2018 New York Regional
HOME PERFORMANCE CONFERENCE & TRADE SHOW
February 13-14 | The Saratoga Hilton | Saratoga, NY

Hosted by:

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Thank You

Keep up the good work.

NYSERDA thanks the residential builders and contractors who install innovative energy efficiency and renewable technologies.

And thanks to your work, New York State continues to be a national leader in the clean energy industry. Your hard work has improved the environment and helped thousands of homeowners reduce their energy costs.

nyserda.ny.gov

Save the Date!

We are proud to announce the upcoming national conferences scheduled until 2021. Mark your calendar for these exciting events, from the best educational agenda in home performance and weatherization to networking opportunities like none other.

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Upcoming NATIONAL Events .................................................................

2018 National Home Performance Conference
April 23-26 - Philadelphia Marriott Downtown – Philadelphia, PA

2019 National Home Performance Conference
April 1-4 - Sheraton Grand Chicago – Chicago, IL

2020 National Home Performance Conference
April 27-30 - Hyatt Regency New Orleans – New Orleans, LA

2021 National Home Performance Conference
April 12-15 - Hilton Austin – Austin, TX

2022 National Home Performance Conference
April 11-14 – Omni Nashville Hotel – Nashville, TN

For more information about upcoming events, please visit www.homeperformance.org

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nyserda.ny.gov
Dear Colleagues,

On behalf of the New York State Energy Research and Development Authority (NYSERDA), I want to welcome you to the 2018 Home Performance Coalition New York Regional Home Performance Conference and Exhibits.

This year’s Home Performance Coalition conference comes at an exciting time. Last month, Governor Andrew M. Cuomo announced, in his State of the State address, New York’s continued commitment to energy efficiency by directing NYSERDA and the New York Department of Public Service (DPS) to work with public and private stakeholders to develop and propose a comprehensive energy efficiency initiative by Earth Day. He also directed NYSERDA and DPS to propose a new energy efficiency target for 2025 that will accelerate progress towards the State’s ambitious climate and clean energy goals.

These initiatives are one way to fight climate change. Energy efficiency is a highly effective way to lower energy bills and help the State meet its nation-leading clean energy goals.

Building on the progress already made through existing NYSERDA and utility programs and our cutting-edge efforts to reduce energy use at State facilities, Governor Cuomo launched the $5 billion Clean Energy Fund to support investment in clean energy and energy efficiency technologies. Programs already underway are expected to save New Yorkers $39 billion over the next 10 years. The State is already home to more than 110,000 jobs in energy efficiency and these initiatives will continue to spur market development.

The sessions at this conference will help foster the spirit for growth by providing practical ideas and technical guidance for making high-quality home energy improvements. In addition to the sessions, I hope you take advantage of the networking opportunities and spend some time viewing the exhibits for new ideas that can help your company grow.

NYSERDA values your partnership in building New York State’s clean energy economy and we look forward to continuing to talk with you about how to not only improve our existing programs, but also advance new strategies in the market to support industry growth.

Sincerely,

Alicia Barton
President and CEO
New York State Energy Research and Development Authority
New York: Join a Growing Energy Efficiency Coalition!

Clean energy advocates are successfully raising the profile of energy efficiency within the Governor’s statewide Reforming the Energy Vision. Now is the time for the Home Performance community to add its voice to strengthen New York State’s commitment to energy efficiency.

Representatives from several organizations are teaming to forge a path forward. Join us!

Alliance for Clean Energy New York • Association for Energy Affordability • Building Performance Institute • Building Performance Contractors Association of New York State • E4TheFuture • Efficiency First • Home Performance Coalition • Performance Systems Development • True Energy Solutions • and more . . .

Sign up or learn more by contacting Steve at scowell@e4thefuture.org or Valerie at vstrauss@aae.us.org.

E4TheFuture works to advance smart energy policies, and to build a vibrant residential energy efficiency and clean energy sector.

INDUSTRY NEWS

2018 HPC National Home Performance Conference & Trade Show

April 23-26, 2018
Philadelphia Marriott Downtown • Philadelphia, PA

REGISTER NOW!

Home Performance Coalition (HPC)
1187 Thorn Run Road Ext., Suite 340
Pittsburgh, PA 15108

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Executive Director, Efficiency First
Larry Zarker
CEO, Building Performance Institute

www.e4thefuture.org

For more information, visit:
http://www.homeperformance.org/conferences/HPC18
Welcome & General Session

Tuesday, February 13, 2018 • 9:00 AM - 10:00 AM

Nate Natale  
Vice President of Education & Events  
Home Performance Coalition

Keith Aldridge  
CEO  
Home Performance Coalition

Steve Cowell  
Chair, Board of Directors  
Home Performance Coalition

"Home Performance in 2018: An Outlook for New York State"

As part of Governor Cuomo’s Reforming the Energy Vision (REV) strategy, the State is preparing to update its energy efficiency programs and targets this Spring. Learn how this may create more opportunities for the residential energy performance industry. NYSERDA and its private sector partners are working together to move forward Governor Cuomo's clean energy and climate agenda.

