



**The Business Case for Energy and Resource Efficiency**  
**Thursday September 21, 2017**  
**7:30 AM--3:30 PM**  
**M-WERC Energy Innovation Center**  
**4201 N. 27<sup>th</sup> Street**  
**Milwaukee WI 53216**

**[Registration Link](#)**

**A major conference hosted by the Midwest Energy Research Consortium (M-WERC)  
Industrial Energy Efficiency Working Group.**

**Program and Schedule**

This conference is geared for owners, executives and key decision makers of small-mid size manufacturers. It will cover case studies, and multiple examples of leveraging external resources, and smart investments. The case studies will be presented by several Wisconsin small to mid-size manufacturers who have made attractive investments in Energy Efficiency. Presentations will also be made by Wisconsin utilities and a number of leading M-WERC- IEE WG member organizations such as WMEP, Focus on Energy, Franklin Energy and the WI Office on Energy Innovation.

The conference will be free for M-WERC members, partner organizations, and small and mid-sized manufacturers  
\$85 for non-members

After Friday September 1, 2017 the cost is \$125

**Program**

**7:30-- 8:30**      *Registration & Networking*

**8:30-- 8:45**      *Welcome and Introductions, John Bobrowich, Director Market Research and Development, Midwest Energy Research Consortium*

**8:45-- 9:15**      *Keynote: The Energy Efficient Future of Manufacturing*

Presenter: Buckley Brinkman, Executive Director/CEO Wisconsin Center for Manufacturing and Productivity

**9:15 – 9:45**      *The Energy and Resource Efficiency Value Proposition for Industrial Energy Efficiency*

Presenter: Randy Bertram, Director of Sustainability Services, Wisconsin Manufacturing Extension Program

A high level overview of comprehensive energy efficiency “best practices” touching on the various aspects of energy efficiency. Reducing Your Energy Bill – Energy, Productivity and Resource Efficiency

**9:45 – 10:15**      *Simple Steps to Reduce Energy Cost*

Moderator: Steve Hiersche, CEM, Energy Advisor- Industrial Team Leader, Franklin Energy

This session will focus on the standard, more common methods of energy efficiency and provide illustrations on how manufacturers have worked with Focus on Energy to reduce their energy cost and leveraged incentives to reduce capital expenditures. Participating manufacturers to be determined;

**10:15-- 10:35**      *Utility Customer Support for Industrial Energy Efficiency*

Presenters: Utility members of the IEE-Working Group

An overview of Utility efforts to help ensure customers have the information necessary to make sound business decisions related to energy efficiency, and a description of support structured and relevant for small/medium sized manufacturers. The presentation will cover the utility interest in the longevity and growth of the manufacturing sector.

**10:35 – 11:00**      *Break/Networking*

**11:00 – 12:00**      *Case studies; Energy, Productivity and Resource Efficiency*

Moderator: Herb Hannam, Manufacturing Specialist, WMEP

The session will explore how to pump up your savings by using other cost factors including materials and labor as a proxy to energy. We will explore the relationship between productivity, throughput, material yields, scrap and rework and improved energy intensity. Participating panel manufacturers will present case studies.

**12:00 – 12:45**      *Lunch/Networking, M-WERC, Various Table Topics*

**12:45 – 1:45**      *Energy Efficiency Support Resources for Industrial Energy Efficiency*

Presenter: Megan Levy, Local Energy Programs Manager, WI Office of Energy Innovation

Identifying resources and programs and their sources that are available for small/medium sized manufacturers. An informational overview, to include Focus on Energy, State of Wisconsin, local government, federal, and other programs, service and support.

**1:45 – 2:15**      *Distributed Energy Projects*

Moderator: Art Harrington, Practice Head Renewable Energy and Energy Efficiency and Nate Zolik, Energy Regulatory Attorney, Godfrey & Kahn

The session will introduce the economics and regulation of distributed energy projects including solar, combined heat and power, and biogas.

Representatives from “Godfrey & Kahn” will provide an overview of available incentives, tax credits, and related regulatory issues. Participants will leave with a base level understanding of the various technologies and the economics and regulation of distributed energy.

**2:15-- 3:15**      *How to Justify and Sell Energy Efficiency Projects Internally*

Presenter: Franklin Energy-to be determined

The session will focus on identifying typical direct, indirect and ego value streams from IEE projects and how they can be evaluated to determine the justification of a project. The basis for this presentation will be the IEE WG Selling Energy Efficiency Workshop

**3:15- 3:30**      *Closing remarks and adjournment, John Bobrowich*

