

AGENDA AT A GLANCE

- 7:00–7:30 a.m. **BREAKFAST AND REGISTRATION**
Program booths and Technology Showcase are open during breaks.
- 7:30–8:50 a.m. **OPENING PRESENTATIONS AND AWARDS**
Executive Leadership Presentation
Hollie Velasquez-Horvath, Regional Vice President, State Affairs and Community Relations, Xcel Energy-Colorado
Welcome Message/Excellence Awards
Brian Doyle, Commercial Energy Efficiency Manager, Xcel Energy-Colorado
Keynote Address – Less is More: Energy Efficiency and Renewable Energy Transitions
Dr. Timothy M. Smith, Faculty, University of Minnesota
- 8:50–9:15 a.m. **BREAK AND NETWORKING**
Snacks, exhibits, and ask-the-expert opportunities
- 9:15–10:00 a.m. **BREAKOUT SESSIONS I**
 - **Electric Vehicle Charging Programs**
 - **Business Energy Assessments: Maximize Performance to Save More**
 - **Energize Denver: New Building Performance and Electrification Requirements**
- 10:15–11:00 a.m. **BREAKOUT SESSIONS II**
 - **Customer Renewable Options in Colorado**
 - **Empower Your Business in a Whole New Way with Empower Suite**
 - **Economic Development Programs & Incentives for Businesses**
- 11:15 a.m.– Noon **BREAKOUT SESSIONS III**
 - **Demand Management: How to Shed and Save More Energy**
 - **New from Xcel Energy: Carbon, Sustainability, and Power Quality Services**
 - **Colorado Transportation Electrification Plan (TEP) 2.0**
- Noon–1:00 p.m. **LUNCH, NETWORKING, AND RAFFLE**
- 11:15 a.m.–2:00 p.m. **EMPOWER FIELD STADIUM TOURS**

WIRELESS INTERNET ACCESS

Network: BroncosWiFi

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MEET OUR KEYNOTE SPEAKER



Dr. Timothy M. Smith

Dr. Timothy M. Smith is a professor at the University of Minnesota, and managing partner at TASA Analytics, a consulting and advisory service seeking to enhance linkages between academic research and sustainability practice. He is a leading expert on sustainability performance measurement within the contexts of supply chain management, product/process design, marketing, and public policy. Dr. Smith actively advises companies, governmental agencies and non-governmental organizations on energy and public procurement, as well as strategies toward advancing sustainability through collective action. His work has been published in a broad array of top-tier scholarly journals, and covered by NPR, ABC, Bloomberg Business, The Guardian, and other trade and local press.

In his Keynote Address, “Less is More: Energy Efficiency and Renewable Energy Transitions,” Dr. Smith will share insights into where energy is used, how energy and emissions aggregate across supply chains, and how companies across the U.S. and the world are finding solutions, individually and collectively, to reduce load, reduce costs, and decarbonize their operations.

MEET OUR LEADERSHIP PRESENTERS



Hollie Velasquez-Horvath

Hollie Velasquez-Horvath is the regional vice president of state affairs & community relations for Xcel Energy. Since 2011, she has been providing strategic leadership and management to a team of directors, managers, analysts, and lobbyists who are responsible for driving policy and business initiatives that enable best-in-class electric and gas service to Colorado customers. Velasquez-Horvath has demonstrated success working in the utilities industry by building advocacy and partnerships with stakeholders, including business organizations, social non-profits, and community foundations.



Brian Doyle

Since joining Xcel Energy in 2003, Brian Doyle has held a variety of positions in program management, product development, and market research. Over the last 10 years, his passion has been focused on leadership, supporting several teams who are leading the clean energy transition through the effective delivery of customer programs. In his current role, he leads the Commercial and Industrial Demand Side Management customer delivery portfolio across five states and represents over \$100 million of customer incentives.



2023 EXCELLENCE AWARD WINNERS

The Xcel Energy Excellence Awards recognize Xcel Energy commercial customers committed to innovative energy solutions. Our 2023 winners have demonstrated outstanding achievements in saving energy and reducing carbon emissions within the last year. We are pleased to announce the following six energy champions.

AMLI Residential

AMLI Residential of Denver has earned the Platinum Xcel Energy Excellence Award for the highest achievements in reducing gas and electric usage in 2022. This includes a savings of 1,025,645 kWhs and 19,206 therms. With the goal of leading by example, the company has demonstrated the benefits of energy efficiency among large companies.