Keynote
Alicia Barton, CEO, NYSERDA

Special Remarks
Karen Hamilton  
Director, Single Family Residential at NYSERDA

What do you get when you join the network of professionals delivering Home Performance with ENERGY STAR to American homeowners?

STAR power. ENERGY STAR is recognized by over 91% of Americans.

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Competitive edge. Home Performance with ENERGY STAR is a voluntary program that engages consumers in high performance home improvements for safer, healthier and more comfortable and energy efficient homes.

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ENERGY STAR is the simple choice for energy efficiency. For 25 years, ENERGY STAR has been America’s resource for saving energy and protecting the environment. Home Performance with ENERGY STAR is a systematic approach to improving energy efficiency, comfort, and durability in homes using qualified professionals with third party oversight. Join the millions making a difference.
Conference Agenda

Tuesday, February 13, 2018

7:30 AM – 9:00 AM  Registration, Breakfast & Exhibits
9:00 AM – 10:00 AM  General Session: Welcome Remarks by Steve Cowell, Chair of the HPC Board of Directors & President of E4TheFuture; Education & Events
Keith Aldridge, CEO of HPC, Karen Hamilton, Director, Single Family Residential at NYSERDA and Nate Natale, HPC’s Vice President of Education & Events

10:00 AM – 10:30 AM  Coffee Break & Exhibits

TRACK TITLES

Breakout 1
10:30 AM – Noon
Building Envelope
Building Envelope Retrofit Part 1: Identifying & Addressing the Thermal Boundary
Al McMahan, Matt Redmond
Affordable Heating Solutions for Low-Income Households
(David Friello), Chris Coll, Domenic Delau, Jeff Fluherty, Herb Smith
Air Source Heat Pump Performance & NYS Outlook
Donovan Gordon, Jordan Dente, Kerry Hogan, Ian Shapiro, Scott Smith, Pasquale Strocchia

Heat Pumps & Emerging Tech
2018 Ventilation Extravaganza
Rick Karg
Improving the Field Performance of Heat Pumps in NYS Climates
(Kerry Hogan), Bruce Harley

IAQ & Healthy Homes
Indoor Air Quality 101
(Kelvin Keraga), Rick Karg

Program & Policy
Navigating the New Solar Landscape
Lisaeth Trombly
Growing Your Business & the Industry
Increase Profits through Quality Management
Dick Kornbluth, Kim Lenihan

Lunch, NYSERDA Awards & Exhibits

Breakout 2
1:30 PM – 3:00 PM
Building Envelope Retrofit Part 2: Air Sealing Tools & Diagnostics
Matt Redmond, Dale Sherman, Andy Stone
2018 Ventilation Extravaganza
Rick Karg
Improving the Field Performance of Heat Pumps in NYS Climates
(Kerry Hogan), Bruce Harley

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IAQ & Healthy Homes
Indoor Air Quality 101
(Kelvin Keraga), Rick Karg

Program & Policy
Navigating the New Solar Landscape
Lisaeth Trombly
Growing Your Business & the Industry
Increase Profits through Quality Management
Dick Kornbluth, Kim Lenihan

Breakout 3
3:30 PM – 5:00 PM
Advanced Air Sealing
Kelvin Keraga, Andy Stone
HVAC Best Practices
Louis Marrangelli
Ground Source Heat Pump Performance & NYS Outlook
John Covacca, Donovan Gordon, Hugh Henderson, Chong Lin, Kevin Moravec

The Business of Healthy Homes: Contractors Making it Work – A Panel Discussion
(David Friello), Peter Treast, TBD
Health Improvements & Beyond: The Non-Energy Benefits of Energy Efficiency Programs
Laura Capps, Joe Cullen, Melanie Paskevich

Training the Green Workforce for the Future
Shri Borelli, Nancy Kaplan, Diana McCarthy-Bercy, John Mitchell

Networking Reception & Exhibits

Wednesday, February 14, 2018

7:00 AM – 8:30 AM  Registration, Breakfast & Exhibits

TRACK TITLES

Breakout 4
8:30 AM – 10:00 AM
Attics & Cathedral Roof Slopes in Cold Climates
(Kelvin Keraga), Henri Fennell
The Fundamentals of Flow: Ducts Done Right
Allison Biales

HVAC Strategies
John Segenhalter
The Top 10 Things You REALLY Need To Know – Residential Energy Code
Amy Kasson, Michael Delkhen

Heat Pumps & Emerging Tech
John Segenhalter
The Top 10 Things You REALLY Need To Know – Residential Energy Code
Amy Kasson, Michael Delkhen

Valuing Energy Efficiency
High Performance Retrofits in Low and Mid-Rise Buildings through RetrofIT
(Jocherry Zhi), Loic Chappoz

Program & Policy
High Performance Retrofits in Low and Mid-Rise Buildings through RetrofIT
(Jocherry Zhi), Loic Chappoz

