



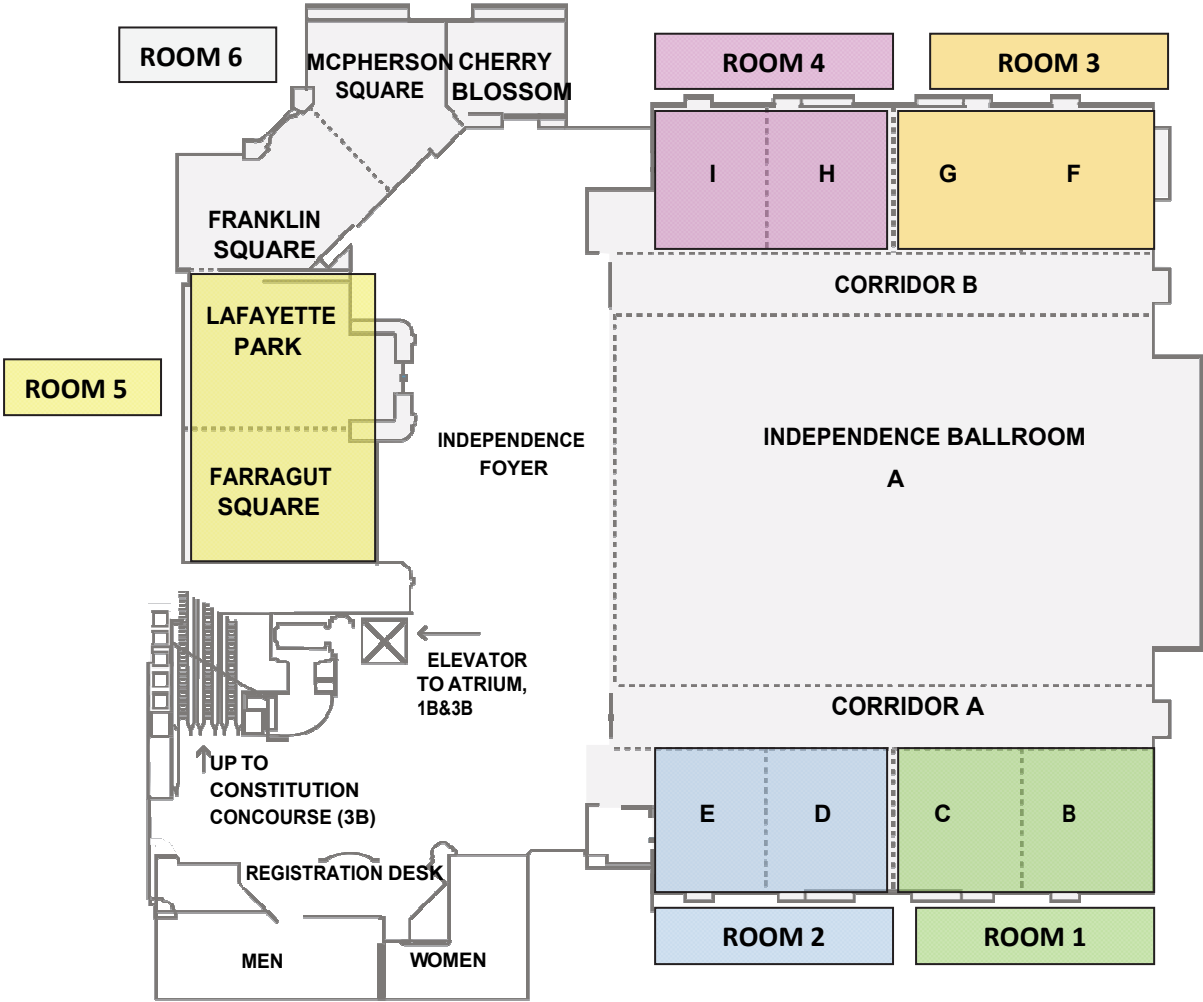
December 7-10, 2014
Washington, DC

2014 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision making of individuals and organizations and using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

SUNDAY, DECEMBER 7	
9 AM-5:30 PM	PRE-CONFERENCE WORKSHOPS <i>See last page for list of Sunday, Tuesday, and Wednesday workshops. Register at BECCconference.org</i>
7-9 PM Independence Ballroom (Registration 6-9 PM)	CONFERENCE KICK-OFF, DESSERT RECEPTION, AND STORYTELLING <i>The conference will start with interactive and fun networking activities exploring how we might create a better world by telling better stories. We'll have some lively hands-on exercises led by Beth Karlin (UC Irvine) and Allison Cook (The Story of Stuff Project) and gain insights into how to tell concise and compelling stories. Don't miss these roundtable activities, the opportunity to network with old and new friends and the wine and light desserts (make sure you eat dinner first!)</i> Reception sponsored by  Opinion Dynamics
MONDAY MORNING, DECEMBER 8	
7:30-8:30	Continental Breakfast & Registration Breakfast sponsored by 
8:30 AM - 10:00 AM Independence Ballroom	OPENING PLENARY Welcome: BECC Past and Future - Linda Schuck, BECC Founding Chair, and 2014 Conference Co-chairs: Chris Jones, Susan Mazur-Stommen, and Margaret Taylor Keynote: "Too Little Heat about Too Much Heat: Behavioral Economics, Emotion, and Climate Change" George Loewenstein , Herbert A. Simon Professor of Economics and Psychology, Carnegie Mellon University <i>George Freud Loewenstein is an American educator and economist. He is the Herbert A. Simon Professor of Economics and Psychology in the Social and Decision Sciences Department at Carnegie Mellon University and director of the Center for Behavioral Decision Research. He is a leader in the fields of behavioral economics (which he is also credited with co-founding) and neuroeconomics.</i>
	Morning Break Sponsored by 

FLOOR PLAN
Independence Level (5B)



BECC 2014 SCHEDULE AT A GLANCE



#BECC2014

SUNDAY, DECEMBER 7						
9:00–5:30	Pre-Conference Workshops					
7:00–9:00 Registration 6–9 PM	KICK-OFF PROGRAM & DESSERT RECEPTION (Independence Ballroom)					
DAY 2 MONDAY, DECEMBER 8						
7:30–8:30	Continental Breakfast & Registration					
Plenary Session 8:30–10:00	OPENING PLENARY: <i>Too Little Heat about Too Much Heat: Behavioral Economics, Emotion, and Climate Change</i> Dr. George Loewenstein, Carnegie Mellon University (Independence Ballroom)					
10:00–10:30	Morning Break					
Topic Session 1 10:30–12:00	1A (Room 5) Workplace <i>Lightning Session</i>	1B (Room 1) Core Issues in Behavior	1C (Room 2) Achieving Persistent Savings	1D (Room 3) Telling Richer Stories with Technology	1E (Room 6) Innovations in Evaluating Behavior Programs	1F (Room 4) Next Generation Home Energy Reports vs. Other Interventions
12 noon–1:30 PM	LUNCH (Independence Ballroom)					
Topic Session 2 1:30–3:00	2A (Room 5) Marketing & Communication <i>Lightning Session</i>	2B (Room 1) Activism & Culture Change	2C (Room 2) Increasing the Efficacy of Community-Scale Initiatives	2D (Room 3) Unlocking Behavior- based Energy Savings in Commercial Bldgs.	2E (Room 6) Modeling Energy Savings	2F (Room 4) Getting to Gold Medal Utility Programs
3:00–3:30	Afternoon Break					
Topic Session 3 3:30–5:00	3A (Room 5) Program Evaluation <i>Lightning Session</i>	3B (Room 1) Marketing Lessons in Domains Beyond Energy	3C (Room 2) Challenges & Opportunities Targeting Small/ Medium-sized Enterprises	3D (Room 3) Who Knew! Collaborating with the Arts to Engage People and Inspire Behavior Change	3E (Room 6) Frontiers in Research and Understanding of Behaviors	3F (Room 4) Leveraging Smart Meter Data to Identify Energy End Uses
	Free time for Networking and Poster Preparation					
6:30–8:30	POSTER SESSION & RECEPTION (Independence Ballroom)					
DAY 3 TUESDAY, DECEMBER 9						
7:30–8:30	Continental Breakfast					
Spotlights 8:30–10:00 AM	There are People Behind Those Walls— Behavior Makes a Difference in Industry (Rooms 1 & 2)			What If the Prius Had Looked Like Every Other Car? How Visual Design Influences Our Behavior and Changes Our World (Rooms 3 & 4)		
10:00–10:30	Morning Break					
Topic Session 4 10:30–12:00	4A (Room 5) Integrating Behavioral Strategies Into Energy- Efficiency Programs <i>Lightning Session</i>	4B (Room 1) Latest in How to Communicate About Climate Change	4C (Room 2) Reaching Low Income and Underserved Communities 1	4D (Room 3) Benefits to Self vs. Others – Which Motives More?	4E (Room 6) Automate or Encourage? Behavioral Programs in Commercial Buildings	4F (Room 4) Using Big Data for Evaluation
12 noon–1:30 PM	LUNCH and KEYNOTE: Secretary Ernest Moniz, US DOE (Independence Ballroom)					
Topic Session 5 1:30–3:00	5A (Room 5) Social Norms and Culture Change <i>Lightning Session</i>	5B (Room 1) Advances in Media / Marketing	5C (Room 2) Reaching Low Income and Underserved Communities 2	5D (Room 3) Leveraging Behaviorally-Focused Technology Solutions	5E (Room 6) Organizational Behavior	5F (Room 4) Is Time On Our Side? Temporal Dimensions of Energy Conservation
3:00–3:30	Afternoon Break					
Topic Session 6 3:30–5:00	6A (Room 5) Feedback and IT to Understand and Enable Behavior Change <i>Lightning Session</i>	6B (Room 1) Segmentation - Marketing	6C (Room 2) Games and Gamification	6D (Room 3) Identifying and Overcoming Barriers	6E (Room 6) Behavioral Economics & Decision-Making in Transportation Sector	6F (Room 4) Using Evaluation Research and Results to Design Better Programs
5:15–6:15	FILM FESTIVAL (Independence Ballroom)					
	Dinner on your own					
7:30–9:30	Workshops and Participant-Organized Sessions (Check bulletin board by registration desk for rooms)					
DAY 4 WEDNESDAY, DECEMBER 10						
7:30–8:30	Continental Breakfast					
Topic Session 7 8:30–10:00	7A (Room 5) Results Are In: Savings Are Real	7B (Room 1) Policy Drivers for Research Into Climate and Energy	7C (Room 2) The Secret Sauce: Finding and Activating Your Target Audience	7D (Room 3) Are Smart Thermostats Really That Smart?	7E (Room 6) Transforming Transportation	7F (Room 4) Innovative Community Policy Case Studies
10:00–10:30	Morning Break					
Plenary Session 10:30–12:00 noon	CLOSING PLENARY: PROFILES IN LEADERSHIP: Behavior, Energy and Climate Change (Independence Ballroom) Congressman Paul Tonko (D-NY) Assistant Secretary of the Navy (Energy, Installations and Environment) Dennis V. McGinn Dr. Elke Weber, Columbia University					
1:00–4:00	Post-Conference Workshops					

