



MIDWEST
INDUSTRIAL
ENERGY EFFICIENCY
EXCHANGE

**Detroit Marriot at Renaissance Center
September 9-10, 2009 in Detroit, Michigan**

Who Should Attend

The Midwest Industrial Energy Efficiency Exchange brings together industry members with energy efficiency projects to implement and regional and federal entities that have the financial and technical resources to implement these projects. Attendees include:

- Industry representatives who are seeking energy efficient options to improve plant operations
- Regional industry association representatives
- State energy officers
- Utilities with industrial energy efficiency programs
- Energy service company representatives
- Representative from technical assistance organizations
- Federal program representatives
- Representatives from non-profits or foundations

Why Should You Attend

- Companies can create real links to resources that can help them achieve near-term improvements
- Participants can learn about the financial resources available at the federal, state, and non-governmental institutions that are targeted to support the implementation of energy efficiency improvement projects for Midwest region industries.
- Participants can learn about the technical resources available at the federal, state, and non-governmental institution that provide direct technical assistance on how your plants can save or use energy more efficiently and improve your bottom line.
- Attendees can make your needs known to the federal, state, and non-governmental leaders who are designing programs to help industry and who will discuss how your plants can access their programs and direct assistance.

Webcast Option

Those unable to travel to the event will be able to watch the morning portion via live Webcast. Information for logging onto the Webcast will be e-mailed to participants after they register on the Midwest Exchange's Web site.

Handbook of Regional Resources

Registrants will receive a handbook of financial and technical resources for industrial energy efficiency projects in the region. This information will be made available online during and after the Exchange.

Midwest Industrial Energy Efficiency Exchange

Sponsored by



U.S. Department of Energy
Industrial Technologies Program
 Bringing you a prosperous future where energy
 is clean, abundant, reliable, and affordable



SEPTEMBER 9, 2009

| Event | Time |
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| <p>Technology Demonstration, Energy Champion Awards, and Networking Reception Sponsored by American Public Power Association and Wisconsin's Focus on Energy Detroit Marriot at Renaissance Center Exhibit Hall</p> <p>Steven Chu (invited) Secretary U.S. Department of Energy</p> <p>Jennifer Granholm (confirmed) Governor of the State of Michigan</p> <p>John Lushetsky (confirmed) Deputy Assistant Secretary for Energy Efficiency, Office of Energy Efficiency and Renewable Energy U.S. Department of Energy</p> | <p>4:00 p.m. – 7:00 p.m.</p> |

SEPTEMBER 10, 2009

| Event | Time |
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| <p>Registration and Continental Breakfast</p> | <p>7:00 a.m. – 8:00 a.m.</p> |
| <p>Welcoming Remarks by Doug Kaempf</p> <p>Douglas E. Kaempf (confirmed) Program Manager, Industrial Technologies Program U.S. Department of Energy</p> | <p>8:00 a.m. – 8:15 a.m.</p> |
| <p>SEN Leaders Signing</p> <p><i>A group of industrial manufacturers in the Midwest will commit to reduce their energy intensity by 25% in 10 years.</i></p> <p>Douglas E. Kaempf (confirmed) Program Manager, Industrial Technologies Program U.S. Department of Energy</p> <p>John Lushetsky (confirmed) Deputy Assistant Secretary for Energy Efficiency, Office of Energy Efficiency and Renewable Energy U.S. Department of Energy</p> | <p>8:15 a.m. – 9:00 a.m.</p> |

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| <p>Industry Leader Roundtable</p> <p><i>Panelists will address industry challenges and needs as well as accessing and utilizing resources in deploying new energy-efficient technologies. The moderator will flush out technical and financial resource opportunity needs.</i></p> <p>Michael Greenman, Moderator (confirmed) Executive Director Glass Manufacturing Industry Council</p> <p>Tom Neelands (invited) Global Director of Energy and Utilities Services Group General Motors</p> <p>Robert Peaslee (confirmed) President Manitowoc Grey Iron Foundry</p> <p>Todd Werpy (confirmed) Vice President Chemicals and Advanced Biofuels Archer Daniels Midland Company</p> <p>Richard D. Willett (confirmed) President and Chief Technology Officer NewPage Corporation</p> | <p>9:00 a.m. – 10:00 a.m.</p> |
| <p>Morning Break</p> | <p>10:00 a.m. – 10:15 a.m.</p> |
| <p>Technical Assistance</p> <p><i>In response to the Industry Leader Roundtable, a panel of experts from both the public and private sectors will describe available technical assistance within their organizations. The moderator will identify gaps in the description of available assistance as it relates to industry needs.</i></p> <p>Ted Jones, Moderator (confirmed) Principal Program Manager Consortium for Energy Efficiency</p> <p>Ed Daniels (confirmed) Energy Systems Division Director Argonne National Laboratory</p> <p>Douglas E. Kaempf (confirmed) Program Manager, Industrial Technologies Program U.S. Department of Energy</p> <p>Tom Murray (confirmed) Chief, Prevention Analysis Branch U.S. Environmental Protection Agency</p> <p>Mike Simpson (confirmed) System Operations Director National Institute of Standards and Technology</p> | <p>10:15 a.m. – 11:15 a.m.</p> |