Growing Your Business & the Industry
Biggish Data 2018: 8 Years of Data on How Homeowners Look at Home Performance
(Kim Lenihan), Peter Treast

Coffee Break & Exhibits

Breakout 5
10:30 AM – Noon
New Technologies in Lighting & Smart Homes
(Kara Saul Rinaldi), Lisa Earle, Beth Melbricht, Dave Oberheizer, Jeremy Snyder
Rick Karg

HVAC Strategies
The Virtues and Vices of ASHRAE 62.2
Jonathan Comstock, Donovan Gordon, Lloyd Hamilton, Bruce Harley, Kevin Moravec, John Pfeiffer

Pay for Performance for the Residential Sector
(Laura Geel), Megan Fisher

Lessons Learned from Multifamily Passive House Projects
(Patrick Fitzgerald), Gwen McCaughlin, Adam Romano, Gahl Sorokin Spanier

Leveraging the Brand: How Home Performance with ENERGY STAR Can Help You Close More Sales!
(Erik Gilbert), Andrew Isaacs, Peter Treast

Lunch & Exhibits

Breakout 6
1:30 PM – 3:00 PM
Best Practices in Modeling & Truing Up Data
Bruce Harley
Zone Pressure Diagnostics
Rick Karg
Common Errors in Hydronic Radiant Panel Heating Systems
John Segenhalter
How to Sell Home Performance without Subsidies
(Julie Caracina) Robin Allbran, Matthew Soble

BPI Certifications & National Policy – Time for an Industry Update
(Amy Kasson), John Jones, Kara Saul Rinaldi

The Digital Marketing Landscape in 2018: 5 Tactics That Home Performance Contractors Should Be Using
Peter Treast
Increase profits through Quality Management

BIZ 1 • Growing Your Business & the Industry

This session is an introduction to the principles of Quality Management. Traditional ways of increasing profits in private sector contracting have been by increasing sales, raising prices or by reducing costs. Increasing sales requires increased marketing and production costs, raising prices may make the company less competitive, and lowering costs by lowering wages and reducing material costs can lower quality. There is another way: reduce waste and errors. By instituting Quality Management Systems, contractors and weatherization agencies can increase production without increasing labor costs resulting in increased profits and productivity. Business and weatherization agencies of all sizes can benefit from Quality Management Systems.

By attending this session, attendees will:
1. Learn how Quality Management Systems can improve the bottom line of your business or agency.
2. Learn real world techniques for incorporating Quality Management Systems into their business.
3. Understand the importance of a blame-free culture in implementing a Quality Management System into their business or agency.

Building Envelope Retrofit Part 2: Identifying & Addressing the Thermal Boundary

BUILD 1 • Building Envelope

This session will discuss the basics of air and thermal boundaries and how to identify them. We will discuss strategies and tools for determining where these boundaries should be located and if they are effective. We will discuss why air and thermal boundaries should align with each other as well as discuss vapor and rain barriers. We will also review tools useful for testing these boundaries, such as blower doors, pressure pans, infrared cameras, smoke, and one’s own eyes and evaluation.

By attending this session, attendees will:
1. Be able to identify pressure and thermal boundaries and whether they are in alignment with each other.
2. Know how to test the effectiveness of air boundaries for leaks and test thermal boundaries using a variety of tools.
3. Know how to use a variety of tools for testing air and thermal boundaries.

Affordable Heating Solutions for Low-Income Households

HVAC 1 • HVAC Strategies

Working with heating systems in homes with low to moderate income occupants can introduce different considerations than working in market-rate populations. This panel of contractors will discuss their experiences providing heating services when taking into account an occupant’s budget, dealing with renters or landlords, and program benefits they may qualify for. The discussion will cover topics such as deciding between repair and replacement, fuel usage, and providing costs and options that meet the family’s budget. They’ll address where to refer customers for additional support and services, protecting yourself as a contractor, and working with staff to ensure they make the right choices for low income families without overwhelming. Come ready to share your ideas, ask questions, and learn from your peers how to improve outcomes and prepare staff for working in low to moderate income households.

By attending this session, attendees will:
1. Understand challenges and solutions associated with delivery of energy efficiency services for low income customers.
2. Gain resources to share for available repair and replacement funding.
3. Learn how to frame the conversation when discussing an occupant’s heating system options.

Indoor Air Quality 101

IAQ 1 • IAQ & Healthy Homes

Air is invisible, yet the indoor air we breathe is one of the most essential aspects of life. Indoor air quality (IAQ) becomes more of a concern in this session. We will discuss the essential elements of IAQ, including controlling pollutant sources and reducing pollutants with ventilation (ASHRAE 62.2). Additionally, we will discuss the important topics of combustion sources of pollution and moisture control.

By attending this session, attendees will:
1. List the basic elements of acceptable indoor air quality.
2. Describe methods of controlling sources of indoor air pollution.
3. Know when and how to reduce indoor air pollution with ventilation, air cleaning, and filtration.