MONDAY MORNING, DECEMBER 8		
10:30-12:00	Concurrent Sessions 1	
Session 1A Room 5	<u>LIGHTNING SESSION: WORKPLACE</u> Moderator: Edward Wisniewski, Consortium for Energy Efficiency • Classification of Business Categories for Small and Medium Enterprises - Amelia Hardjasa, Pulse Energy • CSR + Sustainability = Behavior Change that Works - Susan Hunt Stevens, WeSpire (formerly Practically Green) • Operator Effectiveness with Building Automation: Information and Action - Michael Bobker, Building Performance Lab, City University of New York • Behavioral Opportunities for Energy Savings in Office Buildings: A London Field Experiment - Douglas Miller, Rocky Mountain Institute • Walking the Talk: Changing Behavior within Your Own Organization - Bruce Cenicerros, Sacramento Municipal Utility District • Framing Resistance to Energy at Work - Mary Beth Deline, Cornell University • Institutional Behavior Change and Sustainability - Russell Barnett, University of Louisville • The Sprint to Savings Leveraging Partnerships, Competition and Incentives to Catalyze Behavioral Change at Schools - Jamison Donovan, Department of General Services • Listening to Champions: Using Marketing Research to Influence Transportation Benefits - Elizabeth Denton, Arlington Transportation Partners	
Session 1B Room 1	<u>CORE ISSUES IN BEHAVIOR</u> Moderator: Michael Sachse, Opower • Social Influence and Behaviour Change: A Meta-Analysis - Wokje Abrahamse, Victoria University of Wellington • Persistence in Residential Energy Use Behavior Change - Jack Yates, University of Northern Iowa • Business Energy Reports: 2013 Follow-up to Review Energy Savings & Key Findings - Laura Mogilner, Pacific Gas & Electric Company	
Session 1C Room 2	<u>ACHIEVING PERSISTENT SAVINGS</u> Moderator: Page Gravely, Independent Consultant • The Adolescent Years of Behavioral Programs: Optimizing Behavioral Program Design through Energy Savings Persistence - Olivia Patterson, Opinion Dynamics • It's Complicated: Unpacking Behaviors to Estimate Persistence - Kathy Kuntz, Cool Choices • Persistence of Behavioral Energy Management Activities and Savings in Commercial Office Buildings - Heidi Ochsner, Cadmus	
Session 1D Room 3	<u>TELLING RICHER STORIES WITH TECHNOLOGY</u> Moderator: Rebecca Ford, Victoria University of Wellington • FloodRISE: An Interdisciplinary Approach to Leverage Technology for Resilience - Beth Karlin, University of California, Irvine • Energy Communication Goes Hollywood: Moving the Masses with Personalized Movies - Brian Jackson, Apogee Interactive, Inc. • "Community Voices": Incorporating Personal Narratives as a Component of Multiscale Real-time Feedback to Elicit Pro-environmental Culture Change - John Petersen, Oberlin College • Feedback Technology Can Increase Connection to Nature and Enhance Systems Thinking - Cynthia McPherson Frantz, Oberlin College	
Session 1E Room 6	<u>INNOVATIONS IN EVALUATING BEHAVIOR PROGRAMS</u> Moderator: Carol White, National Grid • Behavioral Effects of a Smart Phone App to Provide Real-Time Energy Use Information - Bill Provencher, Navigant Consulting • Quantifying Behavioral Spillover: The Overlooked, Uncounted Source of Program-Influenced Savings - Jane Hummer, Navigant Consulting • Opt-in Behavior Programs: Opting for the Unknown? - Ken Agnew, DNV GL	
Session 1F Room 4	<u>NEXT GENERATION HOME ENERGY REPORTS VS. OTHER INTERVENTIONS</u> Moderator: John Randell, American Academy of Arts and Sciences • Are You Like Me? Challenges in Developing Comparison Groups for Information Feedback Programs - Miriam Fischlein, Southern California Edison • Broccoli or Ice Cream? What Drives Energy Savings? - Cynthia Trottier, Public Service of New Hampshire • Most Critical Factors Impacting Cost-Effectiveness of Feedback Programs: A Sensitivity Analysis Using Recent Field Data - Ali Bozorgi, ICF International • What Lies Beneath: The Relationship between Savings and Customer Engagement with Behavioral Program Feedback Mechanisms - Shawn Bodmann, DNV GL	
12:00-1:30	Lunch (<i>Independence Ballroom</i>)	Sponsored by EnergySavvy

MONDAY AFTERNOON, DECEMBER 8	
1:30-3:00	Concurrent Sessions 2
Session 2A Room 5	<u>LIGHTNING SESSION: MARKETING & COMMUNICATION</u> Moderator: Joey Barr, Zerofootprint • Motivations, Messaging, and Constraints for Deep Savings - Katherine Randazzo, Opinion Dynamics • Blending Boots and Technology: Changing Behavior through Community-based Outreach and Smart Meter Technology - Kevin Duffy, ICF International • All At Once: Taking Jack Johnson's Community-based Social Marketing Campaign to the Next Level - Jennifer Lynes, University of Waterloo • Being a Community Messenger for Energy Efficiency and Climate Change - Jeremy Scharfenberg, Columbia Association • Sports Marketing: A Viable Option for Utilities - Kim Johnston, Wisconsin Energy Conservation Corporation • Stuff Your Utility Company Doesn't Say: Smart Grid Social Marketing by an Independent Community Advocate - Catharine Lo, Blue Planet Foundation • Energy Literacy: Improving Energy Decision-making Through Improved Knowledge - Linda Silverman, U.S. Department of Energy • Under Cover: A Mystery Shopping Study on the Role of Retailers - Lindsay Matthews, University of Waterloo • Diversified Marketing for Commercial Third Party Programs - Joanna Perez-Green, Community Energy Services • High Contrast in Low-Level Vision as it Relates to Weather Communication - Carie Cunningham, Michigan State University
Session 2B Room 1	<u>ACTIVISM & CULTURE CHANGE</u> Moderator: Susan Mazur-Stommen, Indicia Consulting • Youth as Catalysts for Change - Lynne Cherry, Young Voices on Climate Change • Creating a Culture of Sustainability: A Process Approach to Resident Engagement - Rachelle Macur, Group14 Engineering • From Alarm to Action: Narrowing the Belief-Behavior Gap Regarding Climate Change - Kathryn Doherty, Antioch University New England
Session 2C Room 2	<u>INCREASING THE EFFICACY OF COMMUNITY-SCALE INITIATIVES</u> Moderator: Scott Litzelman, Booz Allen Hamilton • Judging Energy Consumption Based on the Symbolic Significance of Behaviors - Bernadette Suetterlin, ETH Zurich, Institute for Environmental Decisions (IED) • Sparking Interest in Solar Adoption: How Messaging Affects the Choice to Engage with Solar Power - Dena Gromet, The Wharton School, University of Pennsylvania • Increasing Cycling for Transportation through Behaviour Change Programmes - Trudy Ledsham, University of Toronto
Session 2D Room 3	<u>UNLOCKING BEHAVIOR-BASED ENERGY SAVINGS IN COMMERCIAL BUILDINGS</u> Moderator: Dan Seligman, Maryland Energy Administration • Unlocking Behavior-based Energy Savings in Commercial Buildings: The Unexpected Connection between Attitudes, Behaviors, Organizational Culture, and Energy Savings - Karen Ehrhardt-Martinez, Human Dimensions Research Associates • Change from Within? Carbon Management in Commercial Real Estate - Kathryn Janda, University of Oxford • Encouraging Changes in Commercial Customer Energy-Efficient Behaviors through Energy Benchmarking Reports - Danny Molvik, EMI Consulting • Unlocking Behavior-Based Energy Savings through Employer Engagement - Olga Gazman, Northwest Energy Efficiency Council
Session 2E Room 6	<u>MODELING ENERGY SAVINGS</u> Moderator: Eric Rambo, Cadmus • Behavioral Aspects of Aggregate Demand in the National Energy Modeling System (NEMS) - James Turnure, U.S. Energy Information Administration • Prepayment, Conservation and Behavioral Change in the Utility Sector - Nat Treadway, Distributed Energy Financial Group (DEFG) • Does Lifetime Electricity Running Costs Information Lead Consumers to Purchase More Energy Efficient Appliances? Results from a UK Trial - Jeremy Vincent, Department of Energy and Climate Change
Session 2F Room 4	<u>GETTING TO GOLD MEDAL UTILITY PROGRAMS</u> Moderator: Hayes Jones, U.S. Department of Energy • Leaping from the Ivory Tower and Landing on Firm Ground: How Active Collaboration between Academics, Evaluators, Implementers, and Program Managers can Create Effective and Scalable Behavior Programs - Jane Peters, Research Into Action • Going Deeper: A Review of Competitions and Community Based-Social Marketing Programs for Reducing Energy Consumption - Chris Jones, University of California, Berkeley • BC Hydro's Team Power Smart Behavioral Program: Recent Results and Future Directions - Jay Kassirer, Cullbridge Tools of Change • Bringing It All Together: Innovations in the Alameda County Residential Behavioral Pilot - Rebecca Brown, BKi
3:00-3:30	Afternoon Break Sponsored by 

