



Best Practices for Finding and Capturing Incentives

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Today's Agenda

- Part 1: Backstory on rebates & EPACK
- Part 2: Finding the “free money”
- Part 3: Ingredients for best practices
- Part 4: Tips for success
- Part 5: Technical approaches
- Part 6: Looking ahead...



Backstory

- Why do they give rebates/incentives?





Backstory

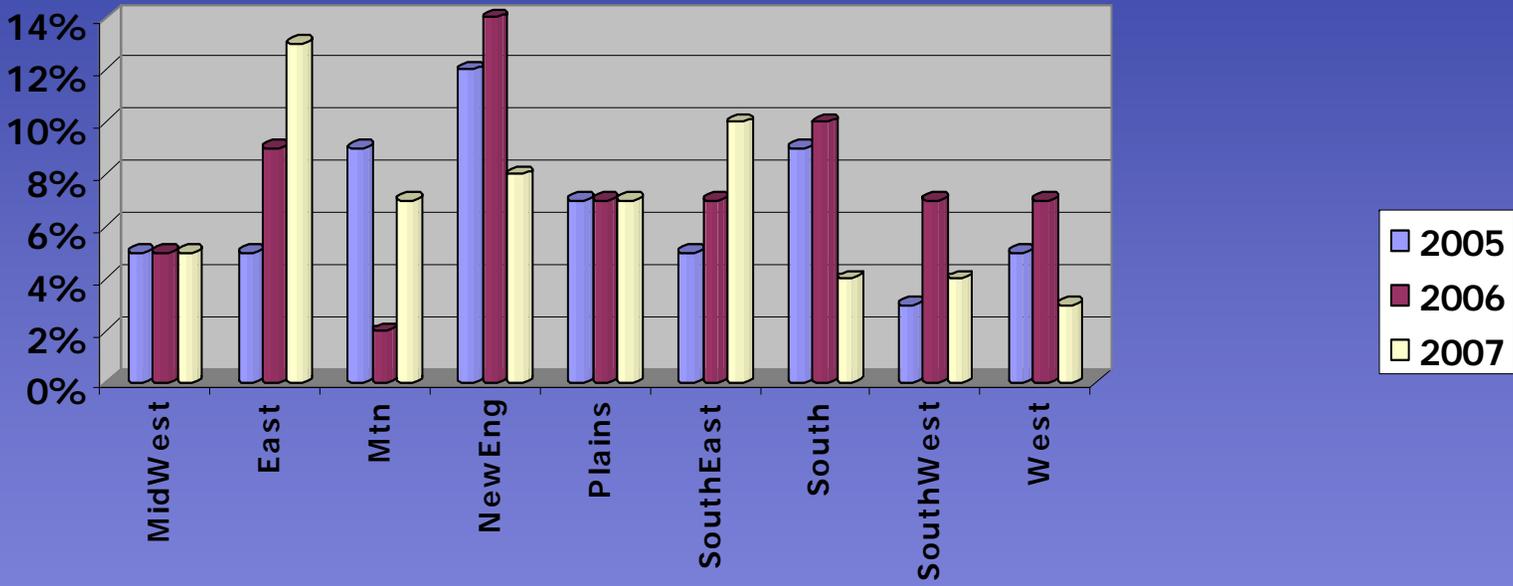
- Why do they give rebates/incentives?
 - “NIMBY” & “BANANA” prevent new generation ^{1,2}
 - Transmission and distribution bottlenecks
 - Ratepayers relief as energy prices rise

¹ “Not In My Back Yard”

² “Build Almost Nothing Around Nearly Anyone”



% Increases in Electricity Pricing



Source: Cadence Networks' analysis of 300 utilities representing ~90% of commercial customers across 9 regions in US through August 2006; statistical outliers removed; weighted averages applied.



Backstory

- Why do they give rebates/incentives?
 - “NIMBY” & “BANANA” prevent new generation
 - Transmission and distribution bottlenecks
 - Ratepayers relief as energy prices rise
 - Environmental concerns
 - Economic development
 - Security of energy supply



Backstory

- Why do they give rebates/incentives?
- How much is available, both cash and non-cash?





Backstory

- How much is available, both cash and non-cash?
 - Utilities, governments, other agencies
 - > \$2 billion in programs available in 2006
 - Even more available in 2007
 - More than just cash:
 - Loans, tech assistance, etc.
 - Availability varies by location and timing
 - It pays to do your homework!