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Navigating the New Solar Landscape

PROG 1 • Program & Policy

New York State is undertaking significant changes in how it generates and delivers energy, and solar power is emerging as the technology of choice for many New Yorkers. This presentation will cover an overview of NY-Sun’s current programs, including new efforts focused on engaging the low and moderate-income population.

By attending this session, attendees will:
1. Gain understanding of what role NY-Sun plays in the New York State solar market.
2. Understand what options there are for going solar, which includes community solar.
3. Learn about a new program that is dedicated to bringing solar opportunities to the low-income community.

Air Source Heat Pump Heat & NYS Outlook

PUMP 1 • Emerging Alternative Technologies

This session will review an overview of NYSERDA-funded source heat pump demonstration projects and results to date, including demonstration of ASHREPs installations in Brooklyn and Queens; air to water heat pumps in Tompkins County, as well as demonstration of ASHREPs systems in the Hudson Valley.

By attending this session, attendees will:
1. Learn about the status of renewable heating and cooling market development activities in New York.
2. Learn about how heat pump source air source heat pump performance and understand demonstration projects underway.
3. Get updates on the status of the heating and cooling initiatives.

Real Estate Diagnostics

Building Envelope Retrofit Part 2: Air Sealing & Diagnostics

BUILD 2 • Building Envelope

This session will provide strategies for achieving more effective air sealing results using a variety of methods discussed in Part 1. Practical use of targeted air sealing, blower door-assisted infrared scanning will be covered. Strategies for improving infrared scans on mild temperature days, the effect of air-sealing on pressurization in rooms, and addressing interactive zones will be discussed.

By attending this session, attendees will:
1. Understand how to perform more effective air sealing.
2. Examine how to improve IAQ and client comfort while reducing building energy costs.
3. Understand how to test for pressure-balanced rooms, test for interstitial communication between zones, and how to determine the source of remaining infiltration.

Building Envelope Retrofit Part 2: Air Sealing & Diagnostics

BIZ 2 • Growing Your Business & the Industry

This will cover key topics for a successful new business and agency. The presentation will cover an overview of NY-Sun’s current programs, including new efforts focused on engaging the low and moderate-income population.

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Best Practices in Sales and Customer Service

BIZ 2 • Growing Your Business & the Industry

As a business owner, you wear many hats throughout the day and don’t often have a lot of time for sales. Yet, attaining new business while retaining and growing existing clients is the lifeblood of every business. This session will cover key topics for a successful new business and agency.

By attending this session, attendees will:
1. Develop a sales process focused on customer service and building referrals.
2. Understand the many options there are for going solar, which includes community solar.
3. Learn about the status of renewable heating and cooling market development activities in New York.
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5. Gain insight on how better contracts can increase customer satisfaction and reduce costly disputes.
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Session Descriptions — cont.

**Data Standards Roadmap: Priorities & Actions for Driving Data Standardization in Home Energy Efficiency**  
**PROG 2 • Program & Policy**

In 2017, HPC, in collaboration with the U.S. DOE and the HPXML working group, initiated a roadmapping process to increase the value and use of HPXML among home performance programs and their partners. Open data standards, like HPXML, are crucial for improving stakeholder access to low-cost, high-quality data. Yet, despite the benefits of data standardization, the market has been slow to adopt the standard, particularly outside a planned software upgrade or when the value of HPXML is unclear. Join us for a facilitated discussion on the Roadmap’s key findings, and learn what you can do to increase data standardization in your state. All conference goers are encouraged to attend.

By attending this session, attendees will:
1. Define industry priorities for driving data standardization in home performance.
2. Describe value proposition of HPXML for utility programs, contractors, software, and other users.
3. Identify actions stakeholders can take to increase the use of HPXML in their states or programs.

Keith Aldridge • Moderator, Home Performance Coalition  
Julie Caracino, Home Performance Coalition  
Andy Frank, Sealed  
Greg Thomas, Performance Systems Development

**Improving the Field Performance of Heat Pumps in Cold Climates**

**PUMP 2 • Emerging Alternative Technologies**

Air-source heat pumps (ASHPs) have been in US homes for decades. However, the latest technology has increased their appeal and market share in colder regions. While interest grows regarding benefits ASHPs can bring to cold climate regions, there is concern over diminished performance when improperly designed, installed, and operated, despite proven performance in cold climate lab conditions. The Northeast Energy Efficiency Partnership (NEEP), with DOE support, recently published guidelines for selection, design, and installation of cold climate ASHPs. Attend this session to learn about these new resources as well as NYSERDA’s recently launched ductless mini-split heat pump demonstration project.

By attending this session, attendees will:
1. Understand the importance of and basics of sizing, selection, and installation of air source heat pumps in cold climates and operations and maintenance guidance and resources for homeowners.
2. Discover newly available tools and resources being deployed to programs and contractors in how to design, select, and install air source heat pumps in cold climates.
3. Examine results from recent findings in the northeast that have provided data on how cold climate heat pumps perform in the northeast.