MONDAY AFTERNOON, DECEMBER 8	
3:30-5:00	Concurrent Sessions 3
Session 3A Room 5	<u>LIGHTNING SESSION: PROGRAM EVALUATION</u> Moderator: Michael Li, U.S. Department of Energy - Preliminary Results from the Impact Evaluation of TOU Rates in Ontario - Phil Bosco, Ontario Power Authority - Has the Local Community Energy Concierge Model Worked? - Dawn BeMent, Skumatz Economic Research Associates - Behavior Savings in Schools: A Scalable Program Achieving 5-15% Savings through Student-led Campaigns - Merrilee Harrigan, Alliance to Save Energy - Towards a More Rigorous Approach to Energy Efficiency Training - Douglas Tsoi, Learning and Engagement Manage - Examining the Fossil Record: A Fun Look Back at some of the Earliest Energy Education Research - Martin Kushler, ACEEE - The Real Problem With Behavioral Savings (And What We Can Do About It) - Nicholas Lange, Vermont Energy Investment Corporation - Driving Savings from Behavior Programs: The Role of Program Theory & Logic Models in Program Design & Evaluation - Amy Meyer, Navigant Consulting - Meta-Analysis Identifying Energy Saving Actions Taken in Households - Jenny Hampton, Navigant Consulting
Session 3B Room 1	<u>MARKETING LESSONS IN DOMAINS BEYOND ENERGY</u> Moderator: Valerie Richardson, IMT/DNV GL - Water-Energy Nexus: Public Perceptions and Motivations to Save Across Resources - Megan Billingsley, ILLUME Advising - Non-hypothetical Willingness to Pay for Biobased Consumer Products - Ulla Kainz, Straubing Center of Science - Improving Recycling Performance through Recognition and Feedback - Jeff Becerra, StopWaste - How Portland Reduced its Residential Garbage by Nearly 40%, While Increasing Compost Three-fold - Lindsey Maser, City of Portland
Session 3C Room 2	<u>CHALLENGES AND OPPORTUNITIES TARGETING SMALL AND MEDIUM-SIZED ENTERPRISES</u> Moderator: Susan Norris, Pacific Gas and Electric Company - Small Business Participation: This Time, it's Personalization - Seth Nowak, ACEEE - Powering Down: Behavior-Based Energy Conservation in K-12 Schools - Kate Crosby, Acton-Boxborough Regional School District - Driving Behavior in Commercial Office Buildings - Caroline Flory, Duke Energy - A "Living Laboratory" Approach to Improving Utility Program Engagement - Rory Bakke, True Market Solutions
Session 3D Room 3	<u>WHO KNEW?! COLLABORATING WITH THE ARTS TO ENGAGE PEOPLE AND INSPIRE BEHAVIOR CHANGE</u> Moderator: Marda Kirn, EcoArts Connections - Kim Abeles, Artist - Natalie Jeremijenko, Artist, xClinic - Arts, Cognition and Business in the Transition to a Low-carbon Future - Niina Nurminen, ArtSense Ltd
Session 3E Room 6	<u>FRONTIERS IN RESEARCH AND UNDERSTANDING OF BEHAVIORS</u> Moderator: Margaret Taylor, Stanford University - Beyond Behavior Change: Psychosocial Approaches to Supporting Low-Carbon Practices and Research - Dr. Renee Lertzman, Brand Cool - Time Use and Its Implications for Energy and Climate - Joseph Kantenbacher, University of California, Berkeley - Explaining Anomalies in Energy Pricing Experiments: Policy Lessons from a Direct Cognition Model - KC McKanna, UCLA Luskin Center for Innovation
Session 3F Room 4	<u>LEVERAGING SMART METER DATA TO IDENTIFY ENERGY END USES</u> Moderator: Eric Coffman, Montgomery County - Leveraging AMI Data for Energy Efficiency and Conservation Research - Michaelangelo Tabone, University of California, Berkeley - Using Data to Identify Energy Behaviors, Actions, and Characteristics of Households - Anna Spurlock, Lawrence Berkeley National Laboratory - Data Mining of Window Opening and Closing Behavior in Office Buildings - Tianzhen Hong, Lawrence Berkeley National Laboratory - Revealing Occupancy Diversity Factors in Buildings Using Sensor Data - Pierrick Bouffaron, California Institute for Energy & Environment, University of California, Berkeley
5:00-6:30	Free time for Networking and Poster Preparation
6:30 - 8:30 Independence Ballroom	POSTER SESSION & RECEPTION  Reception Sponsor Libations Sponsor 

TUESDAY MORNING, DECEMBER 9		
7:30-8:30	Continental Breakfast & Registration	
Spotlight Panels 8:30-10:00	There Are People Behind Those Walls—Behavior Makes a Difference in Industry Moderated by Richard Hart of EnerNOC • Steve Schultz, 3M • Uli Schildt, Darigold • Kim Crossman, Energy Trust of Oregon • Walt Tunnessen, EPA • Katy Janda, Oxford University (Rooms 1 & 2)	What If the Prius Had Looked Like Every Other Car? How Visual Design Influences Our Behavior and Changes Our World Moderated by Julie Hayes of Milepost Consulting • Andrew Burroughs, IDEO • Lisa Jackson, frog design, inc. Seattle (Rooms 3 & 4)
10:00-10:30	Morning Break	
10:30-12:00	Concurrent Sessions 4	
Session 4A Room 5	<u>LIGHTNING SESSION: INTEGRATING BEHAVIORAL STRATEGIES INTO ENERGY-EFFICIENCY PROGRAMS--SCHOOLS, UNIVERSITIES, TOWNS, AND UTILITIES ARE DOING IT WITH RESULTS!</u> Moderator: Marsha Walton, NYSERDA • Know What Buttons to Push: Key Behavioral Change Learnings for Energy Efficiency Programs - Agapi Papadamou, DNV GL • Delivering More Savings: A Custom Approach to Improving Energy Saver Kits - Sarah Castor, Energy Trust of Oregon • Behavioral Programs in Brazilian Utilities: Paving the Way for New Prospects - Rodrigo Holtermann Lagreca, Evolva Projetos • The Missing Variable in the AMI Value Equation: Customer Value - Neel Gulhar, Opower • Integrating Behavioral Concepts into Existing Energy Efficiency Programs - Tom Syring, Franklin Energy Services • Recognizing Behavior Change as a Resource - Scott Thach, Alliance to Save Energy • On the Fast Track to Reducing Energy Consumption: Creating Energy-Efficient Communities in Connecticut - Sheri Borrelli and Diana McCarthy-Bercury, United Illuminating • Remember the Human Connection - Erin Claybaugh, Lawrence Berkeley National Laboratory	
Session 4B Room 1	<u>LATEST IN HOW TO COMMUNICATE ABOUT CLIMATE CHANGE</u> Moderator: Maxine Savitz, Honeywell Inc. (ret.) • Amplifying Solutions Stories: Climate Outreach Strategies that Inspire Hope - Meredith Herr, Climate Access • This Time It's Personal: Compelling Climate Communication from Reality to Solutions - Meighen Speiser, ecoAmerica • Mapping Climate Risk and Opportunity - Jorge Madrid, Environmental Defense Fund	
Session 4C Room 2	<u>REACHING LOW INCOME AND UNDERSERVED COMMUNITIES 1</u> Moderator: Lauren Ross, ACEEE • Addressing the Affordability Gap through Behavior Change and Education - Myriam Tourneux, Fuel Fund of Maryland • CNEC - Resident Engagement Competition - Rosa Ortiz, Enterprise Community Partners • Energy Education in the Home - Jacqueline Berger, APPRISE • Beyond Traditional Methods to Understand Customer's Willingness to Participate - Carol Edwards, Southern California Edison	
Session 4D Room 3	<u>BENEFITS TO SELF VS. OTHERS - WHICH MOTIVES MORE?</u> Moderator: Danilo Pelletiere, U.S. Department of Housing and Urban Development • Using Social Norms and Feedback to Achieve Energy Savings in Non-metered Multi-family Housing - Joey Schmitt, Action Research and Wesley Schultz, California State University • What is the Real Prize? A Study of Energy Efficiency Award Winners in the Federal Government - Christa McDermott, Pacific Northwest National Laboratory • Food Scraps, Households, and Climate Change: Exploring New and Old Habits - Sally Geislar, University of California, Irvine	
Session 4E Room 6	<u>AUTOMATE OR ENCOURAGE? BEHAVIORAL PROGRAMS IN COMMERCIAL BUILDINGS</u> Moderator: Richard Huntley, Retroficiency • Considerations for Operational and Behavioral Approaches for Commercial Customers - Amit Kulkarni, National Grid • Achieving O&M and RCx Savings in Commercial and Industrial Sectors - Bill Younger, CLEAResult	
Session 4F Room 4	<u>USING BIG DATA FOR EVALUATION</u> Moderator: Abigail Daken, U.S. Environmental Protection Agency • Smart Energy Now Pilot (SEN): Evaluation of a Large Scale Commercial Building Behavior Change Program - Johna Roth, TecMarket Works • Just How Smart: A Look at Energy Trust of Oregon Nest Thermostat Pilot Program - Dan Rubado, Energy Trust of Oregon • Understanding Energy Efficiency Benefits from Smart Thermostats in Southern California - Ben Ho, Vassar College	