Backstory

- Why do they give rebates/incentives?
- How much is available, both cash and non-cash?
- Rebates and EPCACT 2005 (Section 1331)





Backstory

- Why do they give rebates/incentives?
- How much is available, both cash and non-cash?
- Rebates and EPACK 2005
 - Energy Policy Act of 2005, Section 1331
 - High efficiency maximizes rebates *and* tax deductions



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- Part 1: **Backstory**
- Part 2: Finding the “free money”
- Part 3: **Ingredients for best practices**
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- Part 6: **Looking ahead...**



Finding the “Free Money” (cont'd)

- What's the best way to find/collect rebates?
 - Size of portfolio, number of potential projects
 - Geographic dispersion
 - In-house or outsourced energy department
 - In-house or outsourced construction group
 - Pre-existing relationships with rebate-savvy 3rd parties
 - *How close is this activity to your core business?*



Finding the “Free Money” (cont’d)

- In-house approaches to finding the money
 - Local utility, government agency
 - Published summaries & online databases
 - Examples (*see following slides*)
- Outsourcing rebate issues to a 3rd party
 - Vendor, contractor (who might, in turn, outsource rebates)
 - Energy consultant with rebate experience
 - Rebate filing specialist



More States Offering \$\$\$...

NC Solar Center | IREC | Contacts | About Us | NCSU

DSIRE
Database of State Incentives for Renewables & Efficiency

DSIRE is a comprehensive source of information on state, local, utility, and federal incentives that promote renewable energy and energy efficiency. Choose one or both databases to search:

Renewable Energy Energy Efficiency

Federal Incentives

US Territory Incentives

Last Updated: 08/06/07

[FAQs](#) |
 [Summary Maps](#) |
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 [New / Updated Incentives](#)

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Sample Online Sources

ACEEE Energy Efficiency Program Database

<http://www.aceee.org/new/eedb.htm>

California Energy Commission

www.consumerenergycenter.org

FEMP, Pacific Northwest National Laboratory (PNNL) for the
US Department of Energy

http://www1.eere.energy.gov/femp/program/utility/utilityman_manage.html



Sample Online Sources (cont'd)

Edison Electric Institute (EEI)

<http://www.eei.org/>

DOE's Office of Energy Efficiency and Renewable Energy (EERE)

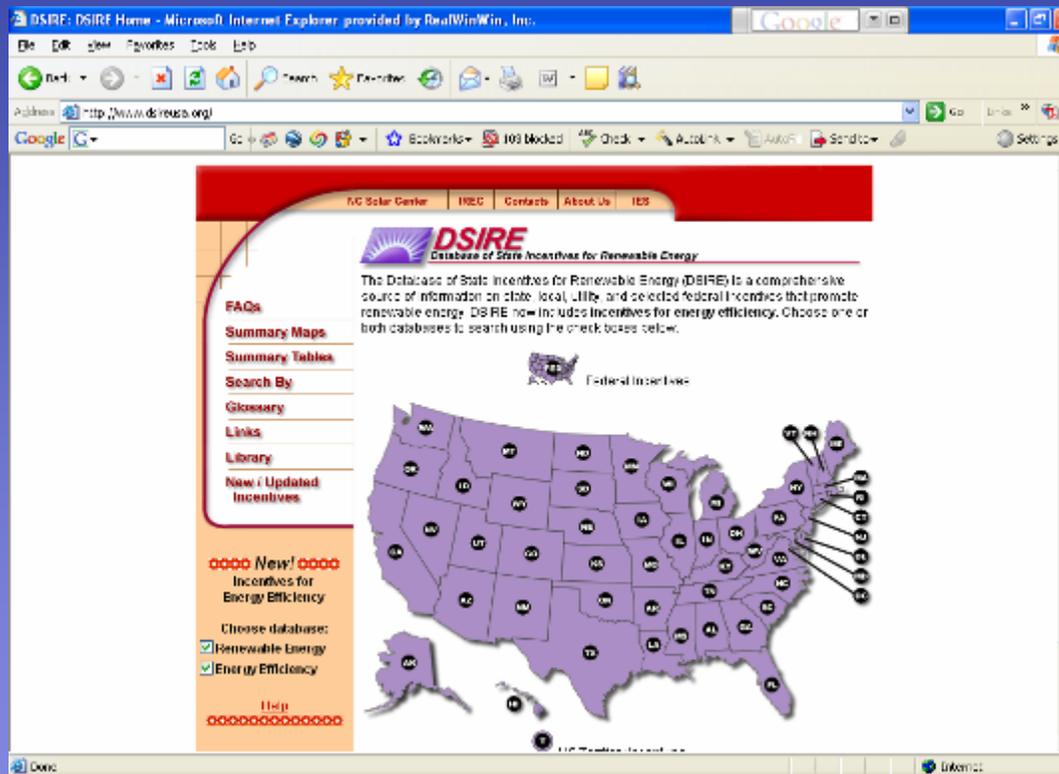
http://www.eere.energy.gov/state_energy_program/projects_state.cfm

Database of State Incentives for Renewable Energy (DSIRE)

<http://www.dsireusa.org/>



DSIREusa.org ...select a state...



