



Date:

Thursday, March 25, 2010

Time:

4:00pm - 5:30pm

Presentation

Focus on Energy Presentations

Business Energy Efficiency

Karl Hilker, Sr. Program Manager – Market Channels

Liesel Whitney-Schulte, Program Manager – Commercial Lighting

Geoff Overland, Business Development Manager –

IT and Data Centers

LED Lighting systems and Energy Efficient Information Technology equipment and design are two cutting edge technologies / solutions that many Business are starting to investigate.. This session will provide an overview of Focus on Energy Business Programs and participants will learn about recent advancements of LED lighting systems and the design considerations that business should take into account when evaluating LED lighting systems. Attendees will also hear about significant energy savings opportunities available for business that are upgrading to energy efficient computing equipment and system design.

Biographies:

Karl Hilker

Karl Hilker is a Senior Program Manager for Focus on Energy and currently leads the development and management of the Market Channels Program. He utilizes over 15 years of experience in sales and project management to determine the best way to deliver the Market Channels program and achieve energy savings goals. Previously, Karl served as the Residential Lighting Program Manager and was responsible for overseeing the implementation of all residential lighting programs for Focus and various utilities around the Midwest. Karl holds a Bachelors degree in Broadcast Management with an emphasis in Sales and Advertising from the University of Wisconsin-Platteville.

Liesel Whitney-Schulte

Liesel Whitney-Schulte has been involved in various energy efficiency programs since 1992 and with the Focus on Energy program since 2001. She is the Lighting Program Manager for Business Programs and provides program development and technical guidance for multiple lighting programs at WECC. Ms. Whitney-Schulte has a degree in Interior Design, and is Lighting Certified (LC) by the National Council on Qualifications for the Lighting Professions (NCQLP). She has been a member of the Illuminating Engineering Society (IES) for 8 years and is the current President of the IES Milwaukee Section.

Geoff Overland

Geoff Overland currently is designing the IT and Data Center incentive programs for Focus on Energy's. In addition to program development, Geoff manages the IT Market Providers to maximize the impact of Focus on Energy programs for Wisconsin businesses. Prior to joining the Focus team, Geoff managed numerous multimillion dollar software businesses and managed IT and software consulting teams. Geoff holds a Bachelors degree in Computer Science with an emphasis on business software from the University of Wisconsin-Madison.