



# Energy Conference and Exhibition 2009

Hosted by **DTE Energy** and **The Engineering Society of Detroit**

ADVANCING ENERGY EFFICIENCY AND PRODUCTIVITY

FOUR EDUCATIONAL TRACKS – EXHIBITORS  
ENERGY AWARDS – EXECUTIVE SESSION



May 5, 2009 · Novi, Michigan

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## KEYNOTE: Optimizing Michigan's Energy Future

The new energy legislation covers a multitude of issues. Most innovative is the renewable portfolio standard which mandates that renewable resources provide a prescribed amount of the electricity in Michigan. This goal, along with opportunities to expand energy optimization, will enable Michigan to refresh its economy and its workforce. The legislation gives Michigan's utilities additional incentives to utilize Michigan businesses for carrying out the new initiatives. It will also continue to support the Michigan utility paradigm that ensures Michigan citizens have reliable and affordable energy.



### KEYNOTE SPEAKER:

**Monica Martinez, Commissioner  
Michigan Public Service Commission**

Monica Martinez was appointed by Governor Jennifer M. Granholm to the Michigan Public Service Commission on July 3, 2005. Her term ends July 2, 2011.

Since then, Commissioner Martinez has sponsored initiatives on several critical issues including education and awareness, energy efficiency and renewable energy and low-income and senior citizen energy assistance. She has led the efforts to promote lifeline awareness and summer energy conservation and has led policy directives on carbon solutions, new generation options and transmission development. More recently, she participated in deliberations and discussions leading to the passage of the state's most comprehensive energy legislation enacted to date.

Prior to her appointment to the Commission, Ms. Martinez served as the Deputy Director of the Governor's Legislative Affairs Division. Her career also includes positions in the Michigan Senate Democratic Office as a senior policy advisor where she specialized in telecommunications, energy, human services, and family law policy issues and at the Alumni Association of the University of Michigan and U of M Dearborn's Center for Corporate and Professional Development.

Ms. Martinez earned a Bachelor's degree in Economics and Political Science, and a master's degree in Business Administration, both from the University of Michigan.

**Track 1**

9:00 am – 9:30 am

**Energy Efficiency Through Roof Asset Management**

**Michael DeBrincat**, *Director of Corporate Development, Building Technology Associates, Inc.* and **James J. Watson**, *Director of Marketing, Building Technology Associates, Inc.* Identify how roof management programs and proper construction techniques can increase thermal efficiency, reduce tear-off and disposal volume and reduce carbon footprint. See how these practices greatly reduce energy use, landfill space requirements and consumption of non-renewable resources.

9:30 am – 9:40 am

Break

9:40 am – 10:10 am

**Cutting Paint Finishing Energy Usage in Manufacturing Plants**

**Jim Graziano**, *Marketing, ABMyr Industries*

High energy pricing has significantly raised the importance of minimizing energy use in manufacturing plants. Advanced strategies, technologies and methodologies are presented that can cut the paint finishing system's energy usage and energy costs in half. Implementation strategies and example installations are included for both new and existing systems.

10:10 am – 10:40 am

Break/Exhibits

10:40 am – 11:10 am

**Emerging Large-Scale Solar Heating Applications**

**Bill Wong, P.Eng.**, *Assistant Vice President, SAIC Canada*

**L. McClung, P.Eng.**, *SAIC Canada*

Following the successful completion of the Drake Landing Solar Community in Okotoks, Alberta, interest in replicating the large-scale solar heating concept has been strong and a number of similar community solar project concepts have been developed and evaluated. This presentation reviews three new project concepts and offers some interesting learning points on large scale renewable energy project economics and energy infrastructure planning.

11:20 am – 11:50 am

**Green Benefits of Energy Conservation**

**Michael Mondshine**, *Vice President, Climate Change Services, Science Applications International Corporation*

This presentation will provide a detailed summary of previously proposed greenhouse gas cap and trade legislation and likely outcomes of the legislative process. It will also provide estimates of likely direct compliance costs in addition to changes in energy prices and availability.

**Track 2****Compressed Air Energy Efficiency Study**

**Jan Hoetzel**, *Founder and Principal, SIGA Green Technologies.*

Energy is the main cost driver of compressed air systems. This session will cover the following: smart system sizing – the base for cost effectiveness; demand driven master control – key for best energy efficiency result; and monitoring – tools to manage and improve compressed air systems.

Break

**Energy Efficiency Implementation Case Studies**

**Michael Dolkowski**, *President,*

*Carbon Credit Environmental Services*

Energy efficiency and conservation bring many hidden benefits that extend beyond lower consumption and lower energy bills. Recovering waste heat from operations brings the opportunity of producing clean energy within the business unit, which can improve your bottom line significantly and improve your environmental performance. The presentation will showcase several case studies of which all have less than 24 months ROI in different business units in the City of Detroit.

**Energy Optimization (DTE Energy and CMS)**

**Emmett R. Romine**, *Manager, Energy Optimization, DTE Energy*

**Fred Alatalo, PE**, *Business Efficiency Programs Manager, Consumers Energy*

This presentation will provide an outline of the proposed energy efficiency programs that DTE Energy and Consumers Energy plan to offer all electric and gas customer classes that they serve. Pending approval from the Michigan Public Service Commission, both utilities plan to launch their new programs in the latter part of 2009.