DSIREusa.org ...select incentive type...

DSIRE: Summary Tables: Financial Incentives for Energy Efficiency - Microsoft Internet Explorer provided by Google

Address: http://www.dsireusa.org/summarytables/financialincentives/energyefficiency/summarytable.html

DSIRE
[NC Solar Center](#) | [IREC](#) | [Contact Us](#) | [About Us](#) | [FAQ](#)

Financial Incentives for Energy Efficiency

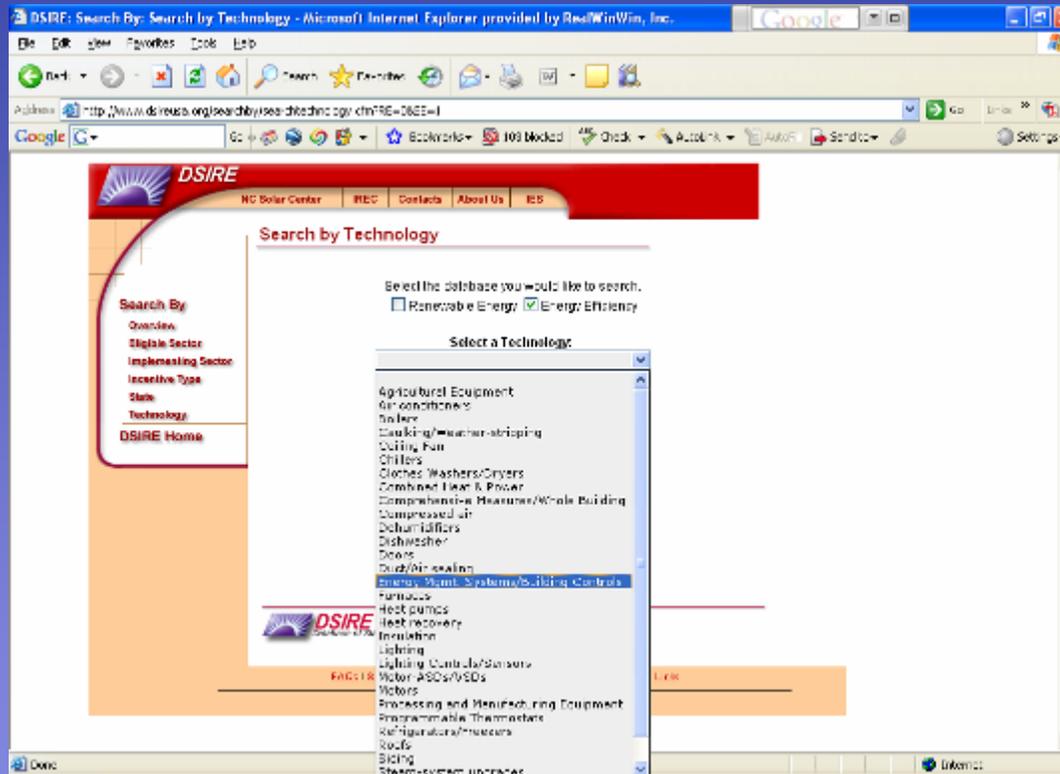
Summary Tables
 Overview
 Financial Incentives (Renewable Energy)
 Financial Incentives (Energy Efficiency)
 Rules, Regulations & Policies
[DSIRE Home](#)

