

The NATIONAL RENEWABLE ENERGY LABORATORY is partnering with the  
MARKETERS' MARKETERS GROUP to present a free workshop:



# "IMPROVING THE PERFORMANCE OF YOUR GREEN PRICING PROGRAM"

Wednesday October 6th, 2004, 1:30-4:00pm EDT  
Crowne Plaza Hotel in Albany, New York

**Interested in improving the quality of your green pricing program?  
Want to get a solid start on a new green pricing program?**

This workshop, organized by the National Renewable Energy Laboratory and the Center for Resource Solutions, is designed to help utilities and renewable energy providers achieve better participation rates, design meaningful programs, and build upon success. The workshop will identify and explain proven strategies for successful design and implementation of green pricing programs, and feature a faculty drawn from leading green power marketing practitioners.

The workshop will be conducted following adjournment of the Ninth National Green Power Marketing Conference and is open to both conference attendees and non-attendees. If you are interested in registering for the entire conference, please visit the conference Web site: <http://www.eere.energy.gov/greenpower/conference/ninth.html>.

## PRELIMINARY AGENDA

1:30 pm	WELCOME AND INTRODUCTIONS
1:45 pm	<b>"Elements of an Effective Green Pricing Program"</b> Lori Bird, National Renewable Energy Laboratory
2:00 pm	<b>"Building a Successful Green Pricing Program"</b> John Savage, Green Mountain Energy Company
2:15 pm	<b>"Getting to 10% - What Have We Learned?"</b> Dan Kalafatas, 3 Phases Energy
2:30 pm	<b>"Developing a Marketing Plan and Measuring Success"</b> Jim Burke, Sacramento Municipal Utility District
2:45 pm	BREAK
3:00 pm	<b>"Improving Marketing Effectiveness: A Case Study"</b> Shawn McNulty, Primen
3:15 pm	<b>"Working with Environmental Groups"</b> Susan Innis, Western Resource Advocates
3:30 pm	<b>"Making Midcourse Corrections"</b> Jeff Anthony, We Energies
3:45 pm	DISCUSSION
4:00 pm	ADJOURN



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**Hotel Accommodations**

**Crowne Plaza Hotel  
 State & Lodge Streets  
 Albany, NY 12207**  
 1-800-2CROWNE or 518-462-6611

The Crowne Plaza Hotel in Albany, NY is the official hotel for the Ninth National Green Power Marketing Conference. The Crowne Plaza Hotel offers many amenities including in-house fitness center and pool, four dining choices and luxurious, fully appointed sleeping rooms.

Workshop attendees are eligible for a discounted group rate of **\$96/night (+ tax)** for single/double occupancy. Convenient parking is available in the adjacent garage at a charge of \$8.00 per day for hotel guests and workshop attendees. For hotel reservations, call the Crowne Plaza Hotel directly at 1-800-2CROWNE or 518-462-6611 and refer to the **Ninth National Green Power Marketing Conference** to receive the discounted room rate. Reservations must be made by **Wednesday, September 15, 2004** to receive the discounted rate. For additional information, visit the hotel Web site: <http://www.cpalbany.com/>.

**TRANSPORTATION**

The hotel offers **complimentary shuttle service** to and from the Albany airport every half hour. Call 1-800-2CROWNE or 518-462-6611 upon arrival at the airport for pick up service. Contact the hotel concierge for return shuttle service to the airport. The hotel-recommended limo service is Elegance (518-482-5000) at a cost of \$16 one-way or \$32 round-trip, exclusive of waiting time.

**QUESTIONS**

Please address workshop questions to Pam Bloch Mendelson at 303-275-4819 or [pam.mendelson@ee.doe.gov](mailto:pam.mendelson@ee.doe.gov).

This workshop is sponsored by the National Renewable Energy Laboratory with support from the U.S. Department of Energy. The Center for Resource Solutions, a national non-profit formed to increase the supply and use of renewable energy, sponsors the MMG to provide valuable networking opportunities and marketing resources for the green power industry.

**REGISTRATION FORM**

Please Fax/Email this form to Pam Mendelson at 303-275-4830 or [pam.mendelson@ee.doe.gov](mailto:pam.mendelson@ee.doe.gov)

**"IMPROVING THE PERFORMANCE OF YOUR GREEN PRICING PROGRAM" WED. OCTOBER 6, 2004**

First & Last Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email: \_\_\_\_\_