Bruce Harley, Bruce Harley Energy Consulting

**Advanced Air Sealing**

**BUILD 3 • BuildingEnvelope**

Air sealing is one of the most important measures we can provide to our customers—if we work effectively and efficiently. This session will demonstrate techniques that will help you identify the best air sealing strategies in a dwelling, assess the impacts, and optimize your approach to air sealing creating comfort and savings. We’ll discuss ways to identify and treat priorities, and offer strategies for measuring impacts using tools such as infrared to improve your ability to make the best choices. We’ll also discuss the effects of air sealing on ventilation and building health. And we’ll invite attendees to share their best practices with the group.

By attending this session, attendees will:
1. Learn how to establish an effective protocol for air sealing.
2. Explore advanced air sealing techniques.
3. Discuss the importance of balancing air sealing with ventilation.

Andy Stone, NYSWDA  
Kelvin Keroga, NYSERDA

**HVAC Best Practices**

**HVAC 3 • HVAC Strategies**

This session will provide participants with the best practices of the HVAC industry: from human comfort basics to design process, installation, HVAC commissioning, and customer education. This is a refresher course geared to refine experience HVAC personnel to a national Standard (ACCA 5 HVAC Quality Installation Specifications). This Standard provides a universally accepted definition for quality installation which allows the HVAC contractor to demonstrate their commitment to quality HVAC installations in residential and commercial building applications. This is also a great overview for the HVAC beginner to gain valuable knowledge and guidance for the HVAC industry.

By attending this session, attendees will:
1. Review of National Standard for the HVAC industry.
2. Gain insight on why following this standard can potentially increase business and reduce overall cost.
3. Opportunity to evaluate your current business practices and compare to the “Best Practices.”

Louis Marrongelli, CLEANresult

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The Business of Healthy Homes: Contractors Making it Work. A Panel Discussion...

High Performance Retrofits in Low and Mid-Rise Buildings through RetrofitNY...

The Top 10 Things You REALLY Need To Know- Residential Energy Code...

Leveraging the Brand: How Home Performance with ENERGY STAR Can Help You Close More Sales...

Attics & Cathedral Roof Styles in Cold Climates...

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Session Descriptions — cont.  Session Descriptions — cont.
### Session Descriptions — cont.

**Breakout 5: Wednesday, Feb. 14 • 10:30 AM - 12:00 PM, cont.**

#### Lessons Learned from Multifamily Passive House Projects

PROGS • Program & Policy

This session will discuss projects that have integrated Passive House standards, including scaling up Passive House from single-family homes to multifamily buildings and NYSERDA’s adoption of Passive House in the design of its new Multifamily New Construction Program. AEA will provide an in-depth overview of enclosure and mechanical system design considerations, quality control, testing methodology, and lessons learned from the in-progress construction of the Hanac Corina Senior Housing development, a 68-unit 8-story affordable housing project located in Corona, Queens, NY, addressing the affordability and comfort needs of low-income seniors. Hear about the challenges those projects have faced and collaborations and innovations developed to bring the projects together.

By attending this session, attendees will:
1. Understand the Principles of Passive House
2. Understand how scaling from single-family to multifamily impacts the application of the principles of Passive House
3. Learn about strategies used to resolve challenges and harness advantages in multifamily Passive House

Gwen McLaughlin, TPC
Adrian Romano, Association for Energy Affordability, Inc.
Gahl Sorkin Spanier, Association for Energy Affordability, Inc.

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### Session Descriptions — cont.

**Breakout 6: Wednesday, Feb. 14 • 1:30 - 3:00 PM**

#### Panel Discussion: Virtues and Vices of ASHPs and GSHPs

SUMMARY • Program & Policy

This session will be a roundtable discussion about the merits of air source and ground source heat pumps and when one system or the other would be the best choice taking into account initial capital investment, ROI, energy efficiency, current incentives, long-term benefits, how the technologies work with the REV, how can utilities or municipalities help especially with the high capital costs of the ground source loop, and what kind of financing is available.

By attending this session, attendees will:
1. Be able to make an educated assessment of when it would be best to specify air source or ground source heat pumps
2. Know what some of the current incentives are for each technology
3. Understand the benefits and shortcomings of each technology

Jonathan Constock, SolarTumpkins
Lloyd Hamilton, Verde, LLC
Bruce Harly, Bruce Harly Energy Consulting
Donovan Gordon, NYSERDA
Kevin Maravec, Maravec Geothermal
John Pfluffer, Kinetic Energy Solutions, Inc.