Financial Incentives

Federal =
 State =
 Utility =

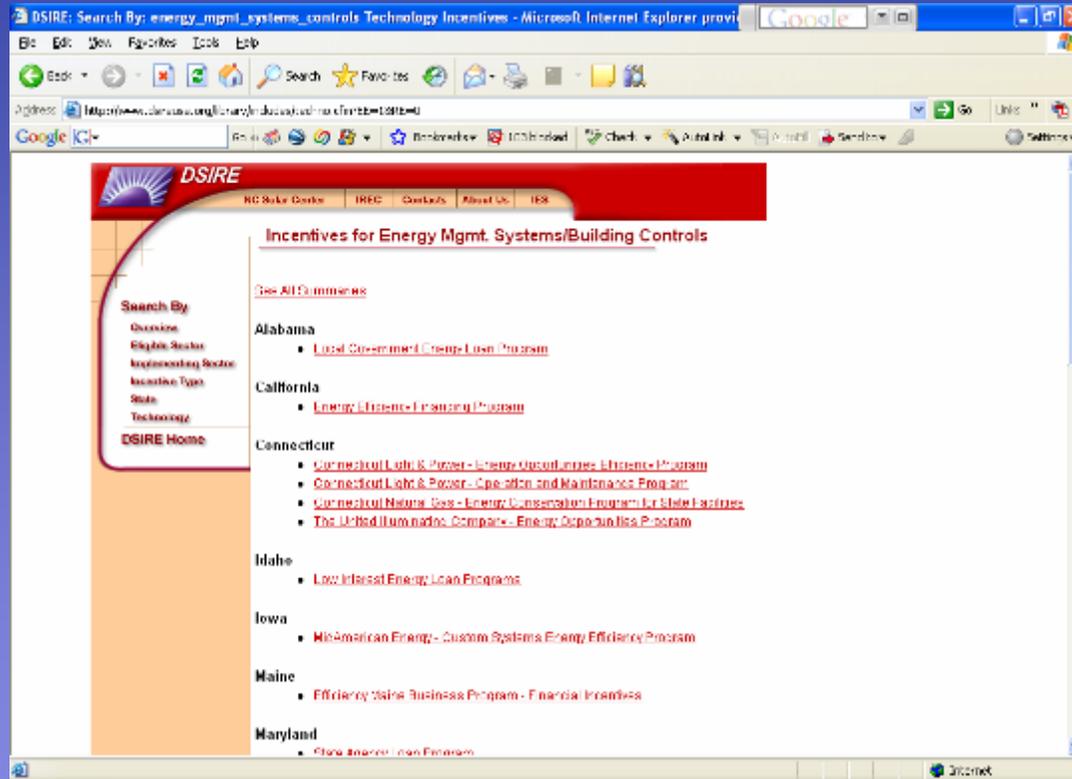
State	Personal Tax	Corp. Tax	Sales Tax	Prod. Tax	Rebates	Grants	Loans	Bonds
Federal	2	4				1	2	
Alabama					4		1 4	
Alaska							3	
Arizona	1				1			
Arkansas							1	
California	1				55	5	1 7	
Colorado					12		2 4	
Connecticut					14	2 2	2 4	
Delaware								
Florida			1		20	1 2	2	
Georgia					2			
Hawaii					3			
Maine	1				14		1	

DSIREusa.org ...select a technology...





DSIREusa.org ...click each listing...





Rebates & Incentives

- Types of rebates/incentives
 - Equipment efficiency improvements
 - Demand response programs
 - Distributed generation
 - Technical assistance & other



Rebates & Incentives

- Project must be in a “rebate friendly” state
- Components used must meet efficiency guidelines
- Rebate applicant usually party appearing on utility bill



Eligible Technologies

- Lighting, HVAC, Motors/Drives
- Building envelope (e.g., window film, cool roof)
- Process technologies
- Energy Mgmt. Systems (EMS) & controls
- Other (e.g., gas, water, renewables, custom measures)
- Projected savings must be defensible and persistent



Lighting Rebate Eligibility

- Facility size – electrical load and/or square feet (may determine which program is applicable)
- Technology – latest commercially available technologies
- Restrictions – controls, THD, and/or power factor specifics

Some require lighting system performance to exceed State building codes or industry standards by 10% or 20%



Rebate Program Types

- Prescriptive Measures
- Performance Measures
- Custom Measures





Prescriptive Rebates

- Set rebate amounts for specific measures or components
- Limitations may include capped rebate amounts, restrictive technologies



Performance Rebates

- Rebates based on calculated energy savings
- Measurement and Verification (M&V) may be required, and if so, must meet pre-set savings level
- Payments may be staged based on M&V
- Detailed Energy Analysis (DEA) may be required
- May need pre- & post-construction inspections

Be sure to file early enough in the process!