City and County of Denver

As part of the City and County of Denver's initiatives to help Xcel Energy reduce carbon emissions, city energy executives participated in more than 68 projects over the past year. In doing so, the city itself has earned recognition for participating and even hosting the most efficiency programs in 2022 related to Commercial & Industrial savings.

CSS Company

CSS Company focuses on re-purposing distressed real estate assets. With their participation in the Energy Efficient Buildings program, CSS Company has earned the award for Highest Gas Savings for small businesses. Throughout 2022, CSS Company saved 22,702 therms due to the renovation of a cloud kitchen location in Denver.

Kalera

In the world of vertical farming and the high energy usage that comes with it, Kalera is a trusted name. While growing and harvesting food items last year, Kalera was able to save millions of kWhs, resulting in a massive CO2 savings. To be exact, Kalera saved 20,940,439 kWhs within its farming efforts, offsetting more than 16,000 tons of CO2 emissions.

Shamrock Foods

As one of the biggest suppliers of foodservice suppliers in Colorado, Shamrock Foods has earned the award for 2022 Highest Electric Savings: Commercial & Industrial category. During this time of supply chain shortages and higher food delivery demand, Shamrock Foods was able to accomplish a savings of more than 11.9 million kWh, resulting in a CO2 reduction of 9,319 tons.

Trustile Doors LLC

Trustile Doors is one of the largest home door operations in Colorado and has been manufacturing and creating entry and interior doorways since 1995. With this legacy in mind, Trustile Doors has earned the award for 2022 Highest Gas Savings: Commercial & Industrial award for reducing overall gas usage by 535,653 therms, resulting in a reduction of more than 3,000 tons of CO2 output.

BREAKOUT SESSION I

9:15–10:00 a.m. Concurrent Sessions

ELECTRIC VEHICLE CHARGING PROGRAMS

Presented by Zach Owens, Clean Transportation Product Portfolio manager, Xcel Energy-Colorado

ROOM

Bud Light Champions Club East

Xcel Energy offers a portfolio of low-to-no-cost Electric Vehicle (EV) charging programs to help businesses and communities with their EV goals. Our dedicated EV advisors offer a “white-glove service” to the EV journey by creating and guiding customers through a customized planning and installation process. In this session, Zach Owens, from Xcel Energy’s EV Advisory team will walk you through our current EV programs and rebate offerings. The programs include our robust low-to-no-cost EV Supply Infrastructure (EVSI), EV Supply Equipment (EVSE), and Fleet Electrification Advisory Program (FEAP), among other services.

MEET THE PRESENTER

Zach Owens is a product portfolio manager with Xcel Energy’s Clean Transportation team. He manages Xcel Energy’s Commercial Clean Transportation Advisory Programs. This includes products for community charging hubs, public charging, workplaces, fleets, multifamily buildings, small businesses, and Xcel Energy owned and operated public fast chargers. Owens previously worked at the Colorado Energy Office (CEO) where he developed and managed grant programs for EV charging across Colorado, including the Charge Ahead Colorado, Fast-Charging Corridors, and Fast-Charging Plazas programs. He also oversaw the state’s efforts to develop an EV education and awareness campaign. Before this, Owens worked at The Alliance Center where he developed and managed statewide energy efficiency programs. Owens holds a B.S. in Biochemistry and a Master’s in Development Practice (MDP) Degree from Regis University.

BUSINESS ENERGY ASSESSMENTS: MAXIMIZE PERFORMANCE TO SAVE MORE

Moderated by Lauren Foster, Commercial and Industrial Associate Product Portfolio manager, Xcel Energy-Colorado

ROOM

Bud Light Champions Club West

This panel session covers four different Business Energy Assessment (BEA) products, including Commercial Streamlined Assessments, Building and Targeted building Assessments, Indoor Agriculture, and Outdoor Agriculture. The topics will include product overviews and qualifiers, case studies, trade partner tips and tricks, and application processes.

MEET THE MODERATOR

Lauren Foster has been the Xcel Energy Business Energy Assessment (BEA) manager since 2021. Her experience includes holistic programs such as Strategic Energy Management in Colorado and Commercial Efficiency in Minnesota. During her journey to Xcel Energy, she worked with tech start-up companies and food management in Denver. While pursuing her career, she attained a Master’s Degree in Communication Management from the University of Denver in 2018.