TUESDAY AFTERNOON, DECEMBER 9	
12:00-1:30	Lunch and Keynote
Independence Ballroom	Tuesday Lunch Keynote: US Secretary of Energy Ernest Moniz Introduced by: Dr. Maxine Savitz, General Manager Technology Products, Honeywell (ret.) <i>As United States Secretary of Energy, Dr. Ernest Moniz is tasked with implementing critical Department of Energy missions in support of President Obama's goals of growing the economy, enhancing security and protecting the environment. This encompasses advancing the President's all-of-the-above energy strategy, maintaining the nuclear deterrent and reducing the nuclear danger, promoting American leadership in science and clean energy technology innovation, cleaning up the legacy of the cold war, and strengthening management and performance.</i>
1:30-3PM	Concurrent Sessions 5
Session 5A Room 5	<u>LIGHTNING SESSION: SOCIAL NORMS & CULTURE CHANGE</u> Moderator: Rick Diamond, Lawrence Berkeley National Laboratory • Changes in Energy Behaviors Post-Weatherization by Low-Income Households – Beth Hawkins, Oak Ridge National Laboratory • The Power of People: Behavior-Based Energy Conservation - Ashley Ruiz, McKinstry • Customers' Reasons for Opting Out of Home Energy Reports - Pat Aloise-Young, Colorado State University • Home Energy Score Impact on Program Participation Rates - Joan Glickman, U.S. Department of Energy • We Forgot Half of the Population! The Significance of Gender in Energy Renovation - Lise Tjorring, South Energy/University of Copenhagen • Understanding the Affect of User Effort on Electricity Feedback and Energy Savings - Joana M. Abreu, Fraunhofer USA CSE • Politics, Values, and PV System Design - Timothy Treadwell, California Center for Sustainable Energy • It's Cultural: Energy Efficiency & Behavioral Programs for the Industrial Segment - Ulrika Wising, DNV GL
Session 5B Room 1	<u>MARKETING GONE RIGHT: NEW INSIGHTS IN MEDIA AND MARKETING</u> Moderator: Maria Vargas, U.S. Department of Energy • Beyond the CFL: Winning Energy Efficiency Imagery - Debbie Slobe, Resource Media • Implementing Successful Behavior Change Programs with Limited Resources: Lessons from City of New York - Roya Kazemi, NYC Mayor's Office • Driving Energy Efficiency in New York State by Going Beyond "Barriers" with Humor and Humanity - Sue Kochan, Brand Cool • Marketing Behavior-Based Energy Efficiency: How to Get a "Yes" in a Room Full of "No's"? - Emmanuel Hales, 2rw Consultants
Session 5C Room 2	<u>REACHING LOW INCOME AND UNDERSERVED COMMUNITIES 2</u> Moderator: Michael Nye, U.S. Environmental Protection Agency • What Do the Military and Low Income Populations Have in Common? A Lot More than You Think! - Dana D'Souza, Skumatz Economic Research Associates • Designing a Public Energy Feedback Interface - Justin Woodjack, University of California, Davis • Behavioral Economics in Practice - MPower Oregon is Empowering Residents to Reap Savings through Simple, Supported Changes - Mickey Lee, MPower Oregon, LLC
Session 5D Room 3	<u>LEVERAGING BEHAVIORALLY-FOCUSED TECHNOLOGY SOLUTIONS TO IMPROVE UTILITY PROGRAM RESULTS</u> Moderator: Kat Donnelly, Empower Efficiency • Assessing Customer Solutions at the Intersection of Behavior and Technology - Carol Yin, Yinsight, Inc • Beyond Direct Load Control: HAN and Customer-Centric Behavioral DR - Kimberly Conley, Pacific Gas & Electric Company • Residential Demand Response Precooling Pilot and Results - Jim Parks, Sacramento Municipal Utility District • Energy Efficiency: Opportunities in Remote HVAC Performance Monitoring - Scott Hublou, ecoFactor
Session 5E Room 6	<u>ORGANIZATIONAL BEHAVIOR</u> Moderator: Elizabeth Malone, Pacific Northwest National Laboratory • Real World Examples of Driving Organizational Behavior Change: Better Buildings Challenge Partners Share Their Successes - Holly Carr, U.S. Department of Energy • Organize Your Data! How Federal Energy Data Infrastructure Supports Organizational Behavior Change - William Prindle, ICF International • Industrial Continuous Energy Improvement - Rick Sullivan, AEP Ohio
Session 5F Room 4	<u>IS TIME ON OUR SIDE? THE TEMPORAL DIMENSIONS OF ENERGY CONSERVATION</u> Moderator: Michelle Vigen, Montgomery County • Empowering Consumers through Smart Technology - Matthew Harding, Duke University • Framing Effects and the Dynamics of Energy Conservation Behavior - Omar Asensio, University of California, Los Angeles • Environmental Implications of Price Responsiveness in the Midwest Electricity Market - Timothy Smith, University of Minnesota

TUESDAY AFTERNOON, DECEMBER 9	
3:00-3:30	Afternoon Break
3:30-5:00	Concurrent Sessions 6
Session 6A Room 5	<u>LIGHTNING SESSION: FEEDBACK AND INFORMATION TECHNOLOGIES TO UNDERSTAND AND ENABLE BEHAVIOR CHANGE</u> Moderator: Gene Rodrigues, ICF International - What Can We Learn from High Frequency Appliance Level Energy Metering? Results From a Field Experiment - Magali Delmas, University of California, Los Angeles - Financial Incentives and Residential Energy Management in Ontario - Ian Rowlands, University of Waterloo - Discover the New DOE Residential Program Solution Center - Danielle Sass Byrnett, U.S. Department of Energy - The Stanwood Challenge: A Small Business Pilot with Energy Dashboards - James Russell, CLEARresult - PowerHouse—Student-Driven: Real-Data, Real-Time, Real-Change - Gayle Bodge, Gulf of Maine Research Institute - Behavior Change for Energy Conservation - Mary Zalesny, Pacific Northwest National Laboratory - Eyetracking on HEMS Monitors: What do Users see for Energy Saving? - Kan Takeuchi, Hitotsubashi University - Energy Mapping: Making Complex Energy Data Easy to Understand - Gerry DeSeve, ICF International - Connecting Behavior Change to Energy Savings - Kira Ashby, Consortium for Energy Efficiency - Reconnecting People and Buildings: Comfy Software for Office Temperature Control - Lindsay Baker, Building Robotics, Inc.
Session 6B Room 1	<u>SEGMENTATION - MARKETING</u> Moderator: Christina Nichols, U.S. Department of Energy - Determinants of Word of Mouth in Solar PV Adoption - Kenneth Gillingham, Yale University - I Know What You Did Last Summer: Smart Meter Data Accurately Predict Household Intention to Enroll in Energy Efficiency Program - Michael Zeifman, Fraunhofer Center for Sustainable Energy Systems - New and Improved! How Integrating Proven Consumer Science and Energy Efficiency Behavior Change Best Practices Can Stack the Odds for Successful Program Design - Julie Hayes, Milepost Consulting - User Research: Maximizing Human Behavior to Increase Program Effectiveness - Ellen Steiner, EMI Consulting
Session 6C Room 2	<u>GAMES & GAMIFICATION</u> Moderator: Raj Shukla, Cool Choices - Climate is Not a Game! 500 Million App Users Ready to Play, Ready to Change - Carleen Cullen, Cool the Earth - Residential EE and Solar Adoption Behavior: An Online Gamification Study - Varun Rai, University of Texas at Austin - From Traditional e Learning to Location-based Gaming: The Engaging Climate and Environment Tutorial - Sandra Burri Gram-Hansen, Aalborg University
Session 6D Room 3	<u>IDENTIFYING AND OVERCOMING BARRIERS</u> Moderator: Wesley Schultz, California State University - Self-efficacy and Barriers as Mediators of Behavioral Change - Michael Williams, Wales Behavioral Assessment - Role of Information and Incentives in Technology Adoption: Household-level Predictive Modeling - Scott Robinson, University of Texas at Austin - Energy-related Decisions in Large Cities under Bounded Rationality - Constantinos Spandagos, Hong Kong University of Science and Technology - Behavioural Insights for Energy Efficiency in Developing and Emerging Economies - Aurelia Figueroa, German Development Institute
Session 6E Room 6	<u>BEHAVIORAL ECONOMICS & DECISION-MAKING IN TRANSPORTATION SECTOR</u> Moderator: Shruti Vaidyanathan, ACEEE - Challenges and Opportunities in Incorporating Behavioral Economics in Vehicle Use and Parking Pricing Pilot Deployments Under the Value Pricing Pilot Program - Allen Greenberg, U.S.DOT/FHWA - Can Car-Sharing Facilitate a More Sustainable Car Purchase? - Diana Ginnebaugh, Stanford University - Choice Architecture in a New Domain: Applying Defaults to an Infrastructure-planning Tool - Tripp Shealy, Clemson University
Session 6F Room 4	<u>USING EVALUATION RESEARCH AND RESULTS TO DESIGN BETTER PROGRAMS</u> Moderator: Annika Todd, Lawrence Berkeley National Laboratory - What's the Evidence On Behavioral Program Impacts, Cost-Effectiveness, and Retention? - Lisa Skumatz, Skumatz Economic Research Associates "Irrational" vs. "Rational" Behavior: Using Evolutionary Theory and Comprehensive Evaluations to Ensure Building Performance Meets Design Intent - Marcel Harmon, M.E. GROUP - Research Design and Evaluation of Southern California Gas Company's Conservation Campaign - Josh Schellenberg, Nexant
5:15-6:15 Independence Ballroom	FILM FESTIVAL Featuring Bill LeBlanc, E Source Sponsored by 
7:30-9:30	WORKSHOPS AND PARTICIPANT ORGANIZED SESSIONS (Check bulletin board near registration desk for information and rooms)

WEDNESDAY MORNING, DECEMBER 10	
7:30-8:30	Continental Breakfast & Registration
8:30-10:00	Concurrent Sessions 7
Session 7A Room 5	<u>RESULTS ARE IN: SAVINGS ARE REAL</u> Moderator: Sharyn Barata, Itron • Savings at Scale: Effects from the first Statewide Behavioral Program - Anne Dougherty, Illume Advising • Business Energy Reports: First Year's Evaluation Results - Brian Arthur Smith, Pacific Gas and Electric Company • Energy Savings and Beyond: Measuring the Success of Marketing, Education, and Outreach Efforts - Tami Buhr, Opinion Dynamics • Because Saving Money Isn't Enough, and Most Americans Don't Think Energy Efficiency is "Worth It" - Suzanne Shelton, Shelton Group
Session 7B Room 1	<u>POLICY DRIVERS FOR RESEARCH INTO CLIMATE AND ENERGY</u> Moderator: Jennifer Amann, ACEEE • Paul Stern, National Academy of Sciences • Stacy Angel, U.S. Environmental Protection Agency • Nathaniel Higgins, U.S. General Services Administration
Session 7C Room 2	<u>THE SECRET SAUCE: FINDING AND ACTIVATING YOUR TARGET AUDIENCE</u> Moderator: Katie Mandes, C2ES • Using Social Marketing To Spur Residential Adoption of ENERGY STAR Certified LED Lighting - Wesley Schultz, California State University • Unlocking Customer Potential through Data - Ted Peterson, Questar Gas • Evaluating Marketing Tactics and Consumer Response Within Micro-Targeted Campaigns - Becca Yates, Northwest Energy Efficiency Alliance
Session 7D Room 3	<u>ARE SMART THERMOSTATS REALLY THAT SMART?</u> Moderator: Jennifer Robinson, EPRI • User Response to Smart Thermostats: "That Thing has a Mind of its Own!" - Kristin Heinemeier, University of California, Davis • Final Savings Estimates and Key Learnings from a Behavioral Messaging Thermostat Trial - Lucy Morris, Pacific Gas & Electric Company • Energy Savings from Connected Thermostats: Estimates for U.S. Homes? - James Stewart, The Cadmus Group
Session 7E Room 6	<u>TRANSFORMING TRANSPORTATION</u> Moderator: Stephen Bickel, D&R International, Ltd. • Electric Vehicle Ride & Dive Campaign: Experience Electric - Jordan DiGiorgio, Center for Sustainable Energy • Plug-in Vehicles - Measuring and Transforming Consumer Attitudes - David Roberts, Vermont Energy Investment Corp • Mobility and Behaviours: traffic02 - Salvatore Di Dio, University of Palermo and PUSH
Session 7F Room 4	<u>INNOVATIVE COMMUNITY POLICY CASE STUDIES</u> Moderator: David Jacot, Los Angeles Department of Water and Power • Education for Energetic Efficiency Based on Audiovisual Communication Project Energy that Transforms - Luciana Lopes Batista Vinagre, Electrobras • San José Bring Your Own Bag Ordinance - Jennie Loft, City of San Jose, CA • Integrating Demand Side into Carbon Reduction and Energy Security Policies in the UK via a Negawatt Market - Yael Parag, School of Sustainability, Interdisciplinary Center • Innovative Financing for Commercial Energy-Efficiency Investments: No, It's Not PACE - Diane Schrader, Third Act X
10:00-10:30	Morning Break
10:30-12:00 Independence Ballroom	CLOSING PLENARY: Profiles in Leadership–Behavior, Energy and Climate Change • Congressman Paul Tonko (D-NY), Co-chair, House of Representatives Sustainable Energy and Environment Coalition (SEEC) • Assistant Secretary of the Navy (Energy, Installations and Environment) Dennis V. McGinn • Dr. Elke Weber, Jerome A. Chazen Professor of International Business at Columbia Business School, and Professor of Psychology and Earth Institute Professor at Columbia University • Moderator: Gene Rodrigues, Vice-President, ICF International