Custom Measures

- Often new and innovative ways for reducing demand (not simply a one-for-one replacement)
- M&V may be required
- Detailed proposal & savings analysis (prior to purchasing materials)
- *Custom Measures must represent permanent wattage reductions*



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Best Practice Ingredients

- Utility jurisdictions relevant to *your facilities*
 - Existing spaces
 - Remodeling targets
 - New construction targets
 - Energy-related maintenance activities



Best Practice Ingredients

- Match program timelines to *your timelines*
 - Funding cycles are not always calendar year!
 - Some \$\$\$ is extremely short-lived! (e.g., Texas)
 - Might have to pre-file to qualify
 - Might have to buy equipment AFTER pre-filing/approval



Best Practice Ingredients (cont'd)

- Equipment specifications
 - Energy efficiency of existing specs?
 - Willing to increase EE to get rebate to cover added cost?
 - Can/does “...or equivalent” lower EE (and rebate eligibility)?
 - How far ahead do you order equipment?



Best Practice #1: Communication...

...with utilities

- ✓ Get to know the program managers!
- ✓ Know when funding windows open/close
- ✓ Understand which program gives the most \$\$\$
- ✓ Know what qualifies as a “custom measure”
- ✓ Negotiate M&V to simplify savings verification



Best Practice #1: Communication...

...with utilities (cont'd)

- ✓ Know when free design assistance is available
- ✓ Know if multiple apps can be consolidated
- ✓ Know how rules apply to national accounts
- ✓ Emulate successfully funded projects



Best Practice #1: Communication...

...with partners

- ✓ Maximize cost-effective EE given rebate climate
- ✓ Avoid "...or equivalent" substitution if less efficient
- ✓ Have accurate equip. specs/counts before/after
- ✓ Use proper invoice format & timing
- ✓ Adhere to guidelines when purchasing equipment

... and throughout your organization

- ✓ Can **Construction** give you enough advance notice on remodels & new sites? (and help coordinate w/landlord??)
- ✓ Can **Procurement** enforce qualifying equipment specs?
- ✓ Can **Maintenance** tell you when they're ready to change energy-related equipment?
- ✓ Can **A/P** get you copies of invoices?
- ✓ Can **CFO** pool all rebate \$\$\$ for other EE initiatives?
- ✓ *Can you record & leverage past filing successes to help guide future equipment specs and rebate filings?*



Getting Your Fair Share

- No capital project is too small to consider
- It's not just about retrofits!
 - *New construction*
 - *Remodeling/renovations*
 - *Typical energy/water retrofit campaigns*
 - *Emergency replacements of energy-related equipment*
 - *Feasibility studies*
 - *Remember to explore “custom programs”*



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13 Tips for Successful Filing *

1. Know who is eligible

* Excerpted from “Winning with Incentives,” Mark Jewell,
Energy & Power Management, September 2005



13 Tips for Successful Filing

1. Know who is eligible
2. Understand *all* funding angles





13 Tips for Successful Filing

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3. Compare programs to maximize \$\$\$





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4. Invest engineering expertise upfront



13 Tips for Successful Filing

1. Know who is eligible
2. Understand *all* funding angles
3. Compare programs to maximize \$\$\$
4. Invest engineering expertise upfront
5. Specify proper configuration



13 Tips for Successful Filing

6. Ensure specs remain rebate-eligible





13 Tips for Successful Filing

6. Ensure specs remain rebate-eligible
7. Fine-tune specifications





13 Tips for Successful Filing

6. Ensure specs remain rebate-eligible
7. Fine-tune specifications
8. Verify accurate input by 3rd parties



13 Tips for Successful Filing

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8. Verify accurate input by 3rd parties
9. File as early as possible



13 Tips for Successful Filing

6. Ensure specs remain rebate-eligible
7. Fine-tune specifications
8. Verify accurate input by 3rd parties
9. File as early as possible
10. Document all changes



13 Tips for Successful Filing

11. Connect purchases with incentive approvals





13 Tips for Successful Filing

11. Connect purchases with incentive approvals

12. Monitor the measurement and verification (M&V) process



13 Tips for Successful Filing

11. Connect purchases with incentive approvals
12. Monitor the measurement and verification (M&V) process
13. Align all interests



Following the Tips

- Tip #3 turned a \$100K rebate into \$400K once \$50K M&V was added
- Tip #6 could have avoided loss of a \$40K rebate due to non-compliant equipment
- Tip #7 could have saved \$17K in rebates and \$49K in operating expenses over 10 yrs.
- Tip #10 could have preserved a \$70K rebate



