

Northeast Energy Efficiency Partnerships, Inc.



**2004 Annual Conference
Energy Efficiency – Policy and Applied Policy**

BREAKOUT SESSION 5

Public Messages and Strategies for Advancing Energy Efficiency Policy

Thursday, Nov. 18
10:30 a.m. – 12:00 p.m.

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Public Messages and Strategies for Advancing Energy Efficiency Policy

Moderator: **Jim O'Reilly**, Director of Public Relations, Northeast Energy Efficiency Partnerships, Inc.

Panelists: **Rob Sargent**, Senior Energy Policy Analyst, National Association of State Public Interest Research Groups

Brad Kates, Vice President, Opinion Dynamics Corp.

PANELISTS BIOGRAPHIES

Jim O'Reilly is Director of Public Relations at Northeast Energy Efficiency Partnerships, Inc. Jim oversees the organization's policy, outreach and communications efforts to develop and provide information to key audiences; maintains relationships with NEEP sponsors and partners; and plans and manages NEEP's strategic communications to build public recognition of and support for energy efficiency public policies and programs. Previously, Jim was account director for Virtual, Inc., a public relations and management consulting firm for high-technology associations, consortia and corporations, where he headed communications endeavors for an application service provider (ASP) global industry group. Prior to that, as director of public affairs for the Greater Boston Real Estate Board, a 7,000-member nonprofit trade association representing all segments of the real estate industry, he served as spokesman and managed all media relations. He began his career in journalism, spending eight years in a number of reporting and editing capacities, including the managing editor for the Marlboro Enterprise/Hudson Daily Sun newspapers. He received his bachelor's degree in political science from College of the Holy Cross in Worcester, Mass.

Rob Sargent is Senior Energy Policy Analyst at the National Association of State Public Interest Research Groups. As a senior advisor to the State PIRGs, he oversees all state level energy work across the country. He co-chairs the Public Interest Research Group's energy team. Since the mid 1990's, he has closely followed electricity regulatory and energy issues at the state and federal level. He has been extensively involved in the crafting energy policy for the State PIRGs in more than 20 states and at the Federal level. And, he has also served as a key strategist in numerous successful campaigns, including implementing the first-in-nation regulation of CO2 from power plants in Massachusetts; the Massachusetts, California, New Mexico, Maryland and Rhode Island Renewables Portfolio Standards; the adoption of California's LEV/ZEV programs in the Northeast; energy efficiency standards in many Northeast States and in shaping state and regional climate plans in the Northeast. Rob is a 1982 graduate of the University of Vermont.

As a Vice President at Opinion Dynamics Corp., **Brad Kates** works to provide clients with actionable recommendations. Brad has managed market research projects for over a decade. He believes that market research is not only data collection--it's using that data to favorably impact a client's bottom line. His specialty involves developing research methodologies that will help clients effectively enhance their sales and marketing efforts, with a focus on the energy industry. He has moderated dozens of focus groups, managed large-scale projects, conducted depth interviews, provided client consultation on a variety of marketing and management issues and developed marketing plans for several clients. Brad has spoken at numerous major electric industry events and is currently the Vice President of the Association of Energy Services

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Professionals, a member of the Public Relations Society of America and an active member of the Travel & Tourism Research Association. He has published articles in such publications as Electric Perspectives, Rural Electrification and Strategies. He holds a dual bachelor of science degree from Syracuse University in both public relations and human resources and a master's in business administration from Babson College.