



NECA
2013
WASHINGTON

Business Development Opportunities Through "Behind the Meter" Cogeneration Projects
A Case Study Presentation
October 15, 2013—8:00-8:50 AM

Following this session, you will be able to:

- Discuss the business case for the Fort Hays State University project.
- Describe how the business case was implemented on this project.
- Identify best practices to generate incremental revenue on similar projects.
- How this similar projects can be the gateway for other distributed energy opportunities, integration of energy storage, and ultimately a micro-grid..



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Business Development Opportunities through "Behind the Meter" Cogeneration Projects. A Case Study Presentation.

Timothy Speno – E2E Summit
Michael Martin - Fort Hays State University
Mike Steinke - WECC, LLP



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This session is eligible for 0.1 IACET CEU

To earn these credits you must:

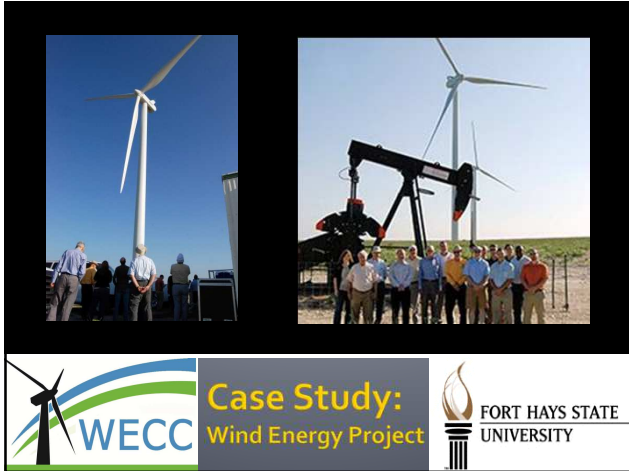
- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session

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Agenda and Introductions

- Fort Hays State University Wind Project – A Business Case
- Making Renewable Projects Work – The Right Tools in the Toolbox
- Emergence of Microgrid Technology & Project Integration



The Business Case

- Low tuition strategy
- Cost of energy
- Fiscal Responsibility

FHSU: The End User

- Innovation: online education – need for energy management
- Self-reliance: cost control – energy production

The FHSU Model

- Culture of Innovation
- Self-reliance: cost control – energy production

FHSU Project Components

- Political
- Technological
- Financial

The precedent

- Why is this similar to Building Automation?
 - End User
 - Technology
 - Competition
 - Gap Analysis

Why NECA?

- What is in it for the NECA Contractor?
 - Key Learning's from this and similar distributed energy projects.
 - Beyond Wind
 - Installed base approach
 - Gateway to future business

Why Partner?

- Combine strengths
- Fill in the Gaps
- Seize the opportunity
- Mitigate Risks

Own the life cycle

- Solar power
- Storage
- Microgrid

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Business Development through Partnerships

Q & A



Mike Steinke

Mike Steinke is an Executive Managing Partner of WECC LLC and directly responsible for sales and project development. He has personally acted as a wind business consultant on 300 plus projects ranging from 30kW "behind the meter" projects to large wind farms. He is qualified as an expert witness in the litigation involving wind farms, acted as a guest instructor in Wind technology at Astry Technical Center (Enid, OK). Mike has testified before the Oklahoma legislature on wind energy issues, made numerous renewable energy presentations at Energy Industry Conferences, Universities, and routinely speaks to community groups through the West. He has also assisted the Oklahoma legislature in crafting "wind friendly" legislation and is published in a variety of journals and newspapers regarding the wind industry.



Tim Speno

Tim Speno is President of E&E Summit™. E&E Summit™ are industry specific, Executive - to - Executive meetings, that connect industry Visionaries, Innovators, and Pioneers (VIPs). The purpose of these executive connections is for the VIPs to engage one another and to execute innovative programs that address the most critical opportunities affecting their organizations and their industry. Tim began his career with the Dealt Industrial Tool Division of Black & Decker and for over seven years held various management positions in sales, product development, and manufacturing. From 2004 to 2006 Tim joined Cooper Industries, Bussmann Division, where he was involved in Product Management and New Business Development. In 2007, Tim joined the Executive Management Team of Milwaukee Electric Tool Corporation. For six years he was Vice President of Service and Demand Creation with an emphasis in Strategic Planning, New Product Development, Project Leadership, and Executive Management.



Michael Martin

Michael Martin is an Assistant Professor of Management and Marketing at Fort Hays State University. Mr. Martin recently completed his doctoral dissertation on service quality in Industrial Products return and repair process through Capella University. He received his MBA from Fort Hays State University after graduating with a BS in Marketing from Kansas State University. Previous to his arrival at Fort Hays State University, Mr. Martin delivered training programs to store level employees and managers in inventory control and customer service for Checkpoint Systems. His current research interests include customer service in manufacturing and student engagement in higher education. He has presented at the Southwest Business Symposium and published in the Journal of Business Research, Teaching, and Practice and Southwest Business Administration Journal.