



NORTHWEST
STRATEGIC ENERGY MANAGEMENT
COLLABORATIVE

Navigating Changing Seas

Fall Workshop

October 19-21, 2021

- Virtual -

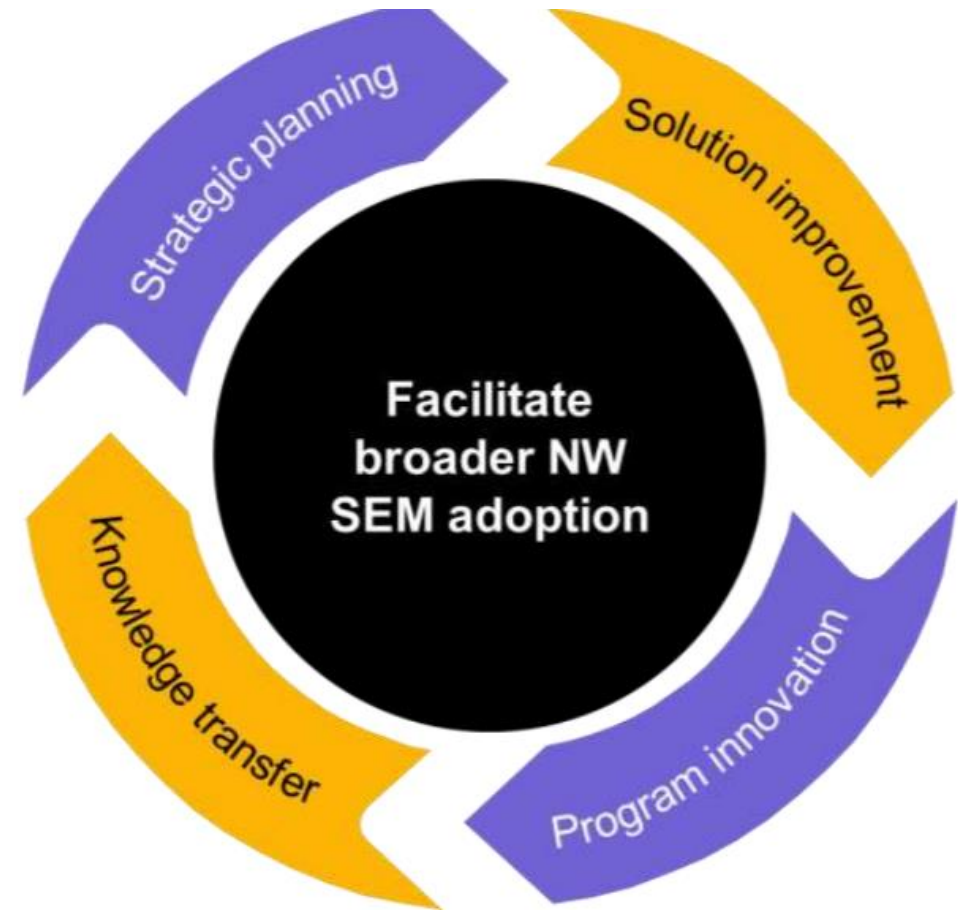
Welcome!

- Open a web browser on your phone or computer
- Go to menti.com
- Enter code: **8350 6492**
- Or click on the link in the chat



NW SEM Collaborative = All of us together

- What the collaborative does:
 - Set long-term direction
 - Convene a community of practice
 - Build regional consensus
 - Produce regional resources
- How we do it:
 - Annual Fall Workshop
 - Leadership Team
 - Working Groups
 - SEMHub (& Newsletters)



Leadership Team Goals



Self-sustaining organization with diversified funding base by 2025



Regional organization that engages with other SEM organizations, to exchange SEM design lessons and expand the impact of SEM as a whole



Enable members to drive increased savings and resilience through wider adoption and deeper engagement



NW SEM Collaborative Leadership Team



Sara York
Chair
Cascade Energy

Fun Fact: My road to SEM began with bathroom tissue (aka toilet paper).



Kevin Wallace
Vice Chair
BC Hydro

Fun Fact: I am an avid outdoor recreation enthusiast in any sport that includes an Apres.



Kathleen Belkhat
Energy Trust of Oregon

Fun Fact: I make ceramics.