BECC 2014 POSTER PRESENTERS

1. **Heather Akin, University of Wisconsin-Madison:** *Understanding Global Perceptions of Climate Change: A Cross-Cultural Comparison*
2. **Ingo Bensch, Energy Center of Wisconsin:** *Behavioral Opportunities Among the Households that Use the Most Energy*
3. **Audrey Bona, IMS:** *Study of Occupant Behaviors at Home and Development of a Decision Tool to Improve Their Interaction with the Buildings*
4. **Julie Colehour, C+C:** *Changing Behavior with ENERGY STAR*
5. **Ryan Daley, National Renewable Energy Lab:** *Refueling Behavior of Flex Fuel Vehicle Drivers in the Federal Fleet*
6. **Michael Denevan, Community Energy Services Corporation:** *Energy Efficiency and Solar: Reaching the Interested but Uninformed*
7. **Dana D'Souza, Skumatz Economic Research Associates:** *Plastic / Single Use Bag Policy – Bans, Fees, Both, Neither– How do we modify behavior?*
8. **Rebecca Ford, Victoria University of Wellington:** *Energy Transitions and the Energy Cultures Framework*
9. **Karoline Gamma, University of St.Gallen:** *Customer Acceptance of Energy Consumption Feedback Systems: The Role of Hypocrisy Under Different Construal Levels*
10. **Thomas Glendening, ICF International:** *Smart Thinking – Leveraging Technology to Foster Behavior Change*
11. **Chris Gordon, Vermont Energy Investment Corp.:** *Go Vermont: Advancing Commuting Alternatives & Innovative Partnerships*
12. **Paul Grimal, University College London:** *Reframing Energy Demand Reduction in the UK residential sector: Implications of 24 Hours Profile Energy Performances for Policy-makers and Utilities*
13. **Rimas Gulbinas, Virginia Tech:** *Quantifying and Targeting Inefficient Energy-Use Behavior in Commercial Building*
14. **Farzana Hannan and Carol Miller:** *Creating Transparency in the Energy/Emissions Link through LEEM (Locational Emissions Estimation Methodology)*
15. **John Horn, California Center for Sustainable Energy:** *Utilizing Green Button Data to Ascertain the Economic Benefit of Switching to Time of Use Rates for PG&E, SCE, and SDG&E EV Customers*
16. **Evan Johnson, University of North Carolina at Chapel Hill:** *Are Heavy Energy Users More Likely to “Buy In” to Residential Energy-Saving Programs and Services?*
17. **V. Rory Jones, PlanetEcosystems:** *Today's Customer Engagement initiatives: Missing the point?*
18. **Aaiysha Khursheed, Itron:** *Lights Out! T12s Have Left the Building*
19. **Lauren Knapp, University of Delaware:** *Offshore Wind Power: Perceptions, Preferences and Willingness to Pay*
20. **Sabine Marx, Columbia University:** *Translating Behavioral Research for Policymakers and the Public*
21. **Megan McMichael, UCL Energy Institute:** *Trusted Information on Energy Efficiency in a Community Programme*
22. **Ayako Mikami, Tokyo Gas Co., Ltd.:** *Effect on Energy Saving Behavior by the Incentive in the Smart Apartment in Japan*
23. **Ken-ichiro Nishio, Central Research Institute of Electric Power Industry:** *Electricity-saving Behaviors in the Residential Sector of Japan*
24. **Nicole O'Connor, Energy Outreach Colorado:** *Occupant Engagement Considerations: Nonprofit Staff vs. Affordable Housing Resident Strategies*
25. **Meghan Oswalt, USDA Forest Service:** *US Forest Service's Power-IT-Down Initiative*
26. **Yael Parag, School of Sustainability, Interdisciplinary Center:** *Agency, Capacity and Electricity Demand Reduction*
27. **Nirav Patel, Human Dimensions Research Unit, Cornell University:** *High School Educators and Their Students' Perception of Climate Change and Renewable Energy*
28. **Stefanie Rumm, University of Applied Science Weihenstephan-Triesdorf / Straubing Center of Science:** *Labelling of Bio-based Plastics*
29. **Nik Sawe, Stanford University:** *The Impacts of the Energy Star on Consumer Decision-Making*
30. **Vince Schueler, Washington State University Energy Program:** *Seeing the Forest and the Trees: Organizational Ecology and Energy Efficiency Program Outcomes*
31. **Meng Shen, University of Maryland and Tianjin University:** *Opinion Dynamics' Model for Social Norms on Behavior Based Energy Efficiency*
32. **Ellen Steiner, EMI Consulting:** *A Research Methods Taxonomy for Behavior Based Programs*
33. **Carol Suhan, FortisBC:** *Kootenay and Okanagan Energy Diets*
34. **Signe Waechter, ETH Zurich:** *The Misleading Effect of Energy Efficiency Information*
35. **Marsha Walton, NYSERDA:** *NYSERDA's Behavior Research Model*
36. **Cindy Ward, Wilfrid Laurier University:** *Motivation for Small and Medium Enterprises to Reduce Energy*
37. **Amy Wolfe, Oak Ridge National Laboratory:** *Behavioral and Building Performance: Strategies for Institutional Change*

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22. **Ayako Mikami, Tokyo Gas Co., Ltd.:** *Effect on Energy Saving Behavior by the Incentive in the Smart Apartment in Japan*
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2014 BECC Conference Attendees

Last/FirstName	Company	City/Region	Phone
Abbott, Matt	Park City Municipal Corporation	Park City, UT	4357317172
Abeles, Kim	EcoArts Connection	Los Angeles, CA	2136041972
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Abrash Walton, Abigail	Center for Climate Preparedness and Community Resilience	Keene, NH	603.283.2344
Abreu, Joana	Fraunhofer USA CSE	Boston, MA	6175757265
Agarwal, Ashish	Tendril	Boulder, CO	3037467336
Agnew, Ken	DNV GL	San Francisco, CA	510 891 0461
Akin, Heather	University of Wisconsin-Madison	Madison, WI	6083586114
Albenzi, Tammy	PPL Electric Utilities	Allentown, PA	610-774-3643
Altinay, Zeynep	Louisiana State University	Baton Rouge, LA	4017148988
Alvelais, Lucia	Los Angeles Department of Water and Power	Los Angeles, CA	(213) 367-4990
Amann, Jennifer	ACEEE	Washington, DC	202-507-4015
Ander, Jesse	Grundfos	Dallas, TX	6266224352
Andrews, Hillary	Vermont Energy Investment Corporation	Burlington, VT	8025407860
Angel, Stacy	US EPA	Washington, DC	(202) 343-9190
Appel, Jill	Astrum Solar	Concord, MA	978-835-7520
Armel, Carrie	Precourt Energy Efficiency Center	Stanford, CA	650-380-1965
Arvizu, Michael	Center for Sustainable Energy	San Diego, CA	8582441177
Ashby, Kira	Consortium for Energy Efficiency	Boston, MA	617-337-9281
Awad, Maggie	Arlington Transportation Partners	Arlington, VA	8283030748
Bailard, Emily	Opower	San Francisco, CA	(203) 645-6917
Bailey, Ann	US EPA	Washington, DC	(202) 343-9190
Baker, Lindsay	Building Robotics, Inc	Oakland, CA	5104230768
Bakke, Rory	True Market Solutions	Sausalito, CA	510-685-5669
Baldy, Seth	Clinton Climate Initiative	Little Rock, AR	5013394209
Ballinger, Nicole	City of Seattle Office of Sustainability & Environment	Seattle, WA	206-233-7184
Banwell, Peter	US EPA	Washington, DC	(202) 343-9190
Barajas, Berenice	Los Angeles Department of Water and Power	Los Angeles, CA	2133678675
Barata, Sharyn	Ittron	Liberty Lake, WA	770-833-6143
Barnett, Russell	KY Inst. for the Environment	Louisville, KY	502-852-1851
Barr, Joey	Zerofootprint Inc.	Oakland, CA	7039815578
Baum, Naomi	ACEEE	Washington, DC	202-507-4745
Baumgart, Stacey	CO State University	Fort Collins, CO	970-491-0328
Bean, Meghan	Research Into Action, Inc.	Portland, OR	5032879136
Becerra, Jeff	StopWaste	Oakland, CA	510 891-6549
Beley, Amy	Build It Green	Oakland, CA	(510) 590-3360
Bell, Lauren	KSV	Burlington, VT	8028628261
Bell, Mathias	Rocky Mountain Institute	Boulder, CO	3035678620
Bell, Ruth	Cascadia Consulting Group	Seattle, WA	2064491103
Bell, Ruth	Woodrow Wilson International Center for Scholars	Washington, DC	202-691-4097
Benoit, Elise	Opower	San Francisco, CA	4152997045
Bensch, Ingo	Energy Center of Wisconsin	Madison, WI	608-210-7145
Berg, Nicole	University of MI	Ann Arbor, MI	7346476863
Berger, Abby	Golin	Washington, DC	202-585-2601
Berger, Jacqueline	APPRISE	Princeton, NJ	609-252-8009
Berk, Honey	CIUS Building Performance Lab	New York, NY	646-344-7328
Bickel, Stephen	D&R International, Ltd.	Silver Spring, MD	301-628-2040
Billingsley, Megan	Illume Advising, LLC	Madison, WI	510-512-0586
Binder, Katherine	Office for Sustainability at Western MI University	Kalamazoo, MI	269-598-4808
Bloch, Jane	Skoll Global Threats Fund	San Francisco, CA	4155712178
Blumstein, Carl	California Institute for Energy and Environment	Berkeley, CA	510-643-1440
Bobker, Michael	CIUS Building Performance Lab	New York, NY	646-344-7328
Bodge, Gayle	Gulf of ME Research Institute	Portland, ME	207-228-1647
Bodmann, Shawn	DNV GL	San Francisco, CA	510 891 0461
Boedecker, Erin	US DOE	Washington, DC	202-586-4791

