

ETW

Energy & Technology Workshops & Webinars



2011

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Dear ESC Member:

The Energy Solutions Center Energy and Technology Workshops & Webinars are designed to provide the knowledge, skills, and abilities to enhance the success of your marketing, sales, and customer support representatives in a location and at a time convenient for your staff or customers.

Whether you select ready-to-deliver or customized workshops or webinar, you will succeed in introducing new gas solutions to your staff and your customers. Many ESC members have already taken advantage of these offerings, and most actually pick and chose from the offerings and presentations to design exactly what is needed for their own workforce or customer base. Each workshop or webinar is conducted by energy industry professionals and ***can be tailored and/or branded to incorporate your specific corporate specifications, strategies and/or local needs.***

Workshop & Webinar Offerings Include:

- Energy Basics – properties and attributes of various fuel sources and their advantages and disadvantages relative to different customer segments
- Energy Efficiency Strategies – a look inside energy efficiency and specific applications offering technology solutions for cost reductions and facility improvements
- Natural Gas Basics – gas distribution industry fundamentals and natural gas use by different customer segments
- Marketing & Sales Strategies – examine current trends and best practices
- Gas Air Conditioning – what's available and makes sense for end-use customers
- Boilers and Steam Systems – insight into issues and technologies to improve boiler operations
- Residential Gas Solutions – strategies for maximizing burner tips in homes and the role of natural gas products in energy efficient and green homes
- Commercial Sales Training – from space conditioning appliances to onsite power generation
- Vertical Subdivisions – the latest innovations and design considerations for natural gas in apartment and office buildings
- Commercial & Industrial Laundries – operational tips and technologies to improve the bottom line
- Foodservice Industry – from the kitchen to the patio
- Improving Industrial Productivity – overview of various natural gas applications and processes that can improve the bottom line of industrial customers

Professional Development Hours/Units (PDHs) can be awarded by attending ESC workshops. A PDH is one contact hour of instruction or presentation. Each ESC workshop grants attendees with this measure of continuing education credit.

Remember, these workshops and webinars are conducted for free for ESC members, so take advantage of them to raise the competency of your staff or the knowledge of your customers!



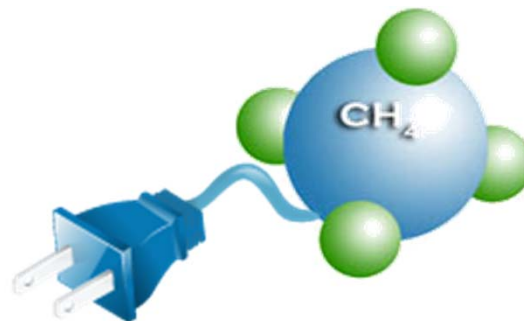
David Weiss
Executive Director



Energy Basics

Topics included in this program

- Overview of Energy Terminology
- Energy Industry Structure and Design
- Fuel Source Comparisons
- Environmental Impacts
- Deregulation and Decoupling
- Energy Economics



Who will benefit from this program

This workshop series is designed for newly hired utility reps, or utility veterans recently transferred into marketing, sales, customer outreach, energy efficiency and conservation, or technical support positions that require a basic understanding of the energy industry.



Energy Efficiency Strategies

Topics included in the program

- Residential
 - Residential Green Building Guidelines
 - Rebate Strategies
 - DSM Program Implementation and Metrics
 - Energy Star Program and Appliances
- Commercial
 - HVAC Strategies
 - Advanced Equipment
 - Metering and Automation
- Industrial
 - Automation and Controls
 - Heat Recovery Options
 - State and Federal Government Assistance

Who will benefit from this program

This workshop series is designed for both new and seasoned utility representatives, as well as architects, developers, engineers, and commercial/industrial customers.



Natural Gas Basics

Topics included in this program

- Energy Basics - exploration/production, transportation, and delivery of natural gas.
- Fuel cost and measurement comparisons
 - Natural gas
 - Electricity
 - Other fuels
- Supply and Price Outlook
 - Impact of LNG, biogas, and sub-quality gas
- Market Segments: Technologies, Applications, Programs, and Issues
 - Residential Markets – water heating, furnaces, HVAC, federal and state rebates and incentives
 - Commercial Markets – key customer segments (Office Buildings, Hotels, Restaurants, and Energy Star and LEED)
 - Industrial Markets – key energy uses and opportunities including steam systems, heaters, furnaces, and dryers
- Market Focus and Opportunities for Natural Gas
 - Cooling and Space Conditioning
 - Food Service Equipment
 - Energy Efficiency
- Rates - What is Decoupling?

