

5<sup>th</sup> ANNUAL  
**WISCONSIN ENERGY EFFICIENCY EXPO**

May 17, 2017

*A CONFERENCE AND EXPOSITION  
TO PROMOTE ENERGY EFFICIENCY*

Presented by: **Wisconsin Chapter of the  
Association of Energy Engineers**



Hosted by: **West Bend  
Mutual Insurance Co.**



**WAAEE** (Wisconsin Chapter of the Association of Energy Engineers) has over 200 members representing hundreds of Wisconsin businesses, utility companies, contractors, suppliers, academia, consultants, and state organizations. **WAAEE** monthly meetings focus on energy efficiency, networking, and modern technologies; followed by a tour of the facility showcasing their energy reduction efforts. Past meetings were held at:

ABB	Harley Davidson	Mercury Marine
Alliant Energy	Hunzinger University	Polyfab Corporation
American Family Insurance	JF Ahern	Potawatomi Casino
Aurora Medical Center	JH Findorff & Sons	Quad Graphics
Bemis Manufacturing	Johnson Controls Inc	Rexnord Falk
Bucyrus/Caterpillar	Kwik Trip - HQ	Rockwell Automation
Charter Steel	Kohl Center	Sargento Foods
Cleaver Brooks	Kohler Company	Seventhwave
CREE	Letterhead Press	Sheboygan WWTP
Environmental Systems, Inc	McCotter Energy Systems	Timber Rattlers
Experimental Aircraft Association	Quality Power Solutions	Trane – West Allis
Faith Technologies	MillerCoors	Trek Bicycle
Greenheck	Miller Park	University of Wisconsin
Gundersen Health	Menasha Packaging	We Energies
Hastings Air	MG&E	Wisconsin Energy Institute

**WAAEE** and its members have received numerous awards which includes;

**CHAPTER AWARDS:**

AEE National – Chapter of the Year (2013, 2016)  
AEE National – Best Chapter Meeting - WEEE (2015)  
AEE National – Best Chapter Website (2014)  
AEE National – Best Student Chapter (2016)  
Most New Members (2008, 2010, 2013)

**INTERNATIONAL AWARDS:**

Energy Engineer of the Year (2014)  
Energy Manager of the Year (2011, 2013)  
Renewable Energy Project of the Year (2013)

**MIDWEST REGIONAL AWARDS:**

Energy Manager of the Year (2011, 2016)  
Energy Professional Development Award (2011, 2013)  
Energy Innovator of the Year (2011, 2013)  
Young Engineer of the Year (2009)

If you are interested in becoming a **WAAEE** member or a corporate sponsor, visit our booth or **WAAEE's** website ([waae.wildapricot.org](http://waae.wildapricot.org)). The website has additional information regarding upcoming **WAAEE** meetings, training and events.

# 5<sup>th</sup> ANNUAL

# WISCONSIN ENERGY EFFICIENCY EXPO

## Keynote Speakers

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### **Maria Redmond**

**Director, Wisconsin Office of Energy Innovation  
Public Service Commission of Wisconsin**

**Keynote Topic:**

**Wisconsin Office of Energy Innovation  
Navigating through Change & Partnership Opportunities**

Maria Redmond has worked in the State of Wisconsin for 15 years. Redmond serves as the Director for the Office of Energy Innovation, which is home to several robust and exciting energy programs including Focus on Energy, the Municipal Energy Efficiency Technical Assistance Program, Biofuels Retail Advancement in Wisconsin Transportation, the State Energy Program and the Clean Energy Manufacturing Revolving Loan Fund. Over time she has built an extensive knowledgebase of energy efficiency, renewable energy, alternative fuels, biofuels and advanced vehicle technologies. She has significant experience in developing and implementing competitive energy programs and services on behalf of the state agencies and businesses. She specializes in alternative fuels, biofuels, and advanced vehicle technologies, as well as securing and managing federal grant programs. Over the past few years, Redmond has helped the energy office to secure and manage nearly \$84M in federal grant funding for energy related programs for local governments and businesses in Wisconsin. She also managed a \$15M program to advance the use of alternative fuels and advanced vehicle technologies for both public and private fleets throughout the state.

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### **John W. Mellows**

**Chief Executive Officer  
Charter Manufacturing Company, Inc.**

**Keynote Topic:**

**“Managing Energy - How Can We Do Better?”**

John is the Chief Executive Officer and a member of the fourth generation of family owners of Charter Manufacturing Company, Inc. With sales of \$1.2 billion, Charter is a family of four manufacturing businesses employing over 2,000 employees at thirteen locations in the United States, China and the United Kingdom. John has been with Charter for fourteen years and has worked in various General Manager, Marketing and Strategic Planning roles. Before joining Charter, John worked in the consumer packaged goods industry and as a management consultant.

John is a member of the Charter Manufacturing Board of Directors and serves on the Board of Directors for the YMCA of Metropolitan Milwaukee.

John has a BSE from Princeton University and an MBA from The Wharton School of the University of Pennsylvania.

John, his wife Jan and their four children reside in Fox Point, Wisconsin.

