



## Ecova Shares Energy Management Expertise at BECC Conference

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Company presents at multiple sessions on the growing role of behavior change as a fundamental driver of energy efficiency

**November 30, 2011**—Ecova, a leading total energy and sustainability management company, announced multiple speakers and poster sessions to be presented at the fifth annual [Behavior, Energy and Climate Change \(BECC\) Conference](#) starting today in Washington, D.C. The conference is focused on the potential of individual and organizational behavior to improve energy efficiency. Ecova has presented at the conference for the past four years.

"Years of working with utility clients to save energy and resources have given us a wealth of information about the role of consumer behavior in energy efficiency," said Jon Thomsen, Ecova's executive vice president and utility division CEO. "Our team is presenting several studies from our successful work with utility partners that highlight lessons learned as others seek to improve their energy performance."

Throughout the three-day event, experts from Ecova will present the following:

- [Plug Load Energy Savings Opportunities in Two Commercial Offices](#): Results from a Field Metering Study
- Results of a study conducted on behalf of the California Energy Commission's Public Interest Energy Research Program in 2010 and 2011.
- **Key Issue**: Even new LEED-certified buildings need efficient plug loads and energy efficient occupant behaviors. The study discusses how you can significantly reduce plug load energy through a variety of strategies relevant to buildings young and old.
- [Increase Adoption of ISO 50001 and Superior Energy Performance](#): Target companies with Complimentary Initiatives
- Case study of a California carpet manufacturer participating in the U.S. Department of Energy Management Demonstration pilot project for certification to ISO 50001 and Superior Energy Performance.
- **Key Issue**: New energy management standard ISO 50001 has significant benefits, but cost and awareness are barriers to ensure timely and broad adoption of the new standards.
- [Tillamook County Creamery Association Sustainable Operations Audit](#)
- Case study of a comprehensive waste, energy, and water equipment and operation assessment of Tillamook County Creamery Association cheese processing plants.
- **Key Issue**: How to identify a large number of opportunities to reduce energy, water, and solid waste spends while leveraging state and utility incentive funds.
- [Maybe Lack of Financing is the First Barrier to Address?](#)
- Case study of a unique pilot program through rural electric cooperatives in South Carolina that address financing barriers to implementation of energy efficiency.
- **Key Issue**: Lack of financing is an important barrier to the implementation of energy efficiency, but vehicles outside of rebate programs are rare. On-bill financing options could become a substantial approach.
- [Benefits of Data-Based Decision Making in Targeting Cost-Effective C&I Efficiency Opportunities for Utilities and Clients](#)
- A poster and visual aid will illustrate how energy performance benchmarking at the industry, peer-group and company level can optimize utility efficiency programs and support corporate goal setting and more comprehensive retrofit strategies.

### About Ecova

Ecova is the total energy and sustainability management company whose sole purpose is to see more, save more, and sustain more for its clients. Using insights based on consumption, cost and carbon footprint data spanning thousands of utilities, hundreds of thousands of business sites and millions of households, Ecova provides fully managed, technology-optimized solutions for saving resources, which in turn increase returns, lower risks, and enhance reputations. Ecova is the largest non-regulated subsidiary of Avista Corp (NYSE: AVA) [avistacorp.com](http://avistacorp.com). For more information, visit the company's website at [ecova.com](http://ecova.com), on LinkedIn at <http://linkd.in/ecovalnc>, or follow Ecova on Twitter at [@ecovainc](https://twitter.com/ecovainc).