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Last/FirstName	Company	City/Region	Phone
Boice, Craig	Boice Dunham Group	New York, NY	2129242200
Bond, Martin	Community Energy Services	Berkeley, CA	510 981 7757
Borrelli, Sheri	The United Illuminating Company	Orange, CT	203-499-2583
Bouffaron, Pierrick	California Institute for Energy and Environment	San Francisco, CA	415-471-6001
Bowker, Brent	Pulse Energy	Vancouver, BC Canada	6042309507
Braman, Matt	CLEAResult	Austin, TX	503.688.1587
Brannan, Debbie	Navigant Consulting, Inc.	Boulder, CO	3037282493
Brown, Craig	Ryerson University	Toronto, ON Canada	416-979-5000
Brown, Rebecca	BKi	Oakland, CA	5104636132
Buhr, Tami	Opinion Dynamics	Waltham, MA	617-492-1400
Burbaum, Jonathan	ARPA-E	Washington, DC	202-287-6413
Burroughs, Andrew	IDEO		
Burton, Ted	EnviroMedia Social Marketing	Austin, TX	5124764368
Butterfield, Clare	ISEIF	Chicago, IL	312-239-6752
Carlson, Benjamin	US DOE	Washington, DC	202-461-5553
Carlson, Beth	WPPI Energy	Sun Prairie, WI	6082196763
Carlson, Claire	Lockheed Martin Co.	Portland, OR	503-278-3017
Carr, Holly	US DOE	Washington, DC	2022871409
Cascio, Lisa	Northeast Energy Efficiency Partnerships	Lexington, MA	781-860-9177
Cassidy, Rosa	Lockheed Martin Co.	Rockville, MD	240-743-8915
Castillo, Estee	Southern California Gas Company	Los Angeles, CA	213 244-4250
Castor, Sarah	Energy Trust of Oregon	Portland, OR	503-445-7619
Caudill, Cami	Fuel Fund of Maryland	Baltimore, MD	4012359080
Cebulko, Brad	Washington Utilities & Transportation Commission	Olympia, WA	360-664-1309
Ceniceros, Bruce	Sacramento Municipal Utility District	Sacramento, CA	916-732-6747
Cetin, Kristen	University of Texas at Austin	Austin, TX	2407236354
Chalker, Adam	PlotWatt	Durham, NC	910.992.1962
Chapman, Tyler	Inter-American Investment Corporation	Washington, DC	2026233973
Chen, Chien-fei	University of Tennessee	Knoxville, TN	8659743787
Chen, PoYi	Center of Innovation & Synergy for Intelligent Home & Living Tech	Taipei City, Taiwan China	886-2-33669727
Cheng, Shannon	Pacific Gas & Electric Company	San Francisco, CA	415-973-8978
Cherry, Lynne	Young Voices on Climate Change	Thurmont, MD	202-657-9495
Chiu, Samantha	University of Illinois Building Research Council	Urbana, IL	636-248-8034
Churchwell, Candice	Nexant, Inc.	San Francisco, CA	4157770707
Ciepiela-Kaelin, Cecilia	George Washington University	Washington, DC	5712764683
Claybaugh, Erin	Lawrence Berkeley National Laboratory	Berkeley, CA	510-495-2189
Clendenning, Greg	NMR Group, Inc.	Arlington, VA	617-284-6230
Coffman, Eric	Office of Energy and Sustainability	Rockville, MD	301-4712-5637
Cohen, David	Center for Sustainable Energy	Los Angeles, CA	2132614030
Colehour, Julie	Colehour + Cohen	Seattle, WA	(206) 262-0363
Collins, Darby	Bonneville Power Administration	Portland, OR	503-230-3811
Conley, Kimberly	Pacific Gas & Electric Company	San Francisco, CA	415-973-1688
Connelly, Billy	CVOEO	Williston, VT	8024824180
Conner, Patrick	Madison City Schools	Madison, AL	2564648370
Connors, Matt	Connors & Associates	San Francisco, CA	415 810 2604
Conrad, Emily	Opower	Arlington, VA	301-580-3295
Cook, Jan	Accelerated Innovations	St Paul, MN	216-912-8410
Cook, Jonathan	Nexant, Inc.	Washington, DC	2029740615
Cooney, Kevin	Navigant Consulting, Inc.	Boulder, CO	303-725-2500
Cowden, Sabrina	Milepost Consulting Inc.	Nashville, TN	6155195118
Crosby, Kate	Acton-Boxborough Regional School District	Acton, MA	9785800052
Crossman, Kim	Energy Trust of Oregon	Portland, OR	(503) 459-4074
Culbertson, Melissa	CLEAResult	Austin, TX	
Cullen, Carleen	Cool the Earth	Greenbrae, CA	415 686 3383
Cunningham, Carie	MI State University	East Lansing, MI	3093132728

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Last/FirstName	Company	City/Region	Phone
Daken, Abigail	US EPA	Washington, DC	(202) 343-9190
Dale, Anya	University of MI	Ann Arbor, MI	734-936-5238
Daley, Ryan	National Renewable Energy Laboratory	Golden, CO	303-275-4466
D'Andrea, Camille	APPRISE	Princeton, NJ	609-252-0005
Daniels, Christa	Antioch University New England	Keene, NH	6033135182
Das, Runa	Ryerson University	Toronto, ON Canada	647.235.9005
Dasek, Alice	US DOE	Washington, DC	2025865000
Davis, Valerie	Enviromedia	Austin, TX	512-225-5855
Davison, Susan	Center for Sustainable Energy	San Diego, CA	858-244-7293
Davis-Van Atta, Casey	Opower	Arlington, VA	6512147249
Day, Mary	Tradewind Group	Cordova, TN	901-680-5192
De Garmeaux, Brandi	Town of Portola Valley	Portola Valley, CA	650-851-1700
Deline, Mary Beth	Cornell University	Ithaca, NY	607.255.5530
Denevan, Michael	CESC	Berkeley, CA	510-981-7753
Dennings, Kelley	American Forest Foundation	Washington, DC	919-355-8102
Dennis, Greg	Pulse Energy	Vancouver, BC Canada	778 331 0500
Denton, Elizabeth	Arlington Transportation Partners	Arlington, VA	703-247-6997
DeSeve, Gerry	ICF International	Philadelphia, PA	2675168532
Dethman, Linda	Research Into Action, Inc.	Portland, OR	5032879136
Deud Fritsche, Isabele		Oakland, CA	5106930890
DeVito, Amanda	Butler/Till Media & Communications	Rochester, NY	585-274-5160
DeVito, Kathleen	Conservation Services Group	Westborough, MA	508.365.3497
DeYoung, Robyn	US EPA	Washington, DC	(202) 343-9190
Di Dio, Salvatore	Università degli Studi di Palermo + PUSH	Palermo, PA	3471373406
Diamond, Rick	Lawrence Berkeley National Laboratory	Berkeley, CA	510 486-4459
Dietsch, Niko	US EPA	Washington, DC	(202) 343-9190
DiGiorgio, Jordan	Center for Sustainable Energy	San Diego, Ca	510-380-8410
Dimetrosky, Scott	Apex Analytics	Boulder, CO	303-590-9888
Dion, Jerry	US DOE	Washington, DC	202-586-9470
D'Oca, Simona	Lawrence Berkeley National Laboratory	Berkeley, CA	5106463284
Doherty, Kathryn	Antioch University New England	Norwich, VT	802-299-9314
Dolmat-Connell, Stephanie	University of UT	Salt Lake City, UT	801-585-5048
Donnelly, Kat	Empower Efficiency, LLC	Palm Springs, CA	619.263.2572
Dorin, Ivana	The Energy Coalition	Irvine, CA	(949)732-1085
Dougherty, Anne	Illume Advising, LLC	Madison, WI	608-561-2019
Doyno, Nathaniel	EnergySavvy	Seattle, WA	9179303700
Driscoll, Brian	WECC	Madison, WI	608-729-6913
Driscoll, Colleen	DNV GL	San Francisco, CA	510 891 0461
D'Souza, Dana	Skumatz Economic Research Associates	Superior, CO	303-494-1178
DuBois, David	The Social Design Group	Akron, OH	3306122773
Duffy, Kevin	ICF International	Jackson, MI	2627217540
Dunn, Alicia	NEEP	Lexington, MA	7818609177
Dutta, Tushar	LINC Housing Corporation	Long Beach, CA	562-684-1144
Dwelly, Amanda		Burlington, VT	8024482992
Edel, Melanie	Southern California Edison	Rosemead, Ca	6263020624
Edwards, Carol	Southern California Edison	Rosemead, CA	626-302-0621
Ehiorobo, Osahon Pau	Federal Ministry of Petroleum Resources	Abuja, fct Nigeria	2348053778400
Ehrhardt-Martinez, Karen	Human Dimensions Research	Niwot, CO	303-530-2056
Elliott, Joseph	JouleBug	Raleigh, NC	9192800897
Elliott, Susan	City of Charlottesville, Environmental Sustainability Division	Charlottesville, VA	4349703506
England, Ashley	Milepost Consulting Inc.	Seattle, WA	323-445-2320
Faherty, Kiley	Snohomish County PUD	Everett, WA	425-783-8571
Farr, Claire	ES2	Jenks, OK	9188063950
Feygina, Irina	U.S. Social and Behavioral Sciences Team	Washington, DC	347.628.7661
Figuroa, Aurelia Rochelle	German Development Institute	Bonn Germany	00491735818220

