

Paul Suskie
Chairman
(501) 682-1451

Colette D. Honorable
Commissioner
(501) 682-1455

Olan W. Reeves
Commissioner
(501) 682-1453

ARKANSAS
PUBLIC SERVICE COMMISSION
1000 Center
P.O. Box 400
Little Rock, Arkansas 72203-0400
<http://www.Arkansas.gov/psc>



FOR IMMEDIATE RELEASE:
July 9, 2009

**National Experts to Conduct July 15 Workshop
on Energy Efficiency as part of the Arkansas Public Service
Commission's Sustainable Energy Resources Collaborative**

(Little Rock) – As part of its continuing series of events in the Sustainable Energy Resources Collaborative, the Arkansas Public Service Commission is sponsoring two prominent national experts to present lectures and respond to questions on the subject of energy efficiency – its resource potential and incentives to promote its development. **The Workshop on Energy Efficiency, will be held from 10 a.m. to 3 p.m. on Wednesday, July 15, 2009 at the Arkansas Electric Cooperative Corporation's offices at 1 Cooperative Way, Little Rock, Arkansas 72218.**

The opening speaker for this event will be **Mr. Steven Nadel, Executive Director of the American Council for an Energy Efficiency Economy ("ACEEE")**, a nonprofit, 501(c)(3) research organization dedicated to advancing energy efficiency as a means of promoting economic prosperity, energy security, and environmental protection. Mr. Nadel, who has been with ACEEE for almost 20 years, will address the progress being made by utilities at the state and national level to incorporate energy efficiency into their resource portfolios and will discuss pending legislation in Congress to expand energy efficiency and renewable resource development.

The afternoon session will feature **Mr. Richard Sedano, Director of the Regulatory Assistance Project ("RAP")**, a nationally-known public interest consulting firm. Mr. Sedano, a former commissioner of the Vermont Department of Public Service, the state's energy office and consumer advocate, served as the Commission's facilitator of the Arkansas Energy Efficiency Collaborative in 2006, during the formulation of the Arkansas Rules for Conservation and Energy Efficiency Programs in Docket No. 06-004-U. Mr. Sedano will make a presentation on a recent study conducted by the Lawrence Berkeley National Laboratory ("LBNL") and RAP, entitled "Financial Analysis of Incentive Mechanisms to Promote Energy Efficiency: Case Study of a Prototypical Southwest Utility." Workshop participants are encouraged to download and review the LBNL/RAP study prior to the event:
www.raponline.org/Pubs/LBNL_EE_Incentives_030309_FINALv11_MainReport.pdf

There will be ample time for Q&A and discussions during both sessions of the workshop. Lunch for this event will be provided.

The Commission expects that major natural gas, electric utilities and electric cooperatives will be represented at the Collaborative forum, as well as representatives of the Attorney General's office, the Southwest Power Pool Regional Transmission Organization, commercial and industrial customers, environmental organizations, low-income advocates, and others who are part of the Commission's SER Collaborative.

Upcoming events of the SER Collaborative will include workshops during the late summer and fall on wind, non-wind renewable resources, and demand response and the Smart Grid.

###

Contact: Paul Suskie at 501-682-5809

E-mail: psuskie@psc.state.ar.us