

APPENDIX EXHIBIT 5



November 16-19, 2008

Hyatt Regency Hotel, Sacramento, CA

BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision making of individuals and organizations and using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

SUNDAY EVENING, NOVEMBER 16	
5:00-9:00PM	Conference Registration & Speaker Check-in
<p>7:00-9:00 Regency Ballroom</p> 	<p style="text-align: right;">Reception Host </p> <p>NEW POLICY IDEAS WITH A BEHAVIOR FOCUS Conference Kick-off and Dessert Reception</p> <p>The conference will start with an interactive, provocative and fun session designed to stimulate discussion and develop new connections. The session will focus on creative ideas for behavior-related legislation, regulation, program and action for the new US administration, states, cities and other organizations. Don't miss thought-provoking discussions, lively roundtables, wine and light desserts, and the opportunity to share experiences and explore new ideas.</p> <p>Kickoff: Linda Schuck, BECC Chair, California Institute for Energy and Environment</p> <p>Moderators: Sharyn Barata, Vice-President, Opinion Dynamics Corporation Rick Diamond, Senior Advisor, California Institute for Energy & Environment</p>

MONDAY MORNING, NOVEMBER 17	
7:30-8:30AM	Continental Breakfast & Registration Host: KEMA, Inc.
<p>8:30-10:30 Regency Ballroom</p>	<p>BEHAVIOR, ENERGY & CLIMATE CHANGE Opening Plenary</p> <p>Welcome: BECC Convening Directors Carl Blumstein, Director, California Institute for Energy & Environment (CIEE), University of California Steve Nadel, Executive Director, American Council for an Energy-Efficient Economy (ACEEE) Jim Sweeney, Director, Precourt Institute for Energy Efficiency (PIEE), Stanford University</p> <p>Setting the Stage: Behavior, Energy and Climate Change Carrie Armel, BECC Conference Co-Chair & Precourt Institute for Energy Efficiency</p> <p><i>Provides an overview of "behavior;" a framework for thinking about the broad array of areas in which it can accelerate climate/energy solutions; and examples of behavioral approaches that can be applied for immediate impact.</i></p> <p>Anticipating the Future: Immersive New Media - Evidence and Ideas from the Science of Fun Byron Reeves, Professor of Communication and Co-Director of the H-STAR Institute (Human Sciences & Technologies Advanced Research), Stanford University</p> <p><i>Changing deep-rooted behaviors is really hard. Playing collaborative computer games is seriously fun. Change & fun depend on similar ingredients that can be aligned in immersive interactive media. Behavior change while having fun can result. Dr. Reeves will provide some intriguing examples & suggest applications to energy and climate change.</i></p>

MONDAY MORNING, NOVEMBER 17 (CONTINUED)	
10:30-11:00	Coffee Break Host: Itron
11:00-12:30	BEHAVIOR TOPICS 1: Concurrent Sessions
<u>Topic 1A</u> 11:00-12:30 Regency A	<u>BEHAVIOR & CALIFORNIA CLIMATE POLICY PANEL</u> Moderator: Chris Bowman, Sacramento Bee <ul style="list-style-type: none"> ▪ Karen Douglas, Commissioner, California Energy Commission ▪ Mike Scheible, Deputy Executive Officer, California Air Resources Board ▪ Jim Sweeney, Governor Schwarzenegger's Council of Economic Advisors, Stanford University ▪ Martha Brook, Lead for Low Carbon Footprint Buildings, California Energy Commission
<u>Topic 1B</u> 11:00-12:30 Regency B	<u>ENTERTAINMENT & HOLLYWOOD</u> Moderator: William Ryerson, Population Media Center <p>The Power of the Entertainment Media to Prevent Climate Change William Ryerson, CEO, Population Media Center</p> <p>The Green They Really Love Brad Markowitz, Independent Filmmaker & President, A Feather Or a Fig, Inc.</p> <p>Electronic Games to Prevent Climate Change Subhi Quraishi, CEO, ZMQ software</p>
<u>Topic 1C</u> 11:00-12:30 Regency C	<u>LEVERAGING SOCIAL NORMS</u> Moderator: Sharyn Barata, Opinion Dynamics Corporation <p>The Constructive, Destructive, and Reconstructive Power of Social Norms Wesley Schultz, California State University at San Marco</p> <p>Individualized Home Energy Reports to Transform Behavior and Supercharge Existing Efficiency Efforts Alex Laskey, President, Positive Energy</p> <p>Creating an Environment for Change, One Campaign at a Time Jennifer Castleberry, Runyon Saltzman & Einhorn, Inc. Advertising, Social Marketing & Public Relations</p>
<u>Topic 1D</u> 11:00-12:30 Carmel	<u>BUILT ENVIRONMENT</u> Moderator: David Hungerford, California Energy Commission <p>Ranking US Cities' Oil Addiction: Sprawl & Car Commuting Emerging as Main Real Estate Economic Liabilities Warren Karlzig, President/Founder, Common Current</p> <p>Built Environment and Transportation Behavior Sarah Kavage, Special Projects Manager, Lawrence Frank & Company</p> <p>How Building Design Impacts Occupant Behavior Lisa Heschong, Principal, Heschong Mahone Group</p>
<u>Topic 1E</u> 11:00-12:30 Big Sur	<u>BEHAVIOR IN ENERGY MODELING</u> Moderator: Skip Laitner, Economic Policy Director, ACEEE <p>Using Incentive Preserving Rebates to Increase Acceptance of Critical Peak Electricity Pricing Robert Letzler, Federal Trade Commission, Bureau of Economics</p> <p>Electricity Consumption Efficiency Potential From the Top Down Anthony Paul, Resources For the Future</p> <p>Strategic Insight about Demand Reduction in Energy Scenarios - and What They Miss Holmes Hummel, Energy and Resources Group, UC Berkeley</p>
12:30-1:45	Lunch