9:15–10:00 a.m. continued

ENERGIZE DENVER: NEW BUILDING PERFORMANCE AND ELECTRIFICATION REQUIREMENTS

**Presented by Dr. Sharon Jaye, Energize Denver policy manager,
City and County of Denver**

ROOM

Home Media Room

Learn about Denver's existing building energy performance requirements and how the city has designed flexibility into the program to help building owners meet their 2030 energy targets. The session will also cover Denver's new building code changes to get the city's buildings working towards partial electrification of their space and water heating equipment.

MEET THE PRESENTER

Dr. Sharon Jaye is the Energize Denver policy manager for Denver's Office of Climate Action, Sustainability and Resiliency. She manages the team implementing the new existing building performance policy, as Denver is the fifth city in this country with this type of legislation. She has more than 20 years of experience in project/facilities management and implementing sustainable facilities in public and private K-12 schools and higher education institutions. With degrees in business administration, project management, and educational leadership, Dr. Jaye holds IFMA's Sustainability Facility Professional credential and has authored several of IFMA's sustainability guides on "Carbon Footprinting" and "Waste Management."



BREAKOUT SESSION II

10:15–11:00 a.m. Concurrent Sessions

CUSTOMER RENEWABLE OPTIONS IN COLORADO

Presented by Tyler Will, Renewable and Choice Program Strategic Segment team lead, and Brandon Wellcome, Solar trade relations manager, Xcel Energy-Colorado

ROOM

Bud Light Champions Club East

Learn about Xcel Energy's clean energy goals and how customers can take part, as well as renewable options available to customers, including rooftop solar, battery storage, subscriptions to community solar gardens, and more.

MEET THE PRESENTERS

Tyler Will leads the team that manages the Solar Rewards Community, and Net Metering. Tyler has worked with Xcel Energy customers since 2013 in areas such as Customer Service, Energy Efficiency, and most recently Renewables.

Brandon Wellcome and his family installed solar panels on their home in 2014, which inspired him to work in the solar industry for eight years before becoming the Solar Trade Relations manager at Xcel Energy this last November.

10:15–11:00 a.m. continued

EMPOWER YOUR BUSINESS IN A WHOLE NEW WAY WITH EMPOWER SUITE

**Presented by Jon Packer, Commercial and Solution
Sales manager,
Xcel Energy-Colorado**

ROOM

Bud Light Champions Club West

Xcel Energy's comprehensive Empower Suite enables customers to optimize their energy consumption, maintain a healthy and productive environment, update facilities, and connect customers to integrated solutions. The customizable solutions are designed to achieve our customers' operational and energy goals now and in the future.

MEET THE PRESENTER

Jon Packer is the manager of commercialization at Xcel Energy. His team launches new and innovative energy-as-a-service products that help customers meet their energy. Packer has over 15 years of experience helping customers solve energy-related problems and another 10 years developing products in the sustainability space. He holds a Bachelor's Degree in Marketing from the University of Minnesota.

ECONOMIC DEVELOPMENT PROGRAMS & INCENTIVES FOR BUSINESSES

**Presented by Stephanie Henley, Corporate
Economic Development manager,
Xcel Energy-Colorado**

ROOM

Home Media Room

This breakout session is for industrial and commercial businesses considering a new or expansion project in Colorado, as well as representatives from the real estate sector involved in such projects. Learn about Xcel Energy's economic development offerings that range from rate incentives to real estate opportunities for energy-intensive projects.

MEET THE PRESENTER

Stephanie Henley is a corporate economic development manager with Xcel Energy. In her role, Stephanie works to attract large industrial customers to Xcel Energy's service territory in Colorado, New Mexico, and Texas. She also helps manage economic development offerings and promotes energy efficiency and renewable energy programs to businesses from target industry clusters.

Prior to joining Xcel Energy, Henley worked for the Colorado Governor's Office of Economic Development & International Trade (OEDIT). While at OEDIT, she marketed Colorado to foreign direct investors, helped Colorado companies export to international markets and supported state-led economic development initiatives. Henley has a Master's Degree in International Development from the University of Denver, and a Bachelor's Degree in International Studies from the University of Oregon.

