

PG&E Energy Efficiency Classes

Class Details & Registration

Program Title	The Business Case for Advanced Lighting Controls: Business Development Course CALCTP [Register]
Time, Location	November 2 (Friday, 8:30 am to 5:00 pm) San Francisco--PEC
Also Offered	n/a
Description	This 8-hour Business Development Course focuses on the sales, finance, and marketing of lighting controls. This course is designed for all who oversee projects and try to preserve the original specifications and allow the implementation of lighting controls. It is also for those who make policy decisions and strategic planning within a company, division, or region. This course was developed under the leadership of the California Advanced Lighting Controls Training Program CALCTP Team. This eight hour course requires all day attendance. There is no exam.
Audience Level	
Agenda	BUSINESS DEVELOPMENT SEMINAR HIGHLIGHTS <ul style="list-style-type: none">What is "Driving the Market"Effective Marketing & Sales Plans and TechniquesLighting Controls Project DevelopmentComprehensive Guide to Project FinancingTechnical Training Resources
Instructor(s)	<p>Daryl DeJean Daryl has twenty plus years in facility and energy management. He consults to Fortune 500 companies. At San Diego Gas & Electric (SDG&E) and Pacific Gas & Electric (PG&E), Daryl serves as a consultant managing projects for their Emerging Technologies Program. He is involved in identifying, assessing and validating the technology as well as assisting in the transfer to a utility program. Daryl is an active national speaker on energy efficiency technologies, an active member of numerous U.S. Department of Energy Solid State Lighting Committees, and ASTM E60 Main and Subcommittees on Sustainability. Daryl's company is an ENERGY STAR Service and Product Provider. Daryl developed the Market Drivers module for CALCTP.</p> <p>Lee Stevens Lee Stevens is the president of Kingport, a management consulting practice specializing in creating and implementing energy management plan and financing strategies for large end users, specifiers, manufacturers and other stakeholders.</p> <p>Lee has developed and taught the Project Financing in the CALCTP Business Development seminar for three and a half years. She was one of the authors of the Sustainable Energy Sales program that Statewide LMCC rolled out in 2011.</p> <p>In partnership with Emerging Technologies Associates, clients include Sharp Healthcare System, San Diego VA Healthcare, Travelers Insurance, San Diego State University, San Diego Gas & Electric and Southern California Edison.</p> <p>Lee Stevens spent fourteen years in the commercial banking industry.</p>
Resources	EDR Design Briefs: Lighting Controls PG&E Third Party Incentive Programs: Overview
Cost	No fee for this program for California businesses and residents.
Credits	NCQLP : 7

Registration Form

Bold Fields are Required

Please avoid registering multiple people under a single email address. Doing so may cause a failure to register.

Your Name: (First, MI, Last)	<div></div> <div></div> <div></div>
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Your Job Title:	<input type="text"/>
Your Company Name:	<input type="text"/>
Street Address 1:	<input type="text"/>
Street Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text" value="California"/> ▼
Zip:	<input type="text"/>
Phone: (area code + number)	<input type="text"/>
Cell Phone (area code + number):	<input type="text"/>
Fax: (area code + number):	<input type="text"/>
E-mail address:	<input type="text"/>
* AIA Member Number (see below):	<input type="text"/>

NOTE: If you have already submitted the information below in a previous form, we have your request and you do not need to check the boxes and radio buttons again. Simply skip the items below and click "Send Form".

☐ Please **DO NOT** send me e-mail messages about energy efficiency classes.

☐ Please send me occasional e-mails about classes on the following checked topics.

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|---|---|
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Alternative Energy (solar, wind, etc.) |
| <input type="checkbox"/> HVAC | <input type="checkbox"/> Data Collection & Measurement |
| <input type="checkbox"/> Lighting | <input type="checkbox"/> Residential Energy Efficiency |
| <input type="checkbox"/> Commercial Refrigeration | |

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***If you are not a member of the AIA (American Institute of Architects), leave this field blank.** If you are a member of the AIA and want us to report these continuing education credits, please include your AIA member number. After the class, we will report attendees' names and member numbers to the AIA.