NW SEM Collaborative Leadership Team



Todd Amundson
Bonneville Power
Administration

Fun Fact: Played guitar and sang the following songs at three different cousin wedding events: Time in a Bottle, Your Love Amazes Me and Sugar Magnolia.



Faith DeBolt
SBW Consulting

Fun Fact: First “real” job out of college was at Enron – on the regulated side!



Jim Volkman
Strategic Energy Group

Fun Fact: Proud owner of a St. Berdoodle that enjoys chasing rabbits.



NW SEM Collaborative Leadership Team



Peter Therkelsen
LBNL

Fun Fact: 90% of humans have 5 lumbar vertebrae, I have 6.



Alex Cimino-Hurt
Puget Sound Energy

Fun Fact: Spent a summer in Pakistan back in 2010, volunteering, traveling the country, and attending a friend's wedding.



Suzi Asmus
Program Manager,
NEEA

Fun Fact: Played a flying monkey in a production of Wizard of Oz in middle school.



NW SEM Collaborative Funders



Fall Workshop Planning Support

Sada Naegelin, *Stillwater Energy*

Genevieve London, *Stillwater Energy*

Pat Bradley, *Stillwater Energy*

Stephen O'Guinn, *NEEA*



Sada Naegelin
Stillwater Energy



Genevieve London
Stillwater Energy

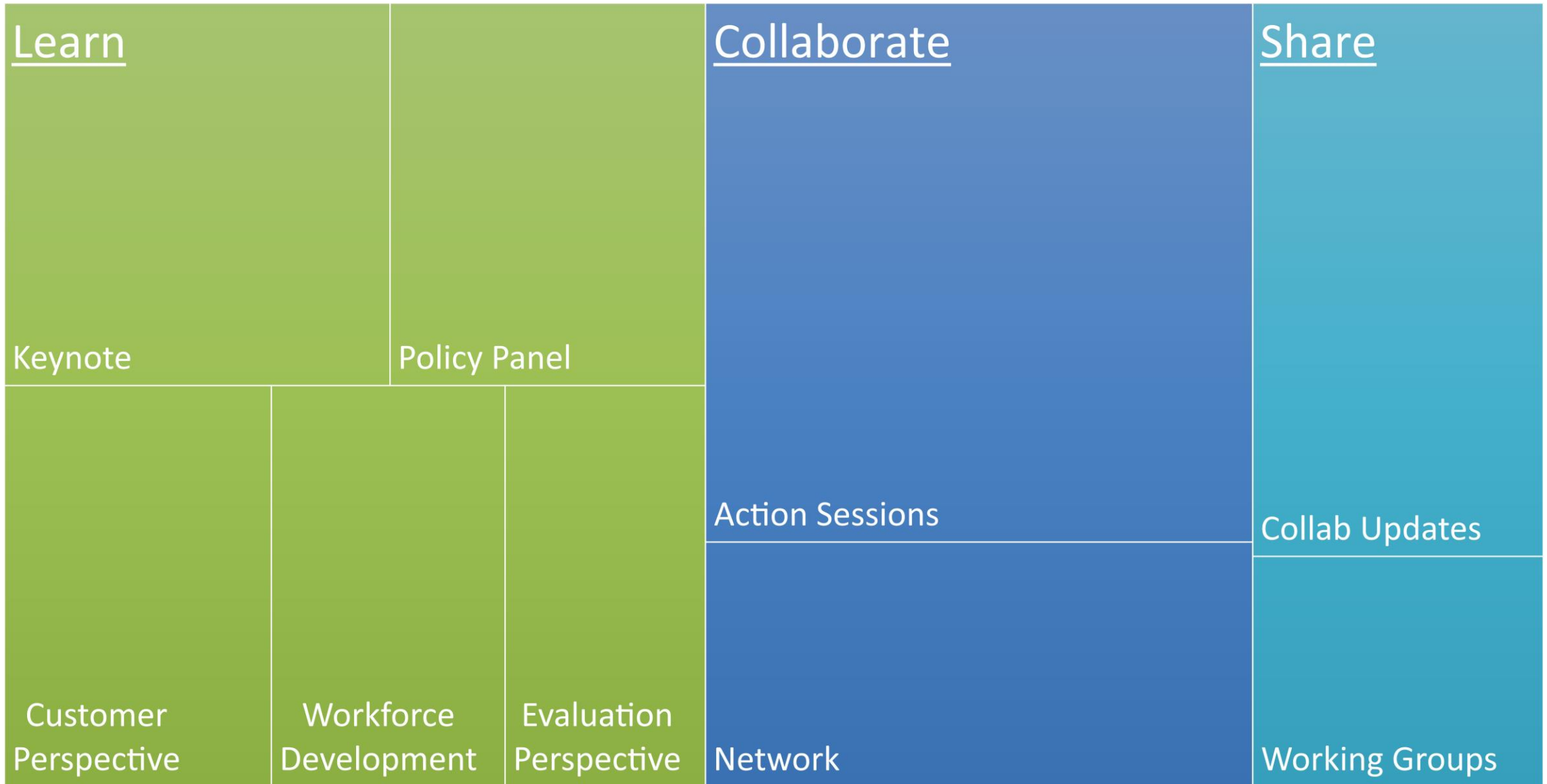


You!

Working Groups

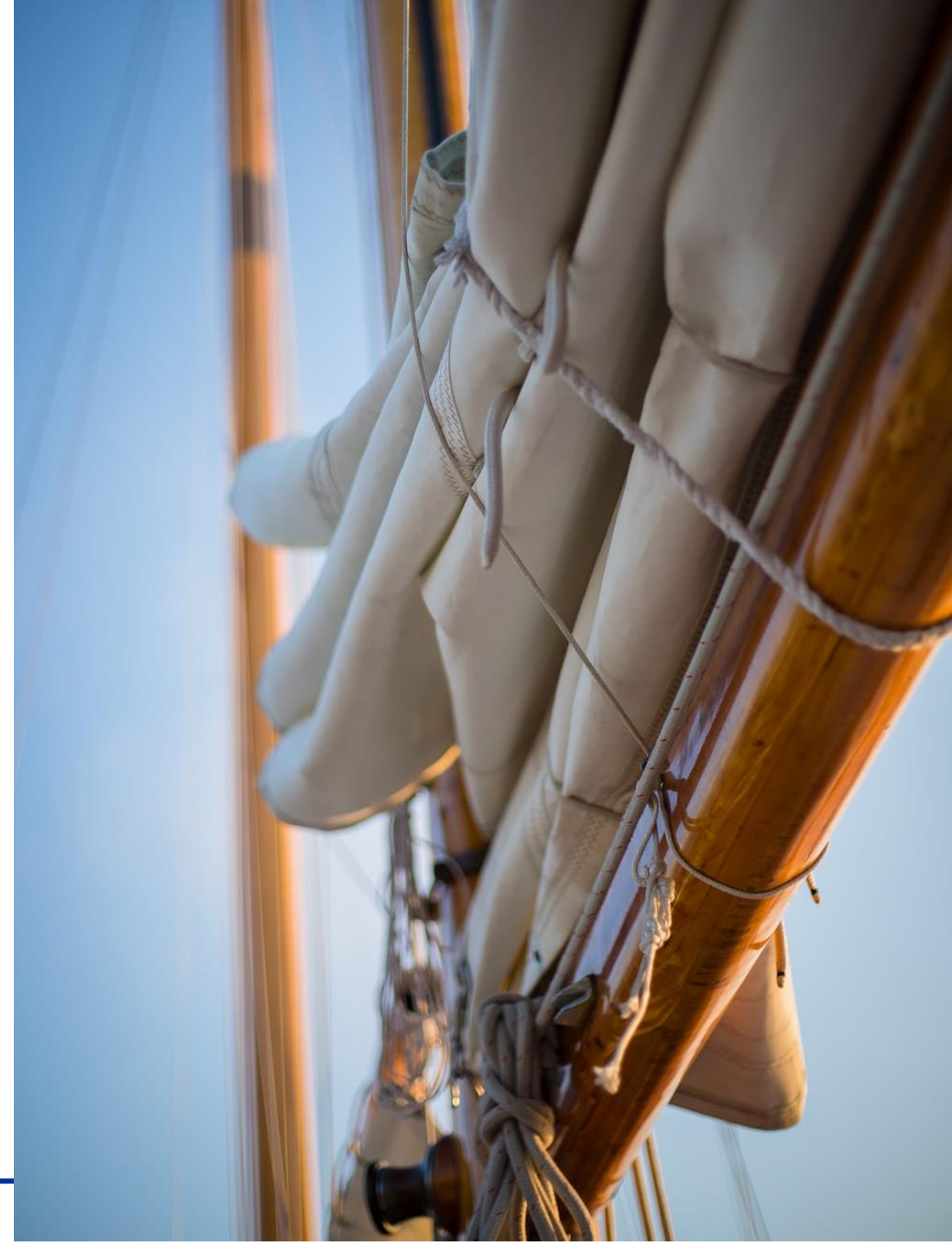
- Beyond the E
- Diversity, Equity, and Inclusion (DEI)
- Emissions Reduction
- Measurement and Verification (M&V)
- Small and Medium Customers