### Cashing In on the Coming Revolution in Energy & Eco-Technology via Creative Collaboration

**Mark Bennett, Esq.**, *Climate Change Practice Team Leader, Miller Canfield Paddock & Stone*, **Amy Pillivant**, *Senior Vice President & Director, Corporate Real Estate, Comerica Bank*, **Rick Plewa**, *Senior Vice President & Director, Corporate Sustainability, Comerica Bank*, and moderated by **Jim Newman**, *CEM, CSDP, LEED® AP, Owner & Managing Partner, Newman Consulting Group*

Join the panelists, an attorney, a banker and a sustainable building consultant, as they talk about the energy and eco-trends that are re-shaping their approaches to business and the pursuit of opportunity in the emerging low carbon economy. Hear how climate change, renewable energy, energy efficiency, and green building trends are changing the rules of the game and fostering new modes of collaboration.

### LED Technology

**Joseph E. Jablonski**, *Application Engineering Supervisor, OSRAM Opto Semiconductors*

This presentation will introduce state of the art LED technology and will cover LED basics, LED characteristics such as lifetime and light output, and LED design considerations. Comparison of LEDs to other light sources will highlight the energy saving benefits of solid state lighting.

### Mastering Variable Flow Hydronic Distribution Systems

**Rodney G. McWhirteryoung**, *Central US Tour and Andersson Product Manager, Victaulic*

The presentation will cover: balancing basics in heating and cooling systems; system benefits of using manual or automatic balancing valves; reducing energy consumption to the absolute minimum while still achieving optimal system performance; new design concepts and how they can simplify the balancing of variable speed systems; system decomposition and how it will affect early system design; and minimizing construction delays due to balancing issues.

### Small Business Energy Presentation

**Aiman Abdrabou**, *CSSBB, CEM – Energy Manager, DTE Energy*

Everywhere you turn, costs are rising. Managing your small business includes managing your energy. By attending this session, you will learn how to enhance your facility, reduce your operating costs and get the most from the energy you use by leaning more on your building envelope, HVAC and lighting systems.

### Understanding Your Detroit Edison Energy Bill and Pricing Options

**Kenneth Randazzo**, *Manager, Major Account Services - National Accounts, DTE Energy*

The focus of this presentation is to help small business customers understand their monthly energy bill. Rate configuration, pricing options, impacts of consumption and usage patterns as well as energy terminology will be discussed.

### Increase Building Efficiency with Infrared Scanning

**Jack Griffith**, *Infrared Energy Analysis, LLC*

This presentation will show how Thermo Infrared heat loss scanning services can increase your building's efficiency by identifying points of air penetration, heat loss and other energy wasting areas of the building.

### DTE Energy Products and Services

**Jason Kupser**, *Principal Marketing Analyst, DTE Energy*

This presentation will provide an overview of several Detroit Edison products and services. Included will be information on an online energy audit tool, billing product options, a product for landlords and renewable energy. These products and services will demonstrate ways to save energy, manage cost more effectively, and support renewable energy (My Energy Analyzer, BudgetWise Billing, E-Bill, Landlord Utility Manager and GreenCurrents).

## Schedule:

7:30 am	Registration Begins
8:00 – 2:00 pm	Exhibit Hall Open
8:00 – 9:00 am	Continental Breakfast in the Exhibit Hall
9:00 – 9:30 am	Education Sessions (4 Tracks)
9:30 – 9:40 am	Break
9:40 – 10:10 am	Education Sessions (4 Tracks)
10:10 – 10:40 am	Break/Exhibits
10:40 – 11:10 am	Education Sessions (4 Tracks)
11:20 – 11:50 am	Education Sessions (4 Tracks)
12:00 – 1:30 pm	Lunch Keynote Speaker and ESD/DTE Energy Special Award Presentation
1:30 – 2:00 pm	Dessert in the Exhibit Hall
2:00 pm	Exhibit Hall Closes / Exhibitor Move-Out
2:00 – 3:00 pm	Executive Strategy Session

## Cost to attend:

\$65 **Member**

\$85 **Non-member**

\$139 **Join ESD and attend for FREE –**

includes a one-year subscription to Crain's Detroit Business

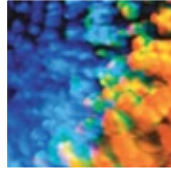
**To register, visit [www.esd.org](http://www.esd.org) or call 248-353-0735.**

## Executive Strategy Session

High-level executives will be discussing the latest innovations and issues surrounding energy efficiency initiatives. This session is open to conference attendees and exhibitors.

# REGISTER TODAY.

Visit [www.esd.org](http://www.esd.org)  
or call 248-353-0735.



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Hosted by **DTE Energy** and **The Engineering Society of Detroit**

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May 5, 2009 · Novi, Michigan

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Southfield, MI 48076



**Bruce Bremer**, Manager for Facility Engineering, Toyota Motor Engineering and Manufacturing North America



**Grace M. Bochenek**, PhD, Director, Tank Automotive Research, Development & Engineering Center U.S. Army Research Development



**Keith W. Cooley**, Chief Executive Officer, NextEnergy



**Ron Gagnon**, Principal, Gagnon Consulting PLLC Kresge Foundation



**Gerard van Grinsven**, President and Chief Executive Officer, Henry Ford West Bloomfield Hospital