May 17, 2017	<p style="text-align: center;">5<sup>th</sup> Annual</p> <p style="text-align: center;"><b>WISCONSIN ENERGY EFFICIENCY EXPO</b></p>	ROOM
7:30	Registration – Breakfast (Auditorium)	Aud
7:50 – 8:00	Welcome (Auditorium) – Richard Feustel, <b>WAEE</b> Vice President	Aud
8:00 – 8:55	New Technology Breakfast (Auditorium) Sponsored by: <b>FAITH TECHNOLOGIES, INC.</b> Exhibitor Viewing	Aud
9:00-9:45	Breakout Session 1 <ul style="list-style-type: none"> <li>▪ Net Zero Building Design</li> <li>▪ Focus on Energy – Demand Savings Program and Results</li> <li>▪ The Energy Efficiency Gap</li> <li>▪ The Natural Gas Market</li> <li>▪ Air Barrier Testing and Common Failings</li> </ul>	Aud A B C D
9:45 – 10:15	Exhibitor Viewing	
10:15 – 11:00	Breakout Session 2 <ul style="list-style-type: none"> <li>▪ Intelligent Lighting Controls – Power over Ethernet</li> <li>▪ Strategic Life-Cycling Equipment</li> <li>▪ The Shrinking Enterprise Data Center</li> <li>▪ Living off the Grid</li> </ul>	Aud B C D
11:00 – 11:30	Exhibitor Viewing	
11:30	Lunch	A&B
11:45 - 12:00	Announcements & Door Prize, Richard Feustel – <b>WAEE</b> Vice President	A&B
12:00 – 1:00	<b>Key Note Speakers</b> <b>Maria Redmond, Director – Wisconsin Office of Energy Innovation</b> <b>John W. Mellowes, CEO – Charter Manufacturing Company, Inc.</b>	A & B
1:00 – 1:30	Exhibitor Viewing	
1:30 – 2:15	Breakout Session 3 <ul style="list-style-type: none"> <li>▪ Wisconsin’s Political and Regulatory Energy Trends</li> <li>▪ Geothermal Heat Pumps - Renewed Interest in this Technology</li> <li>▪ Ultrasonic Leak Detection</li> <li>▪ Energy Efficient Infrastructure Management in the IoT Era</li> </ul>	Aud B C D
2:15 – 2:45	Exhibitor Viewing & Door Prize (Exhibitor area, must be present to win)	
2:45 – 3:30	Breakout Session 4 <ul style="list-style-type: none"> <li>▪ Ceiling Air Destratification – Energy Savings</li> <li>▪ Saving Energy in Industrial Process Ventilation</li> <li>▪ Incorporating Sustainability in your Business</li> <li>▪ Cost Savings from Load Shifting and Demand Control</li> <li>▪ Biogas-to-Energy: Case Studies</li> </ul>	Aud A B C D
3:30 – 4:00	Exhibitor Viewing                      CEU Certificates Available at Registration Desk	
4:00	Closed	

# 5<sup>th</sup> ANNUAL WEEE - SPONSORS



**WEST BEND MUTUAL INSURANCE CO.**



For 120 years, West Bend has been providing valuable insurance coverages and services to home and auto owners, as well as business owners, throughout the Midwest. West Bend is a relationship-based company with core values that emphasize excellence, integrity, and responsibility. West Bend's associates number more than 1,000 and are committed to providing exceptional service to their policyholders and independent agent partners. West Bend is owned by its policyholders. Their decisions are always based on what's best for their agents, insureds, and associates for the long term. Their dedication and commitment are the foundation of their Silver Lining<sup>®</sup> brand, The Worst Brings Out Our Best<sup>®</sup>.



**BRIGGS & STRATTON**



Briggs & Stratton Corporation (NYSE: BGG), headquartered in Milwaukee, Wisconsin, is focused on providing power to get work done and make people's lives better. Briggs and Stratton is the world's largest producer of gasoline engines for outdoor power equipment, and is a leading designer, manufacturer and marketer of power generation, pressure washers, lawn and garden, turf care and job site products through its Briggs and Stratton<sup>®</sup>, Simplicity<sup>®</sup>, Snapper<sup>®</sup>, Ferris<sup>®</sup>, Vanguard<sup>®</sup>, Allmand<sup>®</sup>, Billy Goat<sup>®</sup>, Murray<sup>®</sup>, Branco<sup>®</sup>, and Victa<sup>®</sup> brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in over 100 countries on six continents. For additional information, please visit [www.basco.com](http://www.basco.com) and [www.briggsandstratton.com](http://www.briggsandstratton.com).



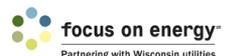
**FAITH TECHNOLOGIES, INC.**



Faith Technologies, Inc. is a national leader in electrical planning, engineering, design, installation and commissioning that simply goes further. They strive to out-perform everyone else in the General Building, Mission Critical and Industrial markets by continually investing in their employees' skill sets and providing all-inclusive services that make project work easier and more rewarding while placing customer value and safety first. This is the mindset that Faith Technologies brings to every project, thanks to their comprehensive service approach and Integrated / Design-Build Project Delivery methodology. Serving as your single design and implementation partner, they maximize quality, safety, and efficiency by providing electrical design, engineering, turn-key project implementation, and site management all under one contract and one schedule.



**FOCUS ON ENERGY**



Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program. Since 2001, the program has worked with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. The information, resources, and financial incentives they provide help to implement energy saving projects that otherwise would not be completed, or to complete projects sooner than scheduled. These energy projects help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control Wisconsin's growing demand for electricity and natural gas.



[wae.wildapricot.org](http://wae.wildapricot.org)