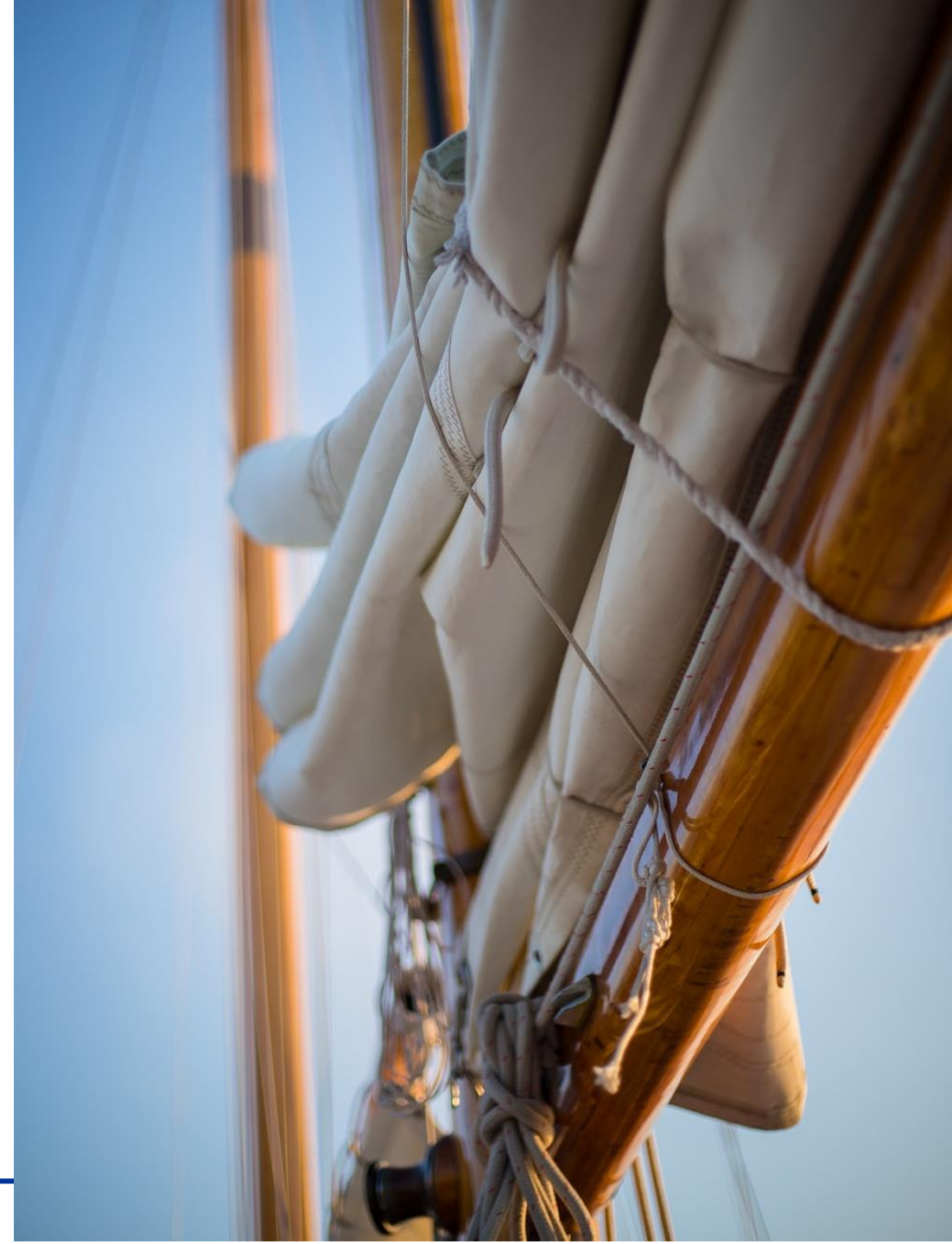
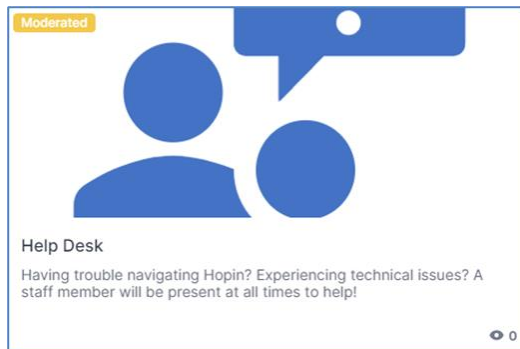
Hopin Virtual Conference Tour