BREAKOUT SESSION III

11:15–Noon Concurrent Sessions

DEMAND MANAGEMENT: HOW TO SHED AND SAVE MORE ENERGY

Presented by Audrey Ewen, Demand Management Senior Product Portfolio manager, and Lee Hamilton, Demand Management team lead, Xcel Energy-Colorado

ROOM

Bud Light Champions Club East

Are you able to shed or shift your usage and want to earn money for doing so? Learn more about how your load flexibility can save on bills and strengthen the grid.

MEET THE PRESENTERS

Audrey Ewen has worked in various areas of the sustainability industry over the past 15 years, specifically in energy efficiency, renewables, demand response and demand management. She spent 10 years at Georgia Power and moved to Colorado three years ago to work in energy efficiency consulting. Ewen recently joined the Xcel Energy Demand Management team in January 2022.

Since joining Xcel Energy in 2013, Lee Hamilton has held various positions in Program Management and Product Development. In his current role as Demand Management team lead, he supports the program management and operational functions for Xcel Energy's demand management portfolio with nearly 1,500 MWs of customer load under control.

NEW FROM XCEL ENERGY: CARBON, SUSTAINABILITY AND POWER QUALITY SERVICES

Presented by Gary Ambach, Commercial & Industrial Product Development coordinator, and Samantha Clarkson, Commercialization marketing coordinator, Xcel Energy-Colorado

ROOM

Bud Light Champions Club West

Empower Performance enables businesses to improve equipment reliability and reduce downtime. Learn how your business can also benefit from Empower Sustainability, which is designed to assess your environmental impact and provides solutions for carbon reduction.

MEET THE PRESENTERS

Gary Ambach has been designing and managing utility programs and services for over 35 years. His area of interest includes non-traditional utility services such as creative financing, renewable energy, and sustainability. Currently, he is a program developer working on various energy utilization products, including sustainability-as-a-service. Ambach holds a Bachelor's Degree in Chemical Engineering from the University of Wisconsin and is a graduate of the U.S. Army Command and General Staff College.

Samantha Clarkson is a marketing coordinator at Xcel Energy. She is passionate about the new services the organization is offering to our business customers. Clarkson has nine years of marketing experience and holds a Bachelor's Degree in Advertising with a specialization in Public Relations from Michigan State University.



11:15–Noon continued

COLORADO TRANSPORTATION ELECTRIFICATION PLAN (TEP) 2.0

**Presented by Ryan Odell, Clean Transportation Strategy & Policy analyst,
and Michael Colby, Clean Transportation Product Development manager,
Xcel Energy-Colorado**

ROOM

Home Media Room

Xcel Energy has a bold vision of twenty-percent electric vehicles in its service territory by 2030, which supports Colorado's goal of 940,000 EVs on the road by 2030. We are continuously working to bring innovative products and programs to help our customers transition to electric vehicles. Our next Transportation Electrification Plan (TEP) for Colorado will include improvements to existing programs and new innovative products. Learn more about the latest on upcoming proposals for electric vehicle programs for our Colorado customers.

MEET THE PRESENTERS

Ryan Odell is a Transportation Strategy & Policy analyst for Xcel Energy's Clean Transportation team. Odell supports clean transportation filings, policy analysis, program planning, and evaluation. Prior to joining Xcel Energy, he worked at E-Source, Loveland Water & Power, and the Electrification Coalition on transportation electrification and decarbonization.

Michael Colby is the manager of Clean Transportation Product Development at Xcel Energy. He brings over 14 years of experience in the electric and natural gas utility industry, and four years of experience conducting research, analysis, and consulting in the residential new construction market. He has expansive knowledge of electric vehicles, energy efficiency, demand response, and distributed generation from a program design and management perspective, a forecasting/modeling perspective, and a research and analysis perspective.



TECHNOLOGY SHOWCASE

Stop by our Technology Showcase in the West Club Lounge main concourse to see the latest trends in energy efficiency and systems.

- CFM Corporation
- Colorado Lighting & Luminosity
- Conserve A Watt
- Energy Management Corporation
- Energy Services of Colorado
- Evaporative Solutions
- LED Supply Co
- The Lighting Agency
- TRYG Group

XCEL ENERGY EXHIBITORS

Talk with our program teams about rebate programs and incentives.

- Business Solutions Center
- Clean Transportation
- Commercial & Industrial Lighting
- Customer Renewable Options
- Demand Management
- Empower Suite
- Engineering & Custom Projects
- HVAC-R & Controls
- Multifamily & Business Energy Assessments
- New Products
- Residential Programs
- Time of Use

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