



# The Power of Information to Motivate Change

COMMUNICATING THE ENERGY EFFICIENCY OF  
TODAY'S COMMERCIAL BUILDINGS

A G E N D A

**NATIONAL PRESS CLUB**

529 14th Street, NW  
Washington, DC 20045

December  
**Tuesday** 9<sup>th</sup>

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**12:00 – 1:00 pm**    **Registration**

**1:00 – 1:15 pm**    **Introduction**

**1:15 – 2:35 pm**    **Better Management through Better Measurement**

- Benchmarking toward Energy Efficiency — *Robert Schoch, Director of Business Administration, Council Rock School District, PA*
- Campaigns to Improve Efficiency — *Karen Penafiel, Vice President, Advocacy, BOMA International*
- Motivating Change within JCPenney — *Robert Keller, Director, Energy Management & Engineering Services, JCPenney*
- Update on ENERGY STAR and Portfolio Manager — *Jean Lupinacci, Chief, Commercial and Industrial Buildings Branch, U.S. EPA*

**2:35 – 2:55 pm**    **Giving the Market the Information**

- Tapping the Power of the Market to Drive Change — *Andrew Florance, Founder, Director, Chief Executive Officer and President, CoStar Group, Inc.*

**2:55 – 3:10 pm**    **Break**

**3:10 – 3:30 pm**    **Keynote Address**

*Washington, DC Councilmember Mary Cheh*

**3:30 – 4:30 pm**    **Giving the Public the Information**

Government-Sponsored Policies

- *Cliff Majersik, Program Director, Institute for Market Transformation*
- *Douglas Mahone, Principal, Hescong Mahone Group and Chair, California Benchmarking Work Group*
- *Laurie Kerr, Senior Policy Advisor on Sustainability, Mayor's Office, City of New York*

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Addressing Near-Term Challenges with Building Energy Use Disclosure

**8:30 – 10:00 am** **Deciding on the Information**

Review of Other Efforts

- *Hampton Newsome, Attorney, U.S. Federal Trade Commission*
- *Roberts French, U.S. EPA Office of Transportation and Air Quality*
- *Jim Clark, Senior Officer, Program Development, Buildings Division, Natural Resources Canada*

Presentation of Options — *Maura Beard, U.S. EPA ENERGY STAR*

**10:00 – 10:30 am** **Break**

**10:30 – 12:00 pm** **Deciding on the Information (continued)**

Discussion of information and options

**12:00 – 1:00 pm** **Lunch**

Remarks from Hines and the National Association of State Energy Officials

**1:00 – 2:00 pm** **Verification**

- Verification Process for ENERGY STAR — *Alexandra Sullivan, U.S. EPA ENERGY STAR*
- Discussion of verification options for disclosure

**2:00 – 3:00 pm** **Making Information Accessible**

- Presentation of Options — *Cindy Jacobs, U.S. EPA ENERGY STAR*
- Discussion

**3:00 – 4:00 pm** **Priorities for EPA Based on Previous Discussions**