- **Reception**
 - Schedule
- **Stage**
 - Keynote and presentations
- **Sessions**
 - Interactive rooms
- **Expo**
 - Resources



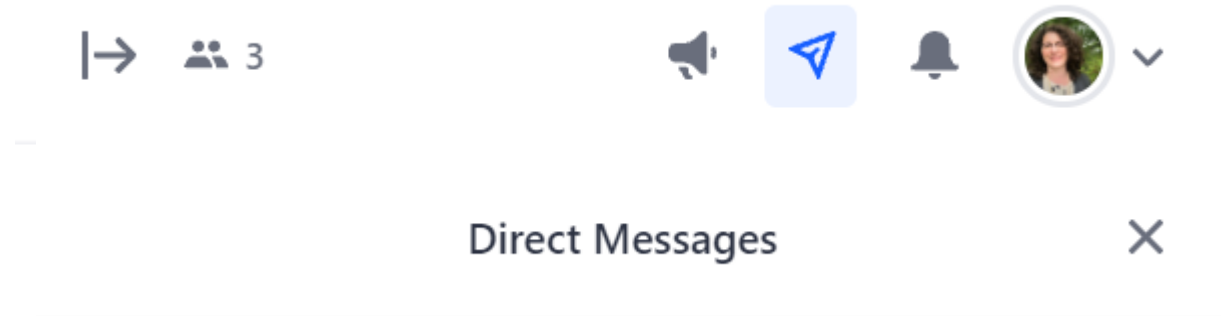
Hopin Virtual Conference Tour

- Reception
 - Schedule
- Stage
 - Keynote and presentations
- **Sessions**
 - Help Desk always available



Hopin Virtual Conference Tips

- Follow the red light
- Utilize Chat
 - Event vs Stage
 - Event vs Session
 - Direct Message