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| <p>Financial Assistance</p> <p><i>In response to the Industry Leader Roundtable, a panel of experts from both the public and private sectors will describe available financial assistance within their organizations. The moderator will identify gaps in the description of available assistance as it relates to industry needs.</i></p> <p>Neal Elliot, Moderator (confirmed) Associate Director for Research American Council for an Energy-Efficient Economy</p> <p>Nels Anderson (invited) Vice President Franklin Energy</p> <p>Mike McNalley (confirmed) Director, Business Energy DTE Energy</p> <p>John Nicol (confirmed) Industrial Program Manager Focus on Energy</p> <p>Toby Rittner (confirmed) President and CEO Council of Development Finance Agencies</p> | <p>11:15 a.m. – 12:15 p.m.</p> |
| <p>Working Lunch</p> <p><i>The Midwestern Governors Association is in the process of drafting an energy plan for the region. This lunch session will cover what is included in the plan and its potential impacts on industry. After the presentation there will be time for discussion.</i></p> <p>Matthew Brown (confirmed) Partner ConoverBrown LLC</p> | <p>12:15 p.m. – 1:15 p.m.</p> |
| <p>Financial Assistance and Technical Resources Real Life Successes and Opportunities</p> <p>Part I</p> <p><i>Business Exchange (Green Group identified by badge will attend this session):</i> This session provides an opportunity for industry participants to discuss what they learned from the day's activities with representatives from organizations with resources and make plans for future project implementation. Utilities, government agencies, energy service companies, private funding organizations, industry associations, energy efficiency associations, non-profit organizations, foundations, and/or technology developers will be present to discuss how they can help identify, fund, or implement industrial energy efficiency projects. Follow-up will be conducted in 6 or 12 months to confirm implementation of energy savings projects and the cost/energy savings that resulted.</p> <p><i>Project Successes (Blue Group identified by badge will attend this session):</i> Participants demonstrate that projects can be implemented successfully through combined efforts. A series of successful project implementation and deployment efforts for industry will be discussed. This session will allow industry participants to see first- hand successful approaches that led to project implementation. Participants will see how others have effectively put together project opportunities by utilizing the resources such as those presented in the parallel session and be able to question how they were organized and implemented? How they got involved? What road blocks were overcome to successfully implement these projects?</p> <p>John Cuttica, Moderator (confirmed) Coordinator of Energy & Environmental Programs UIC Energy Resources Center</p> <p>Marc Blanchard (confirmed) Global Energy Demand Leader Owens Corning</p> | <p>1:15 p.m. – 2:45 p.m.</p> |

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| Afternoon Break | 2:45 p.m. – 3:00 p.m. |
| Financial Assistance and Technical Resources Real Life Successes and Opportunities Part II Business Exchange (Blue Group indentified by badge will attend this session): This session provides an opportunity for industry participants to discuss what they learned from the day’s activities with representatives from organizations with resources and make plans for future project implementation. Utilities, government agencies, energy service companies, private funding organizations, industry associations, energy efficiency associations, non-profit organizations, foundations, and/or technology developers will be present to discuss how they can help identify, fund, or implement industrial energy efficiency projects. Follow-up will be conducted in 6 or 12 months to confirm implementation of energy savings projects and the cost/energy savings that resulted. Project Successes (Green Group indentified by badge will attend this session): Participants demonstrate that projects can be implemented successfully through combined efforts. A series of successful project implementation and deployment efforts for industry will be discussed. This session will allow industry participants to see first- hand successful approaches that led to project implementation. Participants will see how others have effectively put together project opportunities by utilizing the resources such as those presented in the parallel session and be able to question how they were organized and implemented? How they got involved? What road blocks were overcome to successfully implement these projects? <p style="text-align: center;">John Cuttica, Moderator (confirmed) Coordinator of Energy & Environmental Programs UIC Energy Resources Center</p> <p style="text-align: center;">Marc Blanchard (confirmed) Global Energy Demand Leader Owens Corning</p> | 3:00 p.m. – 4:30 p.m. |
| Pulling it Together <p style="text-align: center;">Douglas E. Kaempf (confirmed) Program Manager, Industrial Technologies Program U.S. Department of Energy</p> | 4:30 p.m. – 5:15 p.m. |
| Adjourn | 5:15 p.m. |