

## Workshop Objectives:

- Learn about various building energy efficiency business and operational models and key characteristics of successful and sustainable businesses and programs.
- Analyze your local partners and enhance your existing partner engagement strategies to energize market transformation and sustainability.
- Develop a customized schematic of your program’s long-term business plan and identify concrete steps to implement it.

## Monday, October 24, 2011

3:30-5:30 PM (Optional)	<b>Office Hours (Optional)—Mezzanine Foyer</b> <i>Account Managers and technical assistance providers will hold half hour one-on-one and small group meetings at this time.</i>
4:30-5:30 PM (Optional)	<b>Business Models 101 – Terminology and Basic Concepts (Optional)—Montpelier Conference Room</b> <ul style="list-style-type: none"> <li>• Overview of key business model concepts, terminology, and resources</li> <li>• Questions and answers</li> </ul>
6:00-8:30 PM	Registration opens—Mezzanine Foyer
6:30-8:30 PM	<b>Reception and Grantee Showcase—Lake Champlain Conference Room</b> <i>Program will begin at 7:15 PM and include:</i> <ul style="list-style-type: none"> <li>• Welcome from the Department of Energy: <i>Danielle Sass Byrnett, Better Buildings Neighborhood Program</i></li> <li>• Welcome from Vermont hosts</li> <li>• Better Buildings Accomplishments and Status: <i>Kathleen Hogan, Deputy Assistant Secretary for Energy Efficiency, Department of Energy</i></li> <li>• “Lightning Round” of updates and insights from grantee programs</li> <li>• Visual showcase of grantee program materials and artifacts (the showcase will remain available throughout the workshop)</li> </ul>

**Tuesday, October 25, 2011**

7:00-8:30 AM	Registration— <i>Adirondack Ballroom Pre-function Area</i>				
7:30-8:30 AM	<b>Breakfast—Adirondack Ballroom</b> (Additions to visual showcase of grantee program materials and artifacts)				
8:30-9:00 AM	<b>Welcome, Workshop Objectives, and Agenda Review—Adirondack Ballroom</b>				
9:00-9:45 AM	<b>Energy Efficiency Market Sustainable Business Planning—Adirondack Ballroom</b> <ul style="list-style-type: none"> <li>• Introduction to business planning and the Better Buildings Business Models Study</li> <li>• Summary of results and insights from pre-workshop program characterization and discussions with grantees</li> </ul>				
9:45-10:15 AM	<b>Break</b>				
10:15-11:30 AM	<b>Overview of Business Planning and Business Models—Adirondack Ballroom</b> <ul style="list-style-type: none"> <li>• The relationship between business models and business planning</li> <li>• Description of the Program Administrator Model and partner business models</li> </ul>				
11:30-12:00 PM	<b>Business Planning Resources—Adirondack Ballroom</b> <ul style="list-style-type: none"> <li>• Introduction to business planning worksheet, sample business model schematics, and partner evaluation framework</li> <li>• Overview of afternoon interactive sessions</li> </ul>				
12:00-1:15 PM	<b>Lunch—Green Mountain Ballroom</b> (Optional table topics)				
	<b>Interactive Sessions: Partner Analysis and Strategies for Energizing Private Sector Business and Operational Models</b> <i>Participants will break into smaller groups for interactive sessions that explore key characteristics of specific types of businesses in the building energy efficiency market. Please choose one session to attend for each “round.” (You will have the opportunity to attend three out of the five sessions; program representatives may choose to split up to cover more topics).</i>				
1:15-2:15 PM <b>Round 1</b>	<b>Utility Programs 1—Lake Champlain Conference Room</b>	<b>HVAC Contractors 1—Adirondack A</b>	<b>Remodelers 1—Adirondack B/C</b>	<b>Home Performance Contractors 1—Adirondack D</b>	<b>Retailers 1—Montpelier Conference Room</b>
2:15-2:30 PM	<b>Transition Break</b>				
2:30-3:30 PM <b>Round 2</b>	<b>Utility Programs 2—Lake Champlain Conference Room</b>	<b>HVAC Contractors 2—Adirondack A</b>	<b>Remodelers 2—Adirondack B/C</b>	<b>Home Performance Contractors 2—Adirondack D</b>	<b>Retailers 2— Montpelier Conference Room</b>
3:30-3:45 PM	<b>Transition Break</b>				
3:45-4:45 PM <b>Round 3</b>	<b>Utility Programs 3—Lake Champlain Conference Room</b>	<b>HVAC Contractors 3—Adirondack A</b>	<b>Remodelers 3—Adirondack B/C</b>	<b>Home Performance Contractors 3—Adirondack D</b>	<b>Retailers 3— Montpelier Conference Room</b>
4:45-5:45 PM	<b>Office Hours (Montpelier Conference Room), Small Group Discussions, and Working Time (in Interactive Session Rooms)</b> <i>Account Managers and technical assistance providers will hold half hour one-on-one and small group meetings at this time. Representatives from other market partners will be available for informal discussions (rooms will be assigned at the workshop).</i>				
Evening	<b>“Vermont Brews &amp; Wine” Reception</b> (optional)—BKI is hosting a reception for workshop participants from 6:15-8:00 PM at The Ice House at 171 Battery Street. To get there from the hotel, go left from the entrance (south) approximately 0.2 miles; The Ice House is on the right. <b>No-Host Dinner Options</b> (See meeting materials for local restaurants and activities)				

