



Energy Management for Competitive Advantage

2025 TVA INDUSTRIAL SUMMIT



East Hall of the Von Braun Center, 700 Monroe St SW, Huntsville, AL 35801

AGENDA

DAY 1, WEDNESDAY, APRIL 16

Registration opens at 8:30 AM CT

9:00 AM - 11:00 AM CT

Pre-Summit Workshop: Blueprint for Approval - The One-Page Energy Project Proposal

Led by Mark Jewell, President and Co-founder of Selling Energy

Transform your approach to securing project approvals with this free hands-on workshop from best-selling author and energy efficiency sales expert, Mark Jewell. Learn how to distill complex energy initiatives into compelling one-page proposals supported by one-page financial analyses that capture decision-maker attention and expedite approvals.

You'll leave understanding the why, what, and how of drafting compelling one-page proposals for your energy projects that can immediately improve your project success rate. Registration required.

12:00 PM - 1:00 PM CT

Lunch & Networking

1:00 PM - 1:15 PM CT

Welcome & Summit Overview

Presented by Monika Beckner, Vice President of TVA Energy Services & Programs

1:15 PM - 2:00 PM CT

Keynote Address: The Decision-Maker's Mindset: 8 Questions That Unlock Energy Project Funding

Presented by Mark Jewell, President and Co-founder of Selling Energy

Discover how to align your energy initiatives with executive priorities by addressing 8 critical questions that drive capital allocation decisions. Learn to highlight non-utility financial benefits that can be more valuable than simple energy savings.

2:00 PM – 2:45 PM CT

Financial Accelerators: Maximizing Incentives for Energy Projects

Featuring Albert McShan, Energy Manager and Coordinator at Goodyear and David Blount, TVA EnergyRight Outreach Representative

Explore how to leverage available TVA incentives to transform project economics and accelerate approvals. This interactive session features a case study from Goodyear's Albert McShan, demonstrating how strategic use of incentives shortened payback periods and expanded project scope.

2:45 PM - 3:15 PM CT

Networking & Refreshment Break

3:15 PM - 4:00 PM CT

Energy as a Business Strategy: Implementing Continuous Improvement Systems

Featuring Ed Birch, Principal at Strategic Energy Group and Clay Hoover, Senior Program Manager at TVA EnergyRight

Shift from viewing energy as a fixed cost to recognizing it as a manageable resource through Strategic Energy Management. Learn how to build organizational capability, engage employees, and establish data-driven systems that deliver consistent 5-15% annual savings without capital investment.

4:00 PM – 5:30 PM CT

Day 1 Wrap Up, followed by Expert Connect Sessions

Jared Mitchem, Regional Executive for TVA's South Region, will wrap up the day with some closing remarks before disbursing to the Expert Connect sessions.

During the Expect Connect Sessions, enjoy networking and refreshments and meet with subject matter experts for personalized guidance on implementing energy management strategies at your organization. As time permits, choose from the following breakout rooms:

- **Efficiency Incentives Hub:** Navigate available funding and application processes
- **Strategic Energy Management Lab:** Understand continuous improvement systems and practices
- **Demand Response Center:** Calculate your facility's flexibility potential and revenue opportunities

Attendees also have the opportunity to visit Expert Connect Sessions on Day 2.

5:30 PM - 7:00 PM CT

Networking Reception & Industrial Excellence Awards

Presented by Monika Beckner, Vice President of TVA Energy Services & Programs

DAY 2, THURSDAY, APRIL 17

Registration opens at 7:00 AM CT

7:30 AM - 9:00 AM CT

Light Breakfast & Networking

9:00 AM - 9:30 AM CT

Welcome & Reflections

Presented by Monika Beckner, Vice President of TVA Energy Services & Programs and John Bradley, Senior Vice President of TVA Economic Development

9:30 AM - 10:30 AM CT

Power Flexibility: Creating Revenue Through Demand Response

Featuring Barry Flood, Manager of Energy Solutions at Paris Utilities and Claire Moore, Manager of TVA Demand Response

Discover how industrial operations can transform energy flexibility into a revenue stream through

participation in TVA grid stabilization programs. This session outlines practical approaches to identifying opportunities, quantifying financial benefits and integrating demand response into operational practices with minimal disruption.

10:30 AM - 11:15 AM CT

Expert Connect Sessions

Enjoy networking and refreshments and meet with subject matter experts to learn more and receive personalized guidance on implementing energy management strategies at your organization. As time permits, choose from the following breakout rooms:

- **Efficiency Incentives Hub:** Navigate available funding and application processes
 - **Strategic Energy Management Lab:** Understand continuous improvement systems and practices
 - **Demand Response Center:** Calculate your facility's flexibility potential and revenue opportunities
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11:15 AM – 12:00 PM CT

Navigating the Changing Energy Landscape: Federal Policy Impacts

Moderator: Sarah Eason, Senior Government Relations Representative for TVA Federal Affairs

Panelists: Wes Kelley, President and CEO of Huntsville Utilities; Pete Mattheis, Principal at Stone Mattheis Xenopoulos & Brew, PC and Chairman of the Tennessee Valley Industrial Committee; and Odell Frye, Executive Director of Associated Valley Industries

Industry and regulatory experts discuss how current and emerging federal priorities may shape industrial energy management, requirements, and funding opportunities, providing actionable intelligence to prepare your organization.

12:15 PM CT

Closing Remarks & Grab-and-Go Lunch

Presented by Monika Beckner, Vice President of TVA Energy Services & Programs