Who will benefit from this program

This workshop series is designed for new utility marketing, sales, and customer support reps or utility reps with a past focus on electricity and electricity distribution.





Marketing & Sales Strategies

Topics included in the program

- Market Research Tools – how do the traditional ones compare to new fangled on-line options
- Customer Segmentation – new ways of evaluating industrial, commercial, and residential customers
- Customer Relationship Management – it's more than a software system!
- Anticipating Customer Needs – to help you meet your marketing goals
- Reducing Costs and Increasing Effectiveness of Customer Communications
- Outsourcing Customer Service
- Don't Reinvent the Wheel – successful and unsuccessful marketing strategies at other utilities
- Trade Show Effectiveness – learn the do's and don'ts if you are going to take the time and money to exhibit at local and regional conferences and tradeshow
- Sales Team Management

Who will benefit from this program

This workshop series can be designed for a young, or more advanced, utility marketing, sales, and customer support team.



Gas Air Conditioning

Topics included in the program

- Air Conditioning Fundamentals and System Components
- Absorption Cooling
- Engine Driven Chillers
- Steam Turbine Chillers
- Humidity Control (Humidification/dehumidification)
- High level CHP and Heat Recovery Utilization
- Life Cycle Cost analysis, paybacks and the Customer ROI
- New Generation of Gas Heat Pumps

Who will benefit from this program

This workshop series is designed for commercial and industrial customers and utility marketing and sales representatives.



Boilers & Steam Systems

Topics included in this program

- Description of Boiler Types and Applications
- Design Basics
 - How does a Boiler Operate?
 - Steam Distribution Design Basics
- Environmental Regulations
 - Emission Control Options
 - Low NOx Burners
- Navigating www.BoilerOnsite.org
- Energy and Cost Savings
 - Efficiency Calculators
 - Compact and High Efficiency Boilers
 - Economizers and Heat Recovery Systems
- Energy Management Considerations
 - Advanced Controls and Automation
 - Preventing Steam and Condensate Loss
- Basics of Boiler Operation
- Measurement and Controls
- Steam System Audits
- Advanced Calculators and Energy Management Systems
- Utilizing www.BoilerOnsite.org
- Boiler Heat Recovery
 - Heat Loss Analysis
 - Economizers
 - Condensing Heat Recovery Systems
- Showcase Installations and Customer Testimonials
- Energy Efficiency Programs, Tax Credits, and Incentives
- DOE “Save Energy Now” Program and Results for Steam Systems



Who will benefit from this program

This workshop series is designed for utility marketing and sales representatives responsible for large commercial and industrial customers. This workshop is also appropriate for commercial and industrial customers.



Residential Gas Solutions

Topics included in the program

- Sales Strategies in the Residential Marketplace
- Comfort & Health Issues – heating/desiccants
- Water Heating Options – standard/high efficiency tank and tankless
- Ranges and Dryers
- Fireplaces, Free-standing Stoves, Space Heaters
- Outdoor Living Products – lights, patio heaters, grills, fire pits, tiki torches and pool heaters
- Residential Piping Options – cast iron, CSST and copper

Who will benefit from this program

This workshop series is designed for utility representatives, architects, developers, and engineers focused on residential natural gas applications.



Commercial Sales Training

Topics included in the program

- Commercial Gas Overview
- Heating appliances – boilers, warm air furnaces, RTU, Infrared
- Water Heating Technologies
- Cooling Products
- Combined Heat and Power (CHP)
- Foodservice Equipment
- Humidity Control Options (desiccants and humidification equipment)
- Understanding Life Cycle Costing Models

Who will benefit from this program

This workshop series is designed for commercial marketing and sales reps, but can be structured for delivery to commercial customers, architects, and engineers.