Hopin Troubleshooting

- Only use Chrome or Firefox
- Refresh; exit and re-enter the event



Agenda: Day 1



Stage

8:30 am

Welcome & Introduction | STAGE



Sessions

8:50 am

Keynote: Moji Igun | STAGE



9:40 am

Zoom Networking



Stage

10:00 am

Working Group Updates | STAGE



Sessions

10:25 am

Action Sessions | SESSIONS



Stage

10:55 am

Workforce Development | STAGE

11:35 am

Adjourn



Keynote Speaker

Moji Igun



NORTHWEST
STRATEGIC ENERGY MANAGEMENT
COLLABORATIVE

Keynote Speaker Introduction



Moji Igun
Blue Daisi Consulting

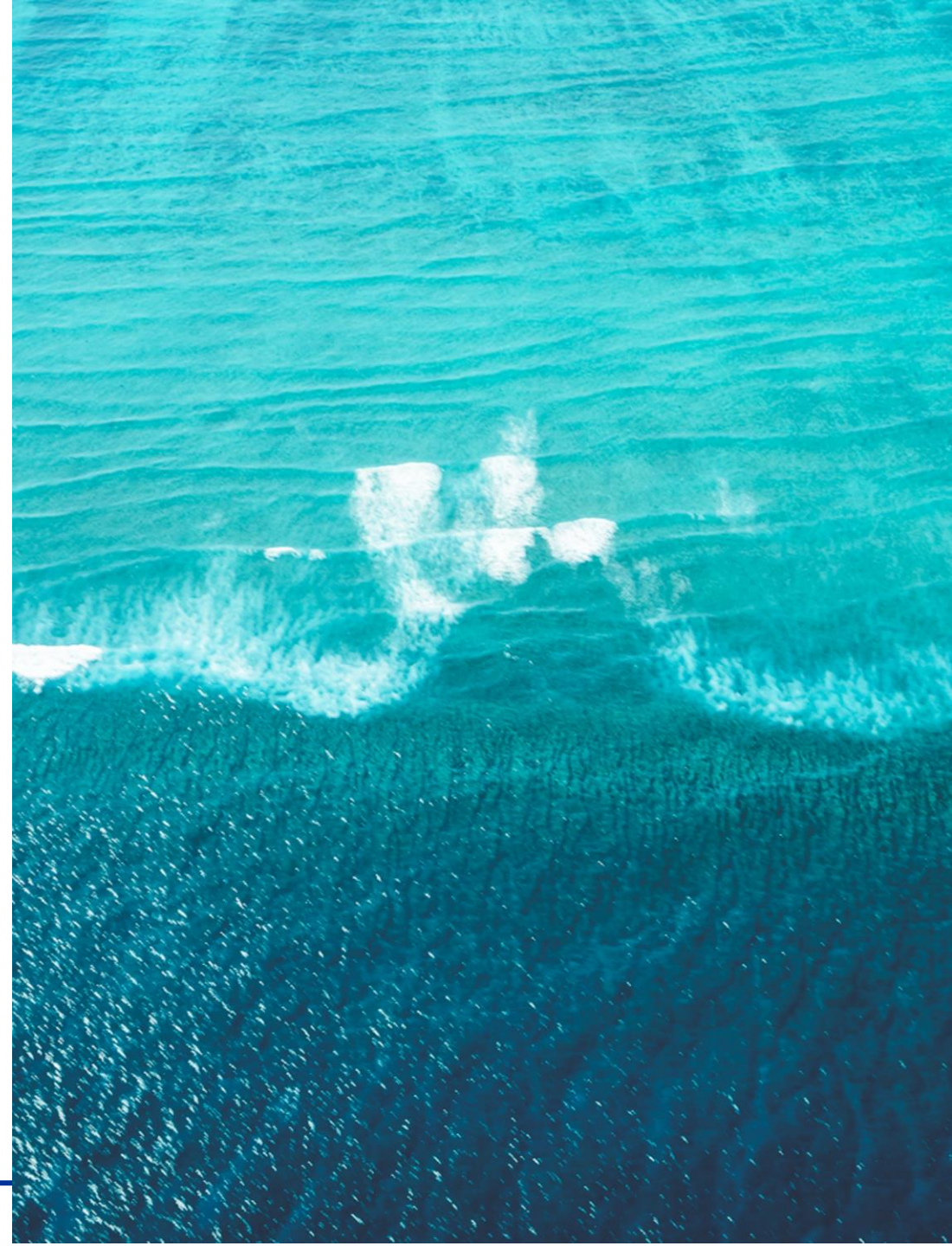




Q&A

Zoom Networking!

- **AESC** Hosted Networking Session
- Join via the Zoom link
- Participate for ~15 minutes
- We'll meet you back at the main stage





Working Groups



NORTHWEST

STRATEGIC ENERGY MANAGEMENT

COLLABORATIVE



Action Sessions



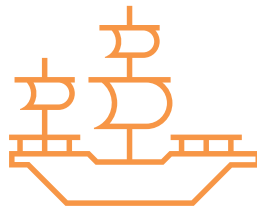
NORTHWEST
STRATEGIC ENERGY MANAGEMENT
COLLABORATIVE

Action Session Overview

- **Choose** where you want to contribute
- **Strive** for action, not just discussion
- **Participate fully** by sharing your audio/video