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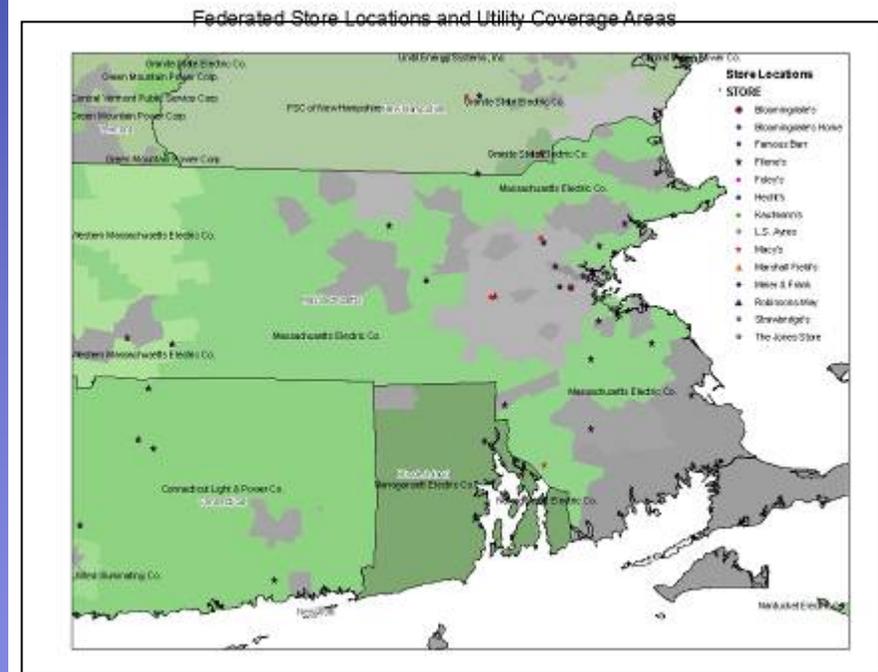
Advanced Mapping Approaches

- Accelerate new technology adoption while satisfying stated hurdle rate (e.g., max SPP)
- Calculate paybacks site-by-site
 - Fixture count
 - Local costs for labor and materials
 - Site-specific utility rates
 - Site-specific rebate eligibility
- Develop weighted-average paybacks
 - By utility, region or country



Advanced Mapping Approaches

Display on GIS maps to facilitate decision-making





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National Rebate Outlook

- Rebate eligibility continues to change
- Demand & renewable programs rising
- More states/programs coming into the mix
- Projects ineligible under Prescriptive or Performance might qualify under Custom
- Final rebate \$ approval >> discretion of utility/agency
- EPACT will continue to evolve...



Impact of EPACT 2005

Energy Policy Act of 2005 (EPACT)

- See EERE FEMP website for more information
http://www1.eere.energy.gov/femp/about/legislation_epact_05.html
- Section 1331, Commercial Buildings Deduction
 - Treasury regulations govern the allocation of any deduction to the primary designer of a Federal, State or local government commercial property
- “Deductions” versus “Credits”
 - What’s it really worth? What’s your “tax appetite”?



Impact of EPACT 2005

- The commercial building tax deduction provision (Section 1331) of the Energy Policy Act of 2005 (Public Law 109-58) is effective for property placed in service after December 31, 2005 and prior to January 1, 2008. Congress approved legislation (HR 6111) and President Bush signed on December 20, 2006, a one-year extension of the provision to January 1, 2009.
- Extension of the provision requires the law to be amended by Congress. Efforts are underway by Coalition members to obtain introduction of "tax extender" legislation.





Three Paths to Section 1331

- **Complete Deduction**
 - Reduce entire building by 50% vs. 90.1-2001
 - Max deduction is \$1.80/SF
- **Partial Deduction**
 - Upgrade one system, achieve cost savings of 16-2/3% compared to Standard 90.1-2001 Reference Building
 - Max deduction is \$0.60/SF
- **Interim Lighting Rules**
 - Upgrade lighting, achieve LPD savings of 25-40% (or 50% if warehouse) compared to tables in 90.1-2001
 - Maximum deduction is \$0.30 to \$0.60/SF (or \$0.60/SF if warehouse)

www.eere.energy.gov/buildings/info/qualified_software/

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying http://www.eere.energy.gov/buildings/info/qualified_software/. The page content includes the U.S. Department of Energy logo and the heading "Building Technologies Program". A navigation menu includes "About the Program", "Program Areas", "Information Resources", "Financial Opportunities", "Technologies", "Deployment", and "Home". The "Information Resources" section is active, showing a search bar and a "Qualified Software" heading. Below this, a paragraph explains that the software is for calculating energy savings under Internal Revenue Code §179D. A table lists the following software:

Software name and version	Date DOE Received Complete Documentation
TRACE 700 version 6.0.2.1	16 June 2006
EnergyPlus version 1.3.0.018	23 June 2006
Hourly Analysis Program version 4.31	17 August 2006

The page is updated as of 30 August 2006. The browser's taskbar at the bottom shows several open applications, including Sonic, Micro, and Adobe, and the system clock indicates 4:23 PM.