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Fischlein, Miriam	Southern California Edison	Rosemead, CA	6263020633
Flory, Caroline	Duke Energy	Charlotte, NC	704-382-0439
Ford, Rebecca	Victoria University of Wellington	Wellington Australia	0064 4 463 5233
Forster, Hale	Research Into Action, Inc.	Portland, OR	503.943.2128
Frantz, Cynthia	Oberlin College	Oberlin, OH	440 775 8499
Fredman, Dan	University of Vermont	Burlington, VT	8023105517
Frog, Kermit	Green Energy		
Fuller, Mandy	ICF International	Lansing, MI	5177686331
Galen, Judy	Loudoun County Commuter Services	Leesburg, VA	703-737-8044
Gamma, Karoline	University of St.Gallen & Columbia University, CRED	New York, NY	0041795328072
Garren, Sandra	Hofstra University	Bayville, NY	727-808-5750
Gazman, Olga	Northwest Energy Efficiency Council	Seattle, WA	206-486-5011
Ge, Jing	Cornell	ithaca, NY	6073199804
Geislar, Sally	University of California, Irvine	Newport Beach, CA	303-319-4759
Gibson, Sarah	Brand Cool	Rochester, NY	585-381-3350
Gifford, Casey	Transportation Services	Seattle, WA	2066163654
Gilbert, Susan	Apogee Interactive	Tucker, GA	678 684-6800
Gillingham, Kenneth	Yale University	New Haven, CT	203-436-5465
Ginnebaugh, Diana	Stanford University	Stanford, CA	408-242-9603
Glickman, Joan	US DOE	Washington DC	2025865607
Goins, John	PNNL	Richland, WA	509-375-2033
Gold, Jonah	EnergyHub, Inc.	Brooklyn, NY	718.522.7051
Goldberg, Miriam	DNV GL	San Francisco, CA	510 891 0461
Golden, Mark	Precourt Energy Efficiency Center	Stanford, CA	11
Goldman, Ethan	Vermont Energy Investment Corporation	Burlington, VT	412-759-1036
Goldstein, Marin	Center for EcoTechnology	Florence, MA	4135867350
Goodwin, Summer	Bonneville Power Administration	Portland, OR	503-230-3158
Gordon, Chris	Vermont Energy Investment Corporation	Burlington, VT	802-540-7683
Gordon, Wendy	3P Partners	New York, NY	9177541617
Gram-Hansen, Sandra	Aalborg University	Aalborg Denmark	99407405
Granda, Chris	Grasteu Associates Inc	Jonesville, VT	802 922 7005
Graves, Carleigh	Opower	arlington, VA	8184332686
Greenberg, Allen	Federal Highway Administration	Washington, DC	202-366-2425
Greenspan Bell, Ruth	Woodrow Wilson Institute	Washington, DC	(202) 691-4097
Greenspan, Melanie	Energy Solutions	Dublin, CA	5104824420
Grevatt, Jim	Energy Futures Group	Hinesburg, VT	8023732488
Griffin, Kelly	Duke Energy	Charlotte, NC	704-293-6068
Gromet, Dena	The Wharton School, University of Pennsylvania	Philadelphia, PA	215-573-0503
Gulbinas, Rimas	Cornell Tech	Brooklyn, NY	6307154743
Hakky, Danya	Virginia Tech	Blacksburg, VA	540.818.5522
Hales, Emmanuel	2rw Consultants, Inc.	Charlottesville, VA	4342962116
Hall, Robert	Ecova	Portland, OR	971-201-4302
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Hanna, Ashley	RMC, Inc.	Arlington, VA	703-695-5125
Hannan, Farzana	Wayne State University	Detroit, MI	3137069060
Hannigan, Eileen	Illume Advising, LLC	Madison, WI	608-561-8396
Hanway, Darren	Southern California Gas Company	Los Angeles, CA	(213) 244-3419
Harding, Matthew	Duke University	Durham, NC	9196139300
Hardjasa, Amelia	Pulse Energy	Vancouver, BC Canada	778-331-0500
Hardy, Shawntera	Fresh Energy	Saint Paul, MN	6512947141
Harmon, Marcel	M.E. GROUP	Overland Park, KS	9139518311
Harrigan, Merrilee	Alliance to Save Energy	Washington, DC	202-530-2215
Harris, Janine	CLEAResult	Portland, OR	503-548-4964

2014 BECC Conference Attendees

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Hart, Richard	EnerNOC	San Francisco, CA	5103259427
Hawkins, Beth	Oak Ridge National Laboratory	Knoxville, TN	8652411775
Hayes, Julie	Milepost Consulting Inc.	Seattle, WA	323-445-2320
Henderson, Courtney	Illume Advising, LLC	Madison, WI	510-473-2866
Herr, Meredith	Climate Access	Ben Lomond, CA	8316096368
Hicks, Joel	George Mason University	Arlington, VA	703-447-3820
Hirayama, Sho	Jyukankyo Research Institute Inc.	Chiyoda-ku, Tokyo Japan	+81-3-3234-1177
Ho, Benjamin	Vassar College	New York, NY	6508678270
Hodge, Caroline	ecoAmerica	San Francisco, CA	415.544.9156
Hodges, Lauren	US EPA's ENERGY STAR program	Washington, DC	202-343-9940
Hoffman, Elliot	True Market Solutions	San Francisco, CA	(415) 412-2237
Hong, Tianzhen	Lawrence Berkeley National Laboratory	Berkeley, CA	5104867082
Horn, John	Center for Sustainable Energy	San Diego, CA	8582441177
Hoye, Megan	Center for Energy and Environment	Minneapolis, MN	6122442417
Hudson, Rebecca	US EPA	Washington, DC	(202) 343-9190
Hummer, Jane	Navigant Consulting, Inc.	Washington, DC	202.973.4574
Humphreys, Denise	Idaho Power Company	Boise, ID	2083885986
Hunt Stevens, Susan	WeSpire	Boston, MA	6175495090
Huntley, Richard	Retroficiency	Boston, MA	617 909-1600
Hutchison, Alena	US EPA's ENERGY STAR program	Washington, DC	202-343-3073
Ilderton, Luke	Energy Outreach CO	Denver, CO	303-226-5059
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Isley, Steven	National Renewable Energy Laboratory	Golden, CO	303-275-4628
Jackson, Brian	Apogee Interactive	Tucker, GA	678-684-6835
Jackson, Lisa	frog Seattle		
Jacot, David	LA Department of Water and Power	Los Angeles, CA	213-367-0936
Jaeger, Christine	California State University, San Marcos	San Marcos, CA	206-353-6041
Jedd, Chris	Denver Housing Authority	Denver, CO	7209323106
Jeremijenko, Natalie	New York University	New York, NY	917.443.2179
Johnson, Evan	UNC-Chapel Hill	Durham, NC	2629308521
Johnston, Kimberly	WECC	Madison, WI	608-516-5653
Jones, Chris	UC Berkeley	Berkeley, CA	510-643-5048
Jones, Hayes	US DOE	Washington, DC	2025868873
Jones, Suzanne	AESP	Gilbert, AZ	480-704-5900
Joseph, Karun	National Renewable Energy Laboratory	Golden, CO	303-275-3868
Joseph, Manorge	CIUS Building Performance Lab	New York, NY	212-650-5084
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Kane, Rachel	Opower	San Francisco, CA	818-636-2837
Kantenbacher, Joseph	UC Berkeley	Berkeley, CA	5106426886
Kanto, Hiroki	University of Tokyo	Tokyo Japan	8033072934
Karabulut, Selim	ICF	Herndon, VA	7039343477
Karlin, Beth	University of California, Irvine	Irvine, CA	949-544-1496
Karls, Kristen	Tendril	Boulder, CO	6122819240
Kassirer, Jay	Cullbridge Tools of Change	Ottawa, ON Canada	613.224.3800
Kaufman, Nate	Opower	Arlington, VA	5713841969
Kayser, Darrin	Booz Allen Hamilton	Arlington, VA	7039697043
Kazemi, Roya	Office of the Mayor, City of New York	New York, NY	(212) 788-8402
Kelsch, Joan	Arlington County	Arlington, VA	703.228.4822
Kessler, Lucy	Community Office for Resource Efficiency	Carbondale, CO	9709259775
Kessler, Scott	TRC	Oakland, CA	916-962-7001
Khosrowpour, Ardalan	Virginia Tech	Blacksburg, VA	2174024847
Khowailed, Gannate	SRA International	Knoxville, TN	8656715650
Khursheed, Aaiysha	Itron	San Diego, CA	858-724-2620
Kiker, Patrick	ACEEE	Washington, DC	202-507-4043

2014 BECC Conference Attendees

Last/FirstName	Company	City/Region	Phone
Kim, Chisoo	APPRISE	Princeton, NJ	6092528011
Kim, Jihyo	Korea Energy Economics Institute	Uiwang-si, Gyeonggi-do Korea	82314202103
Kirk, Gabriela	APPRISE	Philadelphia, PA	7819856719
Kirn, Marda	EcoArts Connections	Boulder, CO	303.449.2128
Klein, Sharon	University of ME	Orono, ME	207-581-3174
Knapp, Donald	Build It Green	Oakland, CA	(510) 590-3360
Knott, Charlie	RTI International	Research Triangle Park, NC	919-541-6294
Koch Lawrence, Alina	Pacific Gas & Electric Company	San Francisco, CA	415-973-0506
Kochan, Sue	Brand Cool	Rochester, NY	585-381-3350
Komornik, Susan	Lockheed Martin Co.	Rockville, MD	202-384-5935
Koessel, Nick	Northern Arizona University, Facility Services	Flagstaff, AZ	928-523-0443
Krasner, Catherine	Midwest Energy Efficiency Alliance/Miami University	Chicago, IL	3127847259
Kruke, Laurel	Arizona State University	Tempe, AZ	(708) 525-5788
Kulkarni, Amit	National Grid	Waltham, MA	7819071592
Kuntz, Kathy	Cool Choices	Madison, WI	6084434270
Kushler, Martin	ACEEE	Williamston, MI	517-655-7037
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Lagreca, Rodrigo	Evolva Projects	São Paulo, SP Brazil	55 11 36672749
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Lander, Paul	Univ CO/dakota ridge partners	Boulder, CO	303-717-5268
Lane, Damon	Vermont Energy Investment Corporation	Burlington, VT	8025407722
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Lawlor, Gail	Energy Matters	Pickering, ON Canada	905 509 3156
LeBlanc, Bill	E Source	Boulder, CO	3036682977
Ledsham, Trudy	Toronto Cycling Think & Do Tank	Toronto, ON Canada	6478950110
Lee, Leebong	Interamerican Investment Corporation	Washington, DC	6174359730
Lee, Mickey	MPower Oregon	Portland, OR	5035015543
Lemon, Mollie	US EPA	Washington, DC	(202) 343-9190
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Loewenstein, George	Carnegie Mellon University		
Loft, Jennie	City of San Jose, Environmental Services Department	San Jose, CA	408 535-8554
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Losch, Mary	Univ of Northern Iowa	Cedar Falls, IA	3192732105
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2014 BECC Conference Attendees