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### New & Emerging Technologies in Lighting & Smart Homes

#### TOOLS 5 • Tools & Techniques

Advances in lighting and smart home technologies offer the potential to improve a home or building’s energy efficiency, save energy, and add value for the occupant. This session will discuss recent pilots and projects in LED lighting, smart thermostats, and smart home technologies. Hear the results from Pay for Performance projects, in which the Lighting Research Center installed LEDs in single family and multifamily residences across New York. You’ll also learn about LED bi-level lighting and controls for low-rise multifamily buildings and an LED Design Toolkit. Presenters will discuss innovations in smart technology — how smart home devices are blending technology with building science, weather data, and occupant behavior, and a NYSERDA home energy management systems (HEMS) project that is focusing on the integration of smart controls for lighting and HVAC and consumer engagement.

By attending this session, attendees will:
1. Learn about lighting and smart thermostat technologies available on the market today
2. Understand the cost and energy savings potential from these technologies
3. Discover how the technologies offer a unique opportunity for energy efficiency programs and contractors
Kara Saul Rinaldi - Moderator, Home Performance Coalition
Liz Earle, National Renewable Energy Laboratory
Beth Mielbrecht, Talen Engineering, PC
Dave Oberholzer, Whisker Labs
Jeremy Snyder, Lighting Research Center, Rensselaer Polytechnic Institute

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### Pay for Performance for the Residential Sector

#### VALUE 5 • Valuing Energy Efficiency

Pay for Performance (P4P) mechanisms provide the market with opportunities for business model innovation by bringing the full value of a measured unit of energy efficiency to the market while lowering transaction costs. NYSERDA, in close collaboration with utilities and market partners, is developing a P4P energy efficiency strategy for New York State with plans to launch pilots in the single family residential and small commercial sectors in 2018. This panel will share NYSERDA’s latest thinking on the P4P pilot elements and timeline, and will provide information on opportunities to get involved.

By attending this session, attendees will:
1. Learn about the Pay for Performance (P4P) approach
2. Understand the potential benefits of the P4P approach and how it will advance NYS greenhouses gas emissions reduction goals
3. Identify opportunities to engage in the pilot and to share feedback on the concept
Megan E. Fisher, NYSERDA
Join the discussion; share the journey!

Common Errors in Hydronic Radiant Panel Heating

When properly installed, hydronic radiant panel heating provides unsurpassed comfort. But there are several common errors that can significantly compromise these systems. This session presents these common errors, shows how to avoid them during design, and discusses options for correcting them if already in place.

By attending this session, attendees will:
1. Understand several common design and installation errors associated with hydronic radiant panel heating systems.
2. Learn how to avoid common design errors associated with hydronic radiant panel heating.
3. Know how to correct installation problems associated with hydronic radiant panel heating.

John Siegenthaler, Appropriate Designs

Best Practices in Modeling & Troubleshooting Data

Energy models can be essential to our work in home performance, but they have also gotten a bad rap. Many energy models over-estimate savings, sometimes by a large margin, what’s going wrong? Is it the software, the user, or something else entirely? In this session we will explore the sources of bias in residential energy models. More importantly, we will focus on how to avoid bias, with numerous tips and tricks to help validate your results. We will also look at the benefits and pitfalls of validating models with utility bills, using simple analysis or software calibration.

By attending this session, attendees will:
1. Understand the sources of bias in energy modeling.
2. Identify best practices to avoid bias in energy modeling.
3. Employ utility bill analysis or comparisons and other techniques to validate results.

Bruce Harley, Bruce Harley Energy Consulting

How to Sell Home Performance without Subsidies

The Home Performance industry has long held energy bill savings as the core component of the sales process and customer experience. This fundamentally limits which customers see value in the work and the sales professional’s chances of closing. This session will examine alternative market-based approaches to providing home performance and other high-quality residential contractors with the tools they need to sell energy efficiency and home performance improvements. This discussion will also offer participants a sales process that does not rely at all on energy savings. Instead, it will affirm the benefits of the work (i.e. comfort, home value, health, and state-of-good-repair) without relying on pure savings to investment ratios.

By attending this session, attendees will:
1. Understand how market mechanisms can drive home performance sales.
2. Know what not to say when selling without energy savings.
3. Expand their arsenal of sales techniques to increase success rate.

Julie Caracino, Home Performance Coalition
Robin LeBaron, PEAH Certification
Matthew Soble, Sealed

Pump 6 - Emerging Alternative Technologies

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John Siegenthaler, Appropriate Designs

Tools & Techniques

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How to Sell Home Performance without Subsidies

VALUE 6 - Valuing Energy Efficiency

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Matthew Soble, Sealed

Thank you for attending the 2018 New York Regional Home Performance Conference & Trade Show!
Thanks to Our Sponsors

Host Sponsor

NYSERDA – NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and support to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA’s programs, visit nysferda.ny.gov.

Sustaining Partners

Alliance to Save Energy – The Alliance to Save Energy promotes energy efficiency worldwide to achieve a healthier economy, a cleaner environment and energy security. To achieve this mission, the Alliance leads worldwide energy efficiency initiatives in policy advocacy, research, education, technology deployment and communications that impact all sectors of the economy; provides vision and activism which includes active and engaged members of Congress, leaders from business, the public interest sector and academia; initiates and participates in public-private partnerships, collaborative efforts and strategic alliances to optimize resources and expand its sphere of influence; and executes its mission through a team of recognized energy efficiency experts and professionals. Learn more at www.ase.org.