**Wednesday, October 26, 2011**

7:00-8:30 AM	Registration				
7:00-8:00 AM	<b>Breakfast—Green Mountain Ballroom</b> (Optional table topics)				
8:00-8:30 AM	<b>Observations from Previous Day and Overview of the Day—Green Mountain Ballroom</b> <ul style="list-style-type: none"> <li>• Summary of strategies for energizing private sector (from Day 1)</li> <li>• Overview and purpose of Day 2</li> </ul>				
8:30-9:30 AM	<b>Understanding Costs and Revenues—Green Mountain Ballroom</b> <ul style="list-style-type: none"> <li>• Description of key components, methods, and resources for analyzing revenues and costs</li> <li>• Examination of income statements</li> </ul>				
9:30-9:45 AM	<b>Break</b>				
	<b>Interactive Sessions: Potential Revenue Streams</b> <i>Participants will break into smaller groups for interactive sessions that explore key potential revenue sources. Please choose one session to attend for each “round.” (You will have the opportunity to attend two of the sessions)</i>				
9:45-10:45 AM <b>Round 1</b>	<b>Contractor-Based Revenue Streams 1—Lake Champlain Conference Room</b>	<b>Customer-Based Revenue Streams 1—Adirondack A</b>	<b>Utility-Based Revenue Streams 1—Adirondack B/C</b>	<b>Local Government-Based Revenue Streams 1—Adirondack D</b>	<b>Financial Institution-Based Revenue Streams 1—Montpelier Conference Room</b>
10:45-11:00 AM	<b>Transition Break</b>				
11:00-12:00 AM <b>Round 2</b>	<b>Contractor-Based Revenue Streams 2—Lake Champlain Conference Room</b>	<b>Customer-Based Revenue Streams 2— Adirondack A</b>	<b>Utility-Based Revenue Streams 2— Adirondack B/C</b>	<b>Local Government-Based Revenue Streams 2— Adirondack D</b>	<b>Financial Institution-Based Revenue Streams 2— Montpelier Conference Room</b>
12:00-1:15 PM	<b>Lunch and Reflections on Visual Showcase—Green Mountain Ballroom</b>				
	<b>Interactive Sessions: Program Business Plans—Services, Customers, Governance, and Assets</b> <i>Participants will break into smaller groups for interactive sessions that explore different types of future business plans and the future services, customers, governance, and assets in their own plans. Please choose the session that most fits your program’s future direction. (Program representatives may choose to split up to cover alternative models).</i>				
1:15-2:45 PM	<b>Operate in Market as NGO—Lake Champlain Conference Room</b>	<b>Build Contractor Capacity and Depart Market — Adirondack A</b>	<b>Operate in Market as Government Entity — Adirondack B/C</b>	<b>Operate in Market as Utility Partner — Adirondack D</b>	<b>Operate in Commercial Sector Market — Montpelier Conference Room</b>
2:45-3:00 PM	<b>Break</b>				
3:00-4:00 PM	<b>Presentations of Grantee Business Model Schematics and Workshop Wrap-up—Green Mountain Ballroom</b> <ul style="list-style-type: none"> <li>• Presentation of business model schematics and insights from business model planning</li> <li>• Path forward on program-level strategies and peer sharing to support business model development and success</li> <li>• Upcoming Better Buildings Neighborhood Program milestones and grantee support priorities</li> </ul>				
Evening	<b>No-Host Dinner Options</b> (See meeting materials for local restaurants and activities)				



*The Business of Energy Efficiency Workshop*  
October 24-26, 2011  
Burlington, VT

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