Day 1
Chart a course



Day 2
Set Sail



Day 3
Make Landfall



Action Sessions: Topics



Diversity, Equity and Inclusion

Tina Schnell & Dave Hall



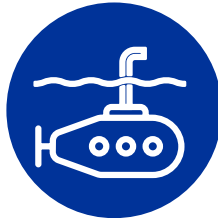
What's Next for the Collaborative

Debbie Driscoll & Sara York



Resilience, Adaption and Change Management

Renee Garrels & Patrick Sippel



Non-Energy Benefits

Karen Brooks & Dee Narayanan



SEM and Carbon

Kevin Wallace & Peter
Therkelsen





Action Session: Diversity, Equity & Inclusion

- Problem statement: The SEM Community has DEI work to do. What resources and examples can we share to support one another in this journey?
- Why join: Find and share DEI information and resources to apply to SEM programs
- Facilitators: Tina Schnell (ASK Energy) and Dave Hall (Energy 350)

Action Session: What's next for the Collaborative

- Help guide our vision for the NW SEM Collaborative to be self-sustaining by 2025
- Provide input on collaborative's Value Proposition
- Gain experience with a SWOT analysis (strengths, weaknesses, opportunities, threats)
- Facilitators: Debbie Driscoll (NEEA) & Sara York (Cascade Energy)





Action Session: Resilience, Adaptation & Change Management

- Over the past two years we've all gotten much better at adapting. This session is time to reflect on what we've learned and how we can apply those lessons to the next disruption.
- Facilitators: Renee Garrels (Energy Trust) & Patrick Sippel (CLEAResult)

Action Session: It's Finally Here: Non-energy benefits!!

- Do you struggle to quantify non-energy benefits? Do you spend too much time agonizing over what counts as a non-energy benefit?
- Join like-minded peers to delve deeper into this “hot” topic and make the case for non-energy benefits to customers and to quantify non-energy benefits to utilities
- Our action plan over the next three days is to develop a list of non-energy benefits to present to customers and utilities to consider for cost effectiveness, value, benefit, etc.
- Facilitators: Karen Brooks (SEG), Kathleen Belkhatat (Energy Trust), Dee Narayanan (PSE)





Action Session: SEM and Carbon

- Problem Statement: It's unclear the role SEM will play in decarbonization
 - How can SEM enable carbon reductions?
 - How can we communicate the roles SEM can play in decarbonization?
- Why should people attend this session?
 - You or your SEM participants have carbon reduction targets
 - You have a regulator who wants to develop programs to reduce carbon emissions
 - Or you just want to save the planet!
- Facilitators: Peter Therkelsen (LBNL), Kevin Wallace (BC Hydro)



Sessions

How to Join an Action Session

- Choose any of the 5 rooms
- Click the room you want to join
- Click on the blue Share Audio and Video button
- **Finite** spots in each room
 - If the room is full, you won't be able to share audio/video
 - Click on the “Sessions” button and then navigate to another room



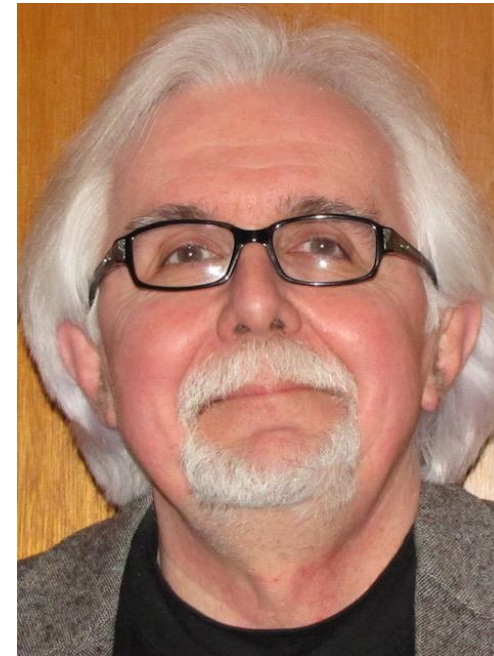
Ask to Share Audio and Video



Workforce Development



Jake Pollack
SEI



Paul Johnson
SEI



What's next?

- Tomorrow, Wednesday, October 20 the STAGE will start at 8:30 AM
- Both the Help Desk and Coffee Connections will be open at 8:00 AM
- Set sail and gain different perspectives from end-use customers and evaluators





Thank you!



NORTHWEST
STRATEGIC ENERGY MANAGEMENT
COLLABORATIVE