Energy Federation, Inc. – Energy Federation, Inc. (EFI) has grown to become one of the leading residential distributors of energy efficiency-related products in the United States. Underlying EFI’s mission today is the belief that a key obstacle to increased energy and water efficiency is inadequate awareness of, and access to, good quality resource conservation-related products. It is insufficient to simply recognize the benefits associated with reducing inefficient energy and water consumption – people actually need to be able to find and purchase these types of products. EFI uses multiple approaches to address this issue, through three business groups, a Consumer Division, Wholesale Division, and a Utility Programs Division. Learn more at www.efi.org.

E4TheFuture – We work as a nonprofit to advance clean, efficient energy solutions for residential customers. “E4” means: promoting clean, efficient Energy; growing a low-carbon Economy; ensuring low-income residents can access clean, efficient, affordable energy (Equity); restoring a healthy Environment for people, prosperity and the planet. We’re dedicated to bringing clean, efficient energy home for every American. Our endowment comes from Conservation Services Group, whose operating programs were acquired in 2015 by CLEAResult. Learn more at www.E4TheFuture.org.

Sponsors cont.

Home Performance with ENERGY STAR – Home Performance with ENERGY STAR is a public-private voluntary partnership program that aims to turn building science-based recommendations into solutions for improved, energy-efficient homes. The U.S. Department of Energy, in coordination with the U.S. Environmental Protection Agency, offers Home Performance with ENERGY STAR to improve a home’s performance systematically based on building science. Since 2002, more than 300,000 projects have been completed using the Home Performance with ENERGY STAR approach.

NASEO – The National Association of State Energy Officials (NASEO) is the only national non-profit association for the governor-designated energy officials from each of the 56 states and territories. Formed by the states in 1986, NASEO facilitates peer learning among state energy officials, serves as a resource for and about state energy offices, and advocates the interests of the state energy offices to Congress and federal agencies.

The Energy Conservatory – The Energy Conservatory (TEC) manufactures precision diagnostic equipment used to solve comfort, energy use, durability and air quality problems in buildings. Our reputation for innovative design and excellent technical support have made us a leading manufacturer of performance testing tools for the building industry. Learn more at www.energyconservatory.com.

TVA – The Tennessee Valley Authority, a corporation owned by the U.S. government, provides electricity for 9 million people in parts of seven southeastern states at prices below the national average. TVA, which receives no taxpayer money and makes no profits, also provides flood control, navigation and land management for the Tennessee River system and assists utilities and state and local governments with economic development. Learn more at http://www.tva.com/.

Gold Sponsor

Media & Promotional Partners
GROW YOUR BUSINESS BY EXHIBITING!

At HPC conferences, attendees are ready to learn, ask questions, and make purchasing decisions. The trade show floor is the hub for demonstrating new products and techniques, providing immediate and future sales, as well as product research and test marketing.

Trade Show Floor Plan

Exhibiting Hours

SET UP
Monday, February 12: Noon - 5:00 PM

EXHIBITS
Tuesday, February 13: 7:00 AM - 5:30 PM
5:30 PM - 6:30 PM (during the Networking Reception)
Wednesday, February 14: 7:00 AM - 1:30 PM

TEAR DOWN
Wednesday, February 14: 1:30 PM - 5:00 PM

You are invited to attend the Networking Reception

Tuesday, 5:00 - 6:30 PM

Here you will have the chance to personally connect with industry leaders and your peers alongside heavy appetizers and a cash bar. HPC also provides breakfast and lunch Tuesday and Wednesday as part of your registration.

Exhibitor & Branding Opportunities:

Chris Docchio – Director of Partner Relations • 412.424.0046 • cdocchio@homeperformance.org

Participating Exhibitors

Building Performance Institute (BPI)
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Zonolite Attic Insulation Trust
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Sponsor and Exhibitor Information

New York State Weatherization Directors Association (NYSWDA)
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Nu-Wool Co., Inc.
Jason Kanowski
(800) 746-9128
jkanowski@nuwool.com

Sponsor and Exhibitor Directory
The HPC Memorial Scholarship Fund

The HPC Memorial Scholarship Fund, solely funded by the generosity of our donors, awards financial support through scholarships to help further the advancement of the home performance industry through education and networking at HPC’s regional and national conferences. Whether you are a novice just beginning your career or a veteran who wants to learn the latest trends, all levels of experience in all facets of our industry are eligible for a scholarship.

“Be surrounded by a room of believers – those who dedicate their businesses and programs in combating the issues of health and safety, comfort and energy inefficiency in homes, was much like being in a utopic world. The Home Performance Contractor Scholarship afforded me the opportunity to be surrounded by difference makers, carbon emission reducers and forward thinkers. I will forever be grateful for the amount of resources, peer group discussions and mentorships I received during and post conference. Not to mention Continuing Education Units! I hope to see old and meet new friends at the next conference.”

