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