.) No refunds will be issued within two (2) weeks of the event. Webcom Communications Corp. will not be held responsible for cancellations or delays in programming due to acts of God, war, government disorder, curtailment of transportation facilities, or other emergencies making it inadvisable, illegal or impossible to hold the meeting.

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