Look for new “user-friendly” software: Florida Energy Center

www.energytaxincentives.org

TIAP - EnergyTaxIncentives.org - Microsoft Internet Explorer provided by RealWinWin, Inc.

File Edit View Favorites Tools Help

Address <http://www.energytaxincentives.org/>

Google Search 88 blocked ABC Check AutoLink AutoFill Options

Consumers
Home Shell: *Insulation, Windows, Sealing*
Heating & Cooling Equipment
Passenger Vehicles
Solar Energy Systems
Fuel Cells

Businesses
Commercial Buildings
Commercial Vehicles
Solar Energy Systems
Fuel Cells & Microturbines

Builders/Manufacturers
New Homes
Appliances

General Information
About TIAP
Events
For Program Implementers
State & Utility Incentives
Legislation
TIAP Recommendations

TIAP www.energytaxincentives.org

The Tax Incentives Assistance Project (TIAP), sponsored by a coalition of public interest nonprofit groups, government agencies, and other organizations in the energy efficiency field, is designed to give consumers and businesses information they need to make use of the federal income tax incentives for energy efficient products and technologies passed by Congress as part of the Energy Policy Act of 2005.

- New- TIAP Report detailing market transformation plan for areas covered by tax incentives
- Tax Forms for Hybrid Vehicle Credit
- IRS released a tax deduction "Guidance Notice" for commercial buildings on June 2
 - Updated Information on Commercial Buildings page
- Updated information on Certified Hybrid Vehicles
- IRS released tax credit "Guidance Notices" for existing homes, new homes

Done Internet

start 3 W... 4 M... 2 M... Sonic... Micro... 3 M... Adob... 3 I... 4:50 PM

www.efficientbuildings.org

Commercial Building Tax Deduction Coalition - Microsoft Internet Explorer provided by RealWinWin, Inc.

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Address <http://www.efficientbuildings.org/>

COMMERCIAL BUILDING TAX DEDUCTION COALITION

Interior lighting Cooling Heating Ventilation Hot water systems Building envelope

About the Provision

Related Rules and Links

Coalition Members

Resource Organizations

Legislative Update

Press Room

Success Stories

Contact Us

Site Map

Background

The Energy Policy Act of 2005 included a new tax incentive, backed and advocated by the National Electrical Manufacturers Association (NEMA) and the Natural Resources Defense Council (NRDC), to improve the energy efficiency of commercial buildings. The "Commercial Building Tax Deduction" establishes a tax deduction for expenses incurred for energy efficient building expenditures made by a building owner. The deduction is limited to \$1.00 per square foot of the property, with allowances for partial deductions for improvements in interior lighting, HVAC and hot water systems, and building envelope systems. The provision is effective for property placed in service from January 1, 2006 through December 31, 2007.

About the Commercial Building Tax Deduction Coalition

NEMA convened a broad-based coalition of business, trade, government, energy efficiency, and other groups and organizations. The Commercial Building Tax Deduction Coalition is working to ensure the provision is implemented smoothly and to promote awareness and information about its benefits, and energy efficiency improvements in commercial buildings.

Done Internet

start 3 W... 2 M... 2 M... Sonic... Micro... 2 M... Adob... 2 I... 4:22 PM

www.efficientbuildings.org

("frequently asked questions" page)

Commercial Building Tax Deduction Coalition - About the Provision - Microsoft Internet Explorer provided by RealWinWin, Inc.

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print

Address http://www.efficientbuildings.org/about_the_provision.html Go Links

Google Search 88 blocked Check AutoLink AutoFill Options

Frequently Asked Questions:

