



Electrify Wisconsin!

Beneficial Electrification

In the 21st Century!

Fluno Center - June 27th, 2019



Hosted by:

Sponsored by: The Beneficial Electrification League (BEL)

Supported by: NRECA, NRDC, Slipstream, WECA,
Dairyland Power, Steffes Corp., GeoThermal Exchange,
Customers First! Coalition, Touchstone Energy

June 27, 2019	
7:30 - 8:00 am	Breakfast and Welcome – Breakfast Sponsored NRECA
8:00 – 8:30 am	The Future Is Electric! Framing the Promise and Potential of Beneficial Electrification <ul style="list-style-type: none"> • Gary Connett/Steven Koep, Beneficial Electrification League • Keith Dennis, NRECA
8:30 - 9:45 am	Viewpoints from WI Leaders on Beneficial Electrification Opportunities <i>Moderator: Steven Koep, BE-A (Beneficial Electrification Ambassador)</i> <ul style="list-style-type: none"> • <i>Justin Margolies, Slipstream</i> • <i>Jeff Springer, Dairyland Power</i> • <i>Xcel Energy (invited)</i> • <i>Alliant Energy (invited)</i>
9:45- 10 am	Break – Sponsored by Steffes Corp.

10 - 10:30 am	<p>The Opportunity and Challenge: NREL and EPRI's National Assessments</p> <ul style="list-style-type: none"> • <i>The NREL Electrification Future Study – Steven Koep, BEL</i> • <i>EPRI National Electrification Assessment – Keith Dennis, NRECA</i>
10:30 – 11:45 am	<p>Stakeholder Dialogue 1: Technologies – Barriers and Lessons Learned</p> <p><i>Moderator: Keith Dennis, NRECA</i></p> <ul style="list-style-type: none"> • <i>Steven Koep, Beneficial Electrification Ambassador</i> • <i>Greg Nahn, Slipstream</i> • <i>John Diem, Steffes Corporation</i> • <i>Will Lange, The Reliable Renewable</i> • <i>Paul Gillis – Dairyland Power - Ag Specialist</i> <p>The Beneficial Electrification Technologies dialogue will discuss the variety of residential, commercial, agricultural and industrial BE technologies that will meet the needs of customers and utilities, while increasing overall emissions efficiency.</p>
11:45 - 12:45 pm	<p>Lunch – Sponsored by NRDC</p>
12:45 - 2:00 pm	<p>Stakeholder Dialogue 2: Public Policy</p> <p><i>Moderator: Robin Lisowski, Slipstream</i></p> <ul style="list-style-type: none"> • <i>Camille Kadoch, Regulatory Assistance Project (RAP)</i> • <i>Mike Huebsch, Public Service Commission of Wisconsin</i> • <i>Amanda Levin – NRDC (invited)</i> • <i>Kristin Gilkes, Customers First! Coalition</i> <p>The Beneficial Electrification & Public Policy dialogue will explore the relationship between market development and public policy, specifically the legislative and regulatory environment in Wisconsin as it relates to Beneficial Electrification.</p>
2:00 - 2:45 pm	<p>Stakeholder Dialogue 3: Public Engagement & Market Development</p> <p><i>Moderator: Steve Koep, Beneficial Electrification Ambassador</i></p> <ul style="list-style-type: none"> • <i>Kathy Kuntz – Executive Director – Cool Choices</i> • <i>Robin Lisowski, Slipstream</i> <p>The BE Market Development & Public Engagement session will discuss coordinated BE market development efforts and public awareness strategies. What has been learned from our joint efforts to promote the ideas of grid-interactive water heating (GIWH), Community Storage and environmentally-beneficial electrification? Join us as we lay the groundwork for the Beneficial Electrification Team of Wisconsin!</p>
2:45 - 3 pm	<p>Break – Sponsored by GeoExchange</p>
3:00 - 4:00 pm	<p>Beneficial Electrification – The Path Forward</p> <ul style="list-style-type: none"> • <i>Stakeholder Feedback, Closing Remarks & Next Steps</i>
4:00 pm	<p>Adjourn</p>
4:00 – 5:30 pm	<p>Reception</p>