Last/FirstName	Company	City/Region	Phone
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McKanna, KC	Luskin Center for Innovation	Los Angeles, CA	9494009683
McLaughlin, Emily	George Mason University	Arlington, VA	978-886-4127
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Michelson, Evan	Alfred P. Sloan Foundation		
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Mogilner, Laura	Pacific Gas & Electric Company	San Francisco, CA	4159731671
Mogollon, Hugo	Virginia Tech	Silver Spring, MD	2023206282
Molvik, Danny	EMI Consulting	Auburn, WA	206-621-1160
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Morris, Lucy	Pacific Gas & Electric Company	San Francisco, CA	415-973-1698
Morsch, Amy	Center for Climate and Energy Solutions (C2ES)	Arlington, VA	7035164146
Mrozowski, Agnes	Ameren Illinois	Springfield, IL	2175355028
Mullis, Rachel	Vermont Energy Investment Corporation	Burlington, VT	8025407884
Murray, Eric	Pulse Energy	Vancouver, BC Canada	778 331 0500
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Murray, Michael	Mission:data	Seattle, WA	510-910-2281
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2014 BECC Conference Attendees

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Ochsner, Heidi	Cadmus	Portland, OR	832-786-5998
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O'Connor, James	Opower	Arlington, VA	5714835189
O'Connor, Nicole	Energy Outreach CO	Denver, CO	303-226-5058
Ofield, Clare	LINC Housing	Long Beach, CA	949-680-0758
O'Neill, Lori	Penn State University	Arlington, VA	7035177978
Orfanedes, Laura	Fiveworx	Knoxville, TN	9789733517
Orr, Lisa	Frederick County Office of Sustainability and Environmental Resources	Frederick, MD	301-600-6864
Oswalt, Meghan	Forest Service	Missoula, MT	406-552-5987
Ouderkirk, Brad	Ecova	Portland, Or	5038807401
Outcault, Sarah	Western Cooling Efficiency Center, UC Davis	Davis, CA	530-752-2779
Ozeki, MIEKO A	The University of Vermont	Burlington, VT	8026560906
Pakenham, Caroline	Elevate Energy	Chicago, IL	773-328-7042
Palaima, Christopher	Energy Federation Incorporated	Southborough, MA	5088702277
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Patel, Nirav	Cornell University	Ithaca, NY	607-339-6353
Paton, Linnea	CIUS Building Performance Lab	New York, NY	212-652-2063
Patterson, Olivia	Opinion Dynamics	Oakland, CA	510-444-5050
Payne, Christopher	Lawrence Berkeley National Laboratory	Berkeley, CA	(510) 495-2577
Peck, Melanie	The Energy Coalition	Irvine, CA	9497321074
Peffer, Therese	CIEE/UC Berkeley	Berkeley, CA	510-289-4278
Pelletiere, Danilo	Office of Policy Development and Research	Washington, DC	202-415-7791
Perez-green, Joanna	CESC	Berkeley, CA	5109819818
Perl, Ashley	City of Aspen	Aspen, CO	9704291798
Perry, Debra	Ameren Illinois	Peoria, IL	309-677-5078
Perry, Lisa	EMI Consulting	Seattle, WA	(206) 621-1160
Peters, Jane	Research Into Action, Inc.	Portland, OR	5032879136
Petersen, John	Oberlin College	Oberlin, OH	(440) 775-6692
Peterson, Ted	Questar Gas	Salt Lake City, UT	801-324-2655
Petrill, Ellen	Electric Power Research Institute	Palo Alto, CA	650-855-8939
Pinit, Kirstin	Empower Efficiency, LLC	Portland, OR	503.568.5151
Plotzker, Ben	Vermont Energy Investment Corporation	Burlington, VT	8025407684
Plunkett, Eric	Yale MBA/MEM	New Haven, CT	7164326736
Porteous, Peter	Blue Line Innovations Inc.	Woodstock, NB Canada	709-579-3502
Prindle, William	ICF International	Charlottesville, VA	2024929698
Provencher, Bill	UW-Madison	Madison, WI	6082333910
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Raasch, Carly	Johns Hopkins University	Washington, DC	9168014007
Radulovic, Verena	US EPA	Washington, DC	(202) 343-9190
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Rambo, Eric	Cadmus	Madison, WI	503 575 4570

2014 BECC Conference Attendees

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Randazzo, Katherine	Opinion Dynamics	Oakland, CA	510-444-5050
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Rapley, Frank	Tennessee Valley Authority	Nashville, TN	615-232-6673
Ray, Kelley	Baltimore Energy Challenge/Civic Works	Baltimore, MD	4438692614
Read, Cory	Idaho Power Company	Boise, ID	*2083886718
Reed, John	Innovologie	Rockville, MD	301 340-8702
Reeves-Bliek, Stacy	Brand Cool	Rochester, NY	585-381-3350
Reilly, Kiara	Booz Allen Hamilton	Arlington, VA	5712155870
Richardson, Valerie	DNV GL	San Francisco, CA	510 891 0461
Riciputi, Joel	Nexant, Inc.	San Mateo, CA	650-645-7000
Robbins, Jim	Business Cluster Development	Portola Valley, CA	650-854-1707
Roberts, David	Vermont Energy Investment Corporation	Burlington, VT	8025407835
Robertson, Jennifer	Marriott International	Frisco, TX	972-635-3200
Robinson, Jennifer	Electric Power Research Institute (EPRI)	Knoxville, TN	865-218-8068
Rodrigues, Gene	ICF International	Los Angeles, CA	213-312-1764
Rogers, Francois	Blue Planet Foundation	Honolulu, HI	808-954-6148
Rogers, Todd	Energy Training Solutions	Cazenovia, NY	315-655-3507
Rose, Erin	Oak Ridge National Laboratory	Oak Ridge, TN	865-574-8292
Rosenberg, Daniel	Oberlin College	Oberlin, Ohio	3059924557
Ross, Lauren	ACEEE	Washington, DC	225074039
Roth, Johna	TecMarket Works	Portland, OR	5034776897
Rowlands, Ian	University of Waterloo	Waterloo, ON Canada	519-888-4567
Rubado, Dan	Energy Trust of Oregon	Portland, OR	503.459.4069
Rubado, Lizzie	Energy Trust of Oregon	Portland, OR	503 546.3614
Ruiz, Ashley	McKinstry	Golden, CO	3032154092
Rumm, Stefanie	University of Applied Science Weihenstephan-Triesdorf	Straubing Germany	00499421187206
Russell, Christopher	ACEEE	Washington, DC	443 636 7746
Russell, James	CLEAResult	Portland, OR	5034670926
Sadhasivan, Gomathi	DNV GL	San Francisco, CA	510 891 0461
Salmon, Paul	University of Louisville	Louisville, KY	502-852-8268
Samuelson, Elody	Consumers Energy	Jackson, MI	5177456936
Samuelson, Keenan	E Source	Boulder, CO	3034831387
Sanguinetti, Angela	Plug-in Hybrid Electric Vehicle Research Center, UC Davis	Davis, CA	209-277-9782
Santulli, Colin	Center for Sustainable Energy	San Diego, CA	8582441195
Sarmiento, Decio	Georgia State University	Atlanta, GA	503 703 4787
Sass Byrnett, Danielle	US DOE	Washington, DC	2022871320
Savitz, Maxine	Honeywell, Inc. (retired)		
Scallet, Matthew	Energetics, INC	Washington, DC	2024064111
Schang, Sloan	Energy Trust of Oregon	Portland, OR	503.445.7601
Scharfenberg, Jeremy	Columbia Association	Columbia, MD	4103813269
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Schiff, Rachel	DNV GL	San Francisco, CA	510 891 0461
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Schmitt, Katie	The Weidt Group	Minnetonka, MN	9529381588
Schrader, Diane	Third Act X	Portola Valley, CA	415-806-7496
Schruder, Nik	Ontario Power Authority	Toronto, ON	4169696293
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Schultz, Wesley	California State University	San Marcos, CA	760.750.8045
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Shealy, Tripp	Clemson University	Greenville, SC	8438345894
Shelter, Nate	Energetics	Washington, DC	9788070319
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Shen, Meng	University of Maryland, US and Tianjin University, China	College Park, MD	2403815633
Sherman, Troy	Evolve Technologies	Scottsdale, AZ	4804962294
Sherwood, James	Rocky Mountain Institute	Boulder, CO	3035678599
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CONFERENCE WORKSHOPS

SUNDAY, Dec. 7 - PRE-CONFERENCE WORKSHOPS

- 9:00 am - 11:30 am - Behavior Program Evaluation 101, Alex Dunn, Jane Peters, Mersiha McClaren, and Meghan Bean, Research Into Action and Anne Dougherty, Illume
- 12:30 pm - 5:30 pm - Stacking the Deck for Highly-Effective Behavioral Policies and Programs: New Strategies, Tools and Insights for Identifying the Biggest Behavioral Opportunities, Selecting the Most Effective Behavioral Levers, and Scaling up Savings, Karen Ehrhardt-Martinez, Human Dimensions Research and Kat Donnelly, Empower Efficiency
- 1:00 pm - 4:30 pm - Proving and Improving the Point: Evaluation Basics for Behavioral Programs, Miriam Goldberg, Ken Agnew, and Shawn Bodmann, DNV GL
- 1:00 pm - 4:30 pm - SEACHange: Leveraging Storytelling, Engagement, and Activism for Social Change, Beth Karlin, University of California, Irvine

TUESDAY EVENING, Dec. 9 - MID-CONFERENCE WORKSHOPS 7:30pm – 9:30 pm

- Mindfulness, Behavior Change, and Environmental Sustainability, Paul Salmon, University of Louisville
- Show Me the Money: Alternative/Creative Ways to Fund Research and Other Programs, Diane Schrader, Third Act X

WEDNESDAY AFTERNOON, Dec. 10 - POST-CONFERENCE WORKSHOPS 1:00 pm - 4:00 pm

- Designing Enduring Organizational Change—A Participatory Roundtable, Rick Diamond, Christopher Payne, Lawrence Berkeley National Laboratory and Elizabeth Malone, Pacific Northwest National Laboratory
- Randomized Encouragement, Annika Todd, Lawrence Berkeley National Laboratory and Sébastien Houde, University of Maryland
- Reaching Customers through Innovative Community Energy Programs, Paul Markowitz, Efficiency Vermont/Vermont Energy Investment Corporation

ACKNOWLEDGEMENTS

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