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You're invited!

THE POWER OF COST-EFFECTIVE ENERGY PRACTICES: Taking Advantage of New Economic Development Opportunities

[Register Now – Space is Limited!](#)

- What:**
- * Learn about financing options for energy efficiency projects;
 - * Find out how to stimulate job development through energy efficiency programs;
 - * Discuss the keys to success with launching or expanding energy efficiency initiatives;
 - * Discover tips for building constituency support of energy efficiency efforts.

[Click here to see the speakers' bios.](#)

When: Thursday, September 30, 2010 from 9:00 am to 2:00 pm – **LUNCH PROVIDED**

Where: Padilla Bay National Estuarine Research Reserve
10441 Bayview-Edison Road
Mount Vernon, WA
Map: http://padillabay.gov/popup_roadmap.asp

Why: Energy efficiency programs are saving governments, business and homeowners money and are a new vehicle for job creation. Bring these benefits to your community by learning how to launch or expand a successful energy efficiency program.

Who: Island, Skagit, and Whatcom County decision-makers, business and community leaders, including mayors, county commissioners, council members, agency staff, energy efficiency service providers, non-government organizations working on energy efficiency applications, etc.

***Following the conference, MAYOR NANCY CONARD is hosting the first
REGIONAL MAYOR'S GATHERING from 2:10 pm – 3:30 pm.
Attendance for this meeting is by invitation only.***

To Register: [Click here to register.](#) For additional information, contact Laura Curley, Northwest Clean Air Agency at laura@nwcleanair.org or call 360.428.1617.

Agenda

- 8:30** Registration & continental breakfast
- 9:00** Kick-off and welcome – Mark Asmundson, Director of the Northwest Clean Air Agency
- 9:10** Orientation and Introductions – Rex Porter, Facilitator, Porter Group
- 9:20** **PART 1: How the Finances Pencil Out: A Banker's/Investor's Point of View**
- Accelerating Investments in Energy Efficiency: *Dan Clarkson, EE Finance Corporation***
- Discover financial tools that help support efficiency programs.
 - Learn about investment opportunities in energy efficiency.
- Performance Contracting Support for Local Communities: *Stuart Simpson, Washington State Office of General Administration***
- Take advantage of the \$12M per year being spent in Washington State on energy efficiency programs.
 - Find out how to install energy conservation measures in public building without capital outlay.
- Discussion: What are the key challenges in financing energy efficiency programs? How can they be overcome? Are there other best practices/resources that should be considered?**
- 10:00** **PART 2: Commercial Energy Efficiencies: Local Success Stories**
- Whatcom Energy Efficiency Community Challenge: *Derek Long, Executive Director, Sustainable Connections***
- Tap into the *Community Energy Challenge* and access the financial incentives available for small businesses and organizations in Whatcom County.
 - Discuss how financial incentives can be leveraged in other communities or organizations.
- Energy Efficiency and Job Creation: *Shawn Collins, Building Performance Center of Whatcom County***
- Explore how energy retrofit projects can provide unique opportunities for workforce development.
 - Hear about commercial sector energy efficiency needs and opportunities.
- Discussion: How do you launch energy efficiency programs when resources are limited? What are the best ways to calculate the economic benefits of energy efficiency programs?**
- 10:45** Break

- 11:00** **PART 3: Municipal Focus: What’s in it for Counties and Towns?**
Local Leaders Discuss the Benefits of Commercial Efficiency Program Practices: Nancy Conard, Mayor, Town of Coupeville; Mark Asmundson, Former Mayor of Bellingham; and Ryan Walters, Skagit County Sustainability Administrator
- Share best practices and lessons learned.
 - Learn the power of ethical influence with media, councils and boards and more.
 - Find out how to incorporate energy efficiency into County planning efforts.
- Discussion: Are there other opportunities for municipalities to benefit from energy efficiency? What models exist outside the region that should be considered here?**
- 11:45** **Networking Lunch**
- 12:45** **PART 4: Building Constituency Support For Energy Efficiency Programs**
Public attitudes regarding energy efficiency: Cara Pike, The Social Capital Project
- Discover what the public understands about energy efficiency.
 - Learn how to build support with key constituencies through energy efficiency programs.
 - Hear about successful local citizen engagement programs.
- 1:35** **Wrap-up, Lessons Learned and the Way Ahead (next conference ideas) – Rex Porter**
Comments and next steps.
- 1:55** **Thank you and send-off** – Mark Asmundson
- 2:00** **Regional Mayors’ Summit**
- 3:30** **Mayor’s Summit adjourned**