



## **ENERGY OPTIMIZATION**

Presented by the Southeast Michigan Sustainable Business Forum

**Background:** October 2008, the Governor signed [2008 PA 295](#) into law, requiring providers of electric or natural gas service to establish Energy Optimization (EO) programs. In compliance with PA 295, the Michigan Public Service Commission issued [U-15800](#) to implement the Act, in order to give guidelines for EO plans. Plans were required from retail rate-regulated electric utilities, retail rate-regulated rural electric cooperatives, member-regulated electric cooperatives, municipally-owned electric utilities and retail rate-regulated gas utilities.

**Date:** Thursday September 17, 2009

**Time:** 8:30 a.m. - 8:45a.m Registration and Continental breakfast  
8:45 a.m. – 9:00 a.m. Welcome, Introductions, Updates  
9:00 a.m. – 10:00 a.m. Presentation  
10:00am-11:00am Optional Committee meetings or  
Optional NextEnergy Tour  
Programming Committee meeting 7:00am-8:00am  
Location TBD

**Place:** NextEnergy Auditorium  
461 Burroughs  
Detroit, MI 48202

**Fee:** \$20.00 non-member fee, light continental breakfast provided

**Presentation:** Dave Henderson of DTE Energy (U-15806) and David MacDonald of Consumers Energy (U-15805) will discuss their respective Energy Optimization Plans. Learn about tax credits and energy rebates.

**Contact:** Space is limited, please register in advance  
For more information and registration: contact Lisa Locke  
[llocke@sustainableresearchgroup.com](mailto:llocke@sustainableresearchgroup.com)