Crystal Faison, President/CEO, Shepherd Design & Construction, LLC

Help raise money for scholarships by entering the HPC Regional Home Performance Conference & Trade Show raffle at the HPC Registration booth! You could win a TEC DG-1000, equipped with a powerful microprocessor and the ability to update the gauge with future software.

The Energy Conservatory’s DG-1000 pressure and flow gauge runs on a powerful microprocessor and custom-built operating system, making it the most advanced gauge on the market. It’s also the most accurate gauge on the market with an accuracy of 0.9% on each pressure reading, and has the widest pressure range of -2,500 Pa to +2,500 Pa. The DG-1000 includes features customers requested, such as a responsive, capacitive touch screen, landscape orientation, built-in Wi-Fi and replaceable, rechargeable batteries. Order now by calling (612) 827-1117, visit booth 24 or check out DG-1000.com to learn more.

To make a donation to the HPC Memorial Scholarship Fund online, visit http://homeperformance.org/support/scholarship-fund-contributions or contact HPC at 412-424-0070.

Conference Presenters

To learn more about the presenters, visit: http://www.homeperformance.org/presenters/conference/820

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The Saratoga Hilton Floor Plan

About Saratoga Springs

Saratoga Springs is known for its welcoming small-town charm and abundant historical and cultural offerings.

Named for the natural mineral springs throughout its landscape, Saratoga Springs offers unique experiences for every interest. Visitors are welcome to bottle their own water from any of the town’s 21 mineral springs, which are believed to have healing properties. Canfield Casino and the Saratoga History Museum in Congress Park are a must-see for those interested in exploring the city’s rich history. The Saratoga Race Course, National Museum of Racing and Hall of Fame, Frances Young Tang Teaching Museum and Art Gallery at Skidmore College, and the New York State Military Museum and Veterans Research Center are all located within easy walking distance of the heart of the city. Saratoga Springs offers ample outdoor recreational opportunities in winter, including well kept trails at Saratoga Spa State Park and nearby Adirondack resorts. The National Trust for Historic Preservation honored Saratoga Springs with its Great American Main Street Award for the city’s dedication to cultivating a thriving atmosphere in its downtown area.

Just steps from The Saratoga Hilton, event attendees will find unique multicultural dining options amid cafes and bistros, as well as distinctive coffee houses, shops, and galleries along Broadway and throughout the city center. Established in 1773 from a crude log cabin, the historic Old Bryan Inn can be found just steps away and offers something for everyone with their seasonal menu of real food made with local and organic ingredients. Chianti il Ristorante features sophisticated authentic Northern Italian fare and an award-winning wine selection in the heart of downtown Saratoga Springs. Discover more dining options around Saratoga Springs at https://www.discoversaratoga.org/dining/.

For more information about Saratoga Springs’ many attractions, visit www.discoversaratoga.org.
Sponsor an event and raise your company’s brand awareness, support workforce development and publicly demonstrate your commitment to energy efficient, healthy, sustainable homes. Pick your level of involvement or become a Sustaining or coveted Host sponsor. When you sponsor an HPC Conference and Trade Show, you will increase your company’s brand awareness and connect with industry leaders who are invested in creating healthy, comfortable, resource-efficient homes for all.

www.homeperformance.org/sponsor

GET INVOLVED!

You’re joining us to attract more business. The more leads you get the better opportunities you have to convert them into sales. It’s time to put on your savvy marketer hat and distinguish yourself from your competitors. Create lasting impressions in the minds of HPC Conference and Trade Show attendees. This is your chance to shine. Get your name and logo out there!

www.homeperformance.org/brand

The Home Performance Coalition delivers your target market directly to you at the industry’s leading educational conference and trade show with weatherization professionals, home performance contracting businesses, program administrators, and others working in the residential energy efficiency industry. At HPC Conferences, attendees are ready to learn, ask questions, and make purchasing decisions. Each HPC Trade Show offers a unique marketing and branding opportunity to showcase products, equipment and services, while allowing you to capture quality leads and expand your customer base. The trade show floor is the hub for demonstrating new products and techniques, providing immediate and future sales, as well as product research and test marketing.

www.homeperformance.org/exhibit

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www.homeperformance.org
2018 HPC National Home Performance Conference & Trade Show

April 23-26, 2018
Philadelphia Marriott Downtown
Philadelphia, PA

National Home Performance Conferences —
IT’S WHERE THE INDUSTRY GATHERS!

Join over one thousand residential energy efficiency professionals for four days of outstanding educational sessions, networking, and inspiration. In educational sessions, over lunch, or during casual conversations over coffee at the Trade Show, you’ll have the chance to personally connect with industry leaders and your peers from across the country.

Register today to attend the 2018 HPC National Home Performance Conference & Trade Show
www.homeperformance.org/conferences/HPC18