Vertical Subdivisions

Topics included in the program

- Vertical Subdivision Background / Lifestyle Trends
- Design Considerations and Options
 - Central Boilers, Individual Heating, Radiant Floor Heating Systems, and Tankless water heating
 - Appliance and Meter Venting and Piping options
 - Ambiance and added tenant value – Fireplace, patio heat
- Offsetting Peak Electric Demand
 - Gas cooling & humidity options to consider
 - Power Generations – CHP & Emergency Back-up Power
- Energy Reduction and Added Tenant Control with Submetering
 - Metering and sub-metering options – Diaphragm, Ultrasonic and BTU Meters
 - Remote meter reading & billing options

Who will benefit from this program

This workshop series is designed for utility representatives, architects, property managers, engineers, and public officials responsible for multifamily and high-rise units.



Commercial/Industrial Laundries

Topics included in the program

- Innovative Boilers Designed for Laundries
- System Maintenance and Testing Techniques
- Water Treatment Technology
- Energy Efficient Instantaneous Water Heating Systems
- Conditioning your Environment

Who will benefit from this program

This workshop series is designed for utility commercial/industrial account representatives or utility customers with either stand-alone laundries and uniform rental facilities, or hospitals, hotels, and universities.



Foodservice Industry

Topics included in the program

- Adding Ambiance with Natural Gas - lights, fireplaces, patio heaters, & fire pits
- Energy Conservation and DSM Issues
- Flexible Connector Code Requirements
- Ventilation and Make-up Air Systems
- Dehumidification
- Ventilation and Make-up Air Systems
- Dehumidification
- Innovations in Gas Cooking Equipment
 - Steamers, Kettles, and Skillets
 - Griddles
 - Infrared Cooking
 - Ovens and Combi Ovens
 - Fryers
 - Booster Water Heaters
- Flexible Connector Code Requirements

Who will benefit from this program

This workshop series is designed for utility foodservice representatives or utility customers in the restaurant, lodging, governmental, health, or educational sectors.



Improving Industrial Productivity

Topics included in the program

- Where and How Gas is Used
- Price Trends and Outlook
- Major Applications
 - Boilers and Steam Systems
 - Drying
 - Process Heaters
 - Furnaces
 - Flares and Thermal Oxidizers
- Improving Process Efficiency and Reducing the Carbon Footprint
 - Automation and Controls
 - Regenerators and Recuperators
 - Emerging Technologies such as Thermo-Chemical Recuperation
 - Local, State, and Federal Efficiency Programs
- Market Opportunities
 - Air Compression, Onsite Power Generation and Transportation including Forklifts

Who will benefit from this program

This workshop series is designed for large commercial or industrial utility marketing and sales reps, utility conservation and efficiency staff, or industrial customers.



Sample Workshop Agendas

Fully Customizable

These workshops are designed to provide you the greatest flexibility in designing a custom training program for your sales representatives and end-use customers. We will work with you to design the perfect agenda to meet your training or customer outreach needs. Listed below are two examples of workshops produced for ESC members:

Residential Account Rep Training

7:30 AM	Continental Breakfast
8:00 AM	Welcome
8:10 AM	Overview of Energy Solutions Center Tools and Resources
8:50 AM	Natural Gas Basics (abbreviated)
9:50 AM	Break
10:00 AM	Overview of residential green building certification programs (NAHB, LEED, Energy Star, Gas Advantage)
10:40 AM	Residential Natural Gas Appliances
11:20 AM	Q & A session
12:00 PM	Lunch
1:00 PM	Emergency Generators
1:40 PM	Tankless Water Heaters
2:20 PM	Residential Desiccant Systems
3:00 PM	Break
3:10 PM	Creating an Outdoor Room
3:50 PM	Q&A session
4:20 PM	Adjourn

Industrial/Commercial Laundry Customer Workshop

8:00 AM	Welcome and Program Introduction
8:10 AM	Energy Efficient Boilers for High Throughput Laundries
8:45 AM	Instantaneous Water Heaters
9:15 AM	Direct Contact Water Heaters
9:45 AM	Desiccant Dehumidification Strategies
10:15 AM	Advanced Dryer Systems
10:45 AM	System Maintenance Techniques and Testing Practices
11:15 AM	Water Treatment Technology
11:45 AM	Case Studies
12:00 PM	Lunch and Adjourn