



The Cabell Brand Center for Global Poverty and Resource Sustainability Studies is a Non-Profit Organization – founded in 1987. The goals of the center focus on Poverty, Environment, and Peace. Poverty issues focus on helping people be self-reliant. Environment issues focus on sustainability of water resources and renewable energy at the local level. Peace issues favor conflict resolution of all disputes – global, and local.

*Proudly sponsored by:*

**VALUE YOUR POWER**  
VIRGINIA ENERGY SENSE



*Lunch catered by:*

**HOLLYWOOD'S**  
Restaurant & Bakery

# SUSTAINABLE ENERGY WORKSHOP



Hosted by the Cabell Brand Center for  
Global Poverty & Resource Sustainability  
Studies.

Friday, October 18, 2013

8:00-4:30pm

VWCC Greenfield & Training Center



## ORDER OF EVENTS

7:30 – 8:20am	Check-in
8:30 – 8:40am	<i>Welcome Messages</i> , Tamim Younos and Angela Conroy, Cabell Brand Center
8:40 – 9:20am	<i>Energy Conservation/Energy Efficiency 101</i> , Billy Weitzenfeld, Executive Director, Association of Energy Conservation Professionals
9:20 – 10:00am	<i>Virginia Energy Sense: Empowering Virginians to 'Value their Power'</i> , Andy Farmer, Education and Resources Manager, State Corporation Commission
10:00 – 10:40am	<i>An Overview of Utility Energy Efficiency Programs...And What the Future Might Hold</i> , Jim Fawcett, Manager of Energy Efficiency & Consumer Programs, Appalachian Power Co.
10:40 – 10:50am	<i>Morning Break</i>
10:50 – 11:30am	<i>Economics of Energy Efficiency</i> , Monica Rokicki, Principal/Co-Founder, Better Building Works, LLC
11:30 – 12:10pm	<i>Narrowing the Chasm: Agile Patterns of Adoption and Diffusion of Innovation in the US Housing Industry From 2000-2010</i> , Andrew McCoy, Director, Virginia Center for Housing Research, Virginia Tech
12:10 – 12:45pm	<i>Lunch/Guest Speaker</i>
12:25 – 12:40pm	<i>CLEAN &amp; GREEN City of Roanoke</i> , Nell Boyle, Sustainability/Outreach Coordinator, City of Roanoke, Virginia

SUSTAINABLE ENERGY WORKSHOP:

12:50 – 1:00pm	<i>Recognizing Virginia's Solar Senator, Honorable John S. Edwards</i>
1:00 – 1:50pm	<i>Solar Powering Your Community Local Solar Programs</i> , - Philip Haddix, Manager, Outreach and Policy, The Solar Foundation; Riana Ackley, SunShot Solar Outreach Partnership Technical Assistance Coordinator, ICLEI – Local Governments for Sustainability
1:50 – 2:20pm	<i>DEQ's Renewable Energy Program: SOLAR</i> , Carol Wampler, Renewable Energy Policy Manager (Richmond), Beth Lohman, Renewable Energy Policy Manager (Roanoke), Virginia Department of Environmental Quality
2:20 – 2:30pm	<i>Afternoon Break</i>
2:30 – 3:10pm	<i>Financing Solar in Dark States</i> , Matt Ruscio, Program Coordinator, Secure Futures
3:10 – 3:50pm	<i>Affordable/Creative Solar Solutions for Home and Business Owners</i> , Brain Brown, President, Renewable Engineered Systems
3:50 – 4:20pm	<i>New Power for the Old Dominion Campaign and What You Can Do to Spur Energy Efficiency and Clean Energy Solutions in Virginia</i> - Nathan Jenkins, Virginia Campaign Coordinator, Appalachian Voices
4:20 – 4:30pm	<i>Closing Remarks</i>

Advancing Energy Efficiency and Solar PV Solutions for Virginians