

## PART 1 | BENEFICIAL ELECTRIFICATION SERIES

# Beneficial Electrification... Is It Destined To Be Our Industry's 'New Normal'?

*Where does your company stack-up, let's take-stock, and are we ready by 2024?*

- 7:30 – 7:40 am **WELCOME** Patricia Rothwell, Common Thread, LLC • EEBC, Executive Director
- 7:45 – 8:10 am **BENEFICIAL ELECTRIFICATION... IS IT DESTINED TO BE OUR INDUSTRY'S 'NEW NORMAL'?**  
Presentation | Where does your company stack-up let's take stock, and are we ready by 2024 and 2030?  
KEYNOTE SPEAKER #1 | Barend Dronkers, E Source • *Products Strategist - Customer Energy Solutions, North America*  
— *Beneficial Electrification Subject Matter Expert*
- 8:15 – 8:30 am **Xcel Energy Answers The Most Common Question By Consumers & The EE Industry...**  
Presentation | Do We Have Enough Energy To Electrify The Utility Grid?  
KEYNOTE SPEAKER #2 | Mark Schoenheider, Xcel Energy • *Manager Energy Efficiency Marketing*
- 8:40 – 9:00 am **UPDATES | LEGISLATIVE SESSION & LOCAL REGULATORY**  
*Legislative Bills*  
Howard Geller • *EEBC Consultant*  
*Xcel Energy 2023 DSM & 2024-25 DSM Plan & Strategic Issues - Sets Goals Influencing DSM [Rebate] Programs for Next 5-Years*  
Justin Brant, SWEEP • *Utility Program Co-Director*
- HOW TO JOIN IN? | EEBC MEMBER PRIORITIES IN 2022 | GAP FUNDING REQUEST**
- 9:05 – 9:25 am **INDUSTRY ACTION GROUPS & POLICY ACTION COMMITTEE [PAC]**  
*What EEBC's Action Groups are Doing to Get Ahead & Influence Rulemaking Decisions for Their Business*  
*Workforce Support – EEBC Rolls Out Hiring Pipeline Contractor Program*  
PAC CHAIR | TBD  
LIGHTING CO-CHAIRS | Mike Bryant, Nuova Luce, LLC & Scot Kelley, Colorado Lighting  
HVAC/HP CO-CHAIRS | Shawn LeMons, Mitsubishi & Pete Perrett, GA Larson  
BUILDING ENVELOPE – Insulation, Air Sealing, & Weatherization, Auditor, etc.
- 9:30 am **MEETING CONCLUSION**

## REMINDER SEPTEMBER 15, 2022 • QUARTERLY MEMBER MEETING

**PART 2 | Are There Enough Workers to Support The Electrification Movement in Colorado? Solutions?**

- *Why the Movement?*
- *Workforce 'Electrification' Training*
- *Worker Pipeline*
- *Retaining Your Employees*
- *Meet EEBC's 'Trainees'*