- [What types of buildings will qualify? What types of expenditures will qualify?](#)
- [What is the tax deduction amount?](#)
- [Are there certification requirements and if so, what are they?](#)
- [How will calculation design methods impact various technologies?](#)
- [Will there be inspections of buildings to determine compliance? Who will do them?](#)
- [Do public buildings qualify for this tax deduction?](#)
- [Are partial deductions allowed for building subsystems instead of a whole building deduction?](#)
- [What are the interim rules for lighting projects?](#)
- [What is the effective date for taking advantage of this tax deduction?](#)
- [After the deduction is taken how is the remaining asset value handled?](#)
- [Are garages eligible for the deduction?](#)
- [Are churches eligible for the deduction?](#)
- [If a building were designed to a newer building standard, wouldn't it already satisfy the conditions for the tax deduction?](#)
- [What if a commercial building tenant performs a retrofit that would meet the energy savings, would they get the deduction? Is the deduction for privately owned buildings restricted to the owner or can a management company or a tenant in a leased space take advantage of the deduction? The tax deduction is to be given to the owner of the lighting system. Do you believe this enables ESCOs, if they own the lighting system until the end of their performance contracts, to claim the tax deduction for themselves as the legal owner of the lighting system? Could the building owner even do it legally if the ESCO is the owner under the performance contract?](#)
- [Does the accelerated tax deduction cover the complete cost of the lighting, including installation labor, or does it only include the cost of purchasing the equipment? What are the components of the "cost" that can be written off?](#)
- [Are recycling costs deductible?](#)
- [Can portions of buildings be retrofitted and still qualify for a deduction; for example; the common area versus tenant spaces; or a portion of the common area?](#)

start 3 W... 4 M... 2 M... Sonic... Micro... 3 M... Adob... 2 I... Internet 5:02 PM

www.lightingtaxdeduction.org

Commercial Lighting Tax Deduction - Microsoft Internet Explorer provided by RealWinWin, Inc.

File Edit View Favorites Tools Help

Address <http://www.lightingtaxdeduction.org/>

Commercial Lighting Tax Deduction

Tax Deduction FAQs Projects Standard 90.1 Technologies Lighting Quality Directory Resources

The Energy Efficient Commercial Buildings Deduction

EPAct 2005's new incentive for lighting and building efficiency

The Energy Policy Act of 2005 created the Energy Efficient Commercial Buildings Deduction, which allows building owners to deduct the entire cost of a lighting or building upgrade in the year the equipment is placed in service, subject to a cap. This website, developed by the Lighting Systems Division of the [National Electrical Manufacturers Association \(NEMA\)](#) in cooperation with the [Commercial Building Tax Deduction Coalition](#), provides education about the lighting aspects of the Deduction and resources to help with its implementation. It was created as the first of a series of lighting education initiatives by the lighting industry addressing lighting quality and efficiency.

How does it work?
Learn about the lighting aspects of EPAct 2005's Commercial Buildings Deduction. [More..](#)

Okay, but what about ...?
See the answers for popular questions about the Commercial Buildings Deduction, and ask one yourself. [More..](#)

How does this apply to my project?
See examples on how you can qualify for the Commercial Buildings Deduction on our next project. [More..](#)

Internet

www.aboutlightingcontrols.org

The screenshot shows a Microsoft Internet Explorer browser window with the title "Lighting Controls Association - Microsoft Internet Explorer provided by RealWinWin, Inc.". The address bar shows the URL "http://aboutlightingcontrols.org/". The website content includes the LCA logo, a navigation menu, a featured article about the EPAct 2005 Update, and a sign-up button for a free newsletter. The Windows taskbar at the bottom shows the start button and several open applications.

Lighting Controls Association - Microsoft Internet Explorer provided by RealWinWin, Inc.

File Edit View Favorites Tools Help

Address <http://aboutlightingcontrols.org/>

LCA LIGHTING CONTROLS ASSOCIATION Education Express offers [free online education](#)

EPAct 2005 Update

Three stories about the Commercial Buildings Deduction: 1) To claim the Commercial Buildings Deduction, mandatory lighting controls are not required for all retrofits, according to NEMA interpretation; 2) NEMA recognizes a definition of bi-level switching; and 3) Congress is considering several bills that would extend the effective window of the Deduction through 2010 or 2014, some also seeking to extend the amount of the Deduction that can be claimed.

[CLICK TO READ MORE!](#)

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start Internet 5:06 PM



Summary on Rebates & Incentives

- Never assume a project will or will not qualify
- Plan ahead to maximize eligibility
- Think about rebate *and* EPACT eligibility
- Maximize communication among stakeholders
- Know what a good job looks like & make it a priority
- *Remember those best practices and tips!*



Additional Resources

"Winning with Incentives"

Energy & Power Management, September 2005

"Run for the Rebate"

Chain Store Age, November 2003

"Connecting the Dots"

Energy & Power Management, June 2006

"Tales of Gains and Losses"

Energy & Power Management, August 2006

"Are You Looking for Impact or EPACT?"

Energy & Power Management, December 2006



For More Information

- Would you like to know more about this session?

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- Be sure to complete your session evaluations!



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Mark Jewell
August 7, 2007



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- e-mail address
- Don't forget to fill out and drop off your session evaluations.



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New Orleans
August 5-8