

PLASMA

Professional Lighting and Sign Management
Companies of America

Sales Summit Agenda

March 26, 2010

Sheraton Bradley Airport Hotel

1 Bradley International Airport

Windsor Locks, Connecticut 06096

- 8:00 - 8:40 Welcome from Summit Chair: Darren Kimura
- 8:40 - 10:00 **Manufacturing Partnership Opportunities:** *As more manufacturers are looking to provide turn-key services, hear what they want from a partner service company.*
Moderator: Darren Kimura
Panelist: Lance Burghardt – Philips Lamp and Ballast
Lou Mane – GE C&I ESCO
Michael Doyle – Precision/Paragon
- 10:00 Break
- 10:30 - 11:00 **National and Regional Sales:** *National clients bring big projects but are seeking national coverage. Hear how PLASMA can compete in this emerging area.*
Moderator: Darren Kimura
Panelist: Lou Mane – GE
Michael Doyle –P2
Kirk Tuson – Stay-Lite
- 11:00 - 12:00 **Utilities:** *Much of the future of energy will be dictated by utilities. Learn what utilities are seeking from service contractors and understand how to better compete.*
Moderator: Tom Philips
Darren Kimura - Energy Industries
Panelist: with 2 utility representatives
- 12:00 - 12:30 Working lunch
- 12:30 - 1:30 **Federal and ESCO Sales:** *With over \$1.8 trillion in estimated energy services work, lighting will be a major part of solution. Learn how PLASMA companies could benefit from this area.*
Moderator: Jami Hall
Panelist: Richard Johnson - Woodstone Energy
Darren Kimura - Energy Industries
Mark McClenaghan - Ameresco
Lou Mane - GE
- 1:30 - 2:30 **Round Table with PLASMA Sales Leaders**
Moderator: Darren Kimura
Panelist: Kirk Tuson, Stay-Lite
Bill Swarbrick -Superior
- 2:15 - 2:30 Break
- 2:30 - 4:30 **PLASMA Company Discussions**
Moderator: Darren Kimura
Active discussion

Panelist Bios:



Michael Doyle, CLMC - Precision-Paragon [P2] - Vice President – Sales and Marketing

Mike joined Precision-Paragon [P2] in 2007, continuing in a 30 year career in the lighting industry. Prior to joining [P2], he spent more than twenty years with ABM Industries in the Amtech Lighting Services Division. Mike came to ABM and Amtech as part of the Sign Maintenance Industries (SMI) acquisition that was a founding plank in the Amtech platform. During his tenure, Mike held progressive roles in branch management, sales management, and most recently served as Vice President of Business Development. Mike's Amtech tenure coincided with the lighting platforms growth from \$1mm annual regional revenues to more than \$100mm annual national revenues. As Vice President of Business Development, Mike was responsible for the development, design and implementation of numerous multi-site national programs, including planned lighting and sign maintenance, energy retrofits, lighting upgrades, and sign conversions.

In his role with [P2], Mike serves the contractor market that he spent his entire career in, but now as an energy efficient lighting OEM. With his extensive experience in planned lighting and sign maintenance and energy retrofit, Mike brings a perspective to his [P2] OEM role that aligns very well with the PLASMA membership. A long time Southern California resident, Mike attended college after Army service in Viet Nam, and graduated with a BA degree from the University of Southern California.



Lou Mane - GE Sales Development Manager, ESCO Market

Lou Mane has been employed by General Electric Company for over 12 years concentrating in energy management, sustainability initiatives, metering/submetering, control strategies, and lighting technologies. He has held roles in sales, marketing, product development, and in sales development for national accounts in retail, property management, hospitality and government markets. Currently, Lou's role builds a network of ESCO's and service providers for GE's ESCO Energy Services Program for North America.

Lou holds a bachelors degree from the University of Connecticut and an MBA from the University of Phoenix and has authored and lectured on numerous white papers specializing in submetering, and power management systems. He also is an accredited professional in the US Green Building Council's LEED program.



Richard Johnson – Woodstone Energy

With more than 35 years of experience in facilities management, Richard joined Woodstone Energy in 2009 as Director of Business Development. His responsibilities include new client business development, account management and client relationship management. Woodstone Energy is an energy services company that facilitates the development of a customizable energy service program for Fortune 50 manufacturers. Richard works with these clients to design turnkey strategies and solutions to reduce cost and optimize service levels.

Prior to joining Woodstone Energy, Richard worked as Business Development Director for Johnson Controls Inc. While at Johnson Controls, he successfully completed site based maintenance programs and performance contracting projects for clients such as Kellogg's, Nestle and ConAgra Foods.

Richard is exceptionally experienced in facilities management and support services, having been employed by The Service Master Company from 1973 to 2001. During these years, he served in various positions which included operations management, sales engineering, business development and energy management services.



Darren T. Kimura – President of Energy Industries Holdings

Mr. Kimura has led a long and distinguished career in the energy field. In 1994 he founded Energy Industries a 150 person, international Energy Services Company (ESCO) focusing on energy efficiency and renewable energy consulting, installations and operations. In 2000 he established Energy Laboratories a clean technology incubator. He is experienced in acquisitions having led the purchase of the Quantum Energy companies and private placements having sold Energy Smart News, Pacific Energy Services and eControls.

He is an award winning entrepreneur having been recognized as Emerging Entrepreneur of the Year 2000, Top 40 under Forty 2000, SBA West Cost Regional Young Entrepreneur of the Year 2002 (California, Hawaii and Arizona), Green Entrepreneur of the Year 2007 and recipient of the Honua (Earth) Award in 2009.

He is a Certified Energy Manager, Certified Demand Side Manager, Certified Distributed Energy Professional and Certified Sustainable Development Professional. He holds a B.A. from the University of Hawaii.



Lance Burghardt, CLMC, LC, Philips - National Accounts Manager

Mr. Burghardt is a graduate of Ashland College with BS in Business Administration & Marketing. He has been with Philips Lighting for 30 years in various roles including Field Sales, Engineering, End User Development, Specification and National Accounts. His current position is the National Accounts Manager for the ESCO and LMC Markets. Lance is also a Member of the Board of Directors for both NALMCO and NAESCO. Received LC and CLMC Certifications.

Mark McClenaghan - Director Business Development - AMERESCO

An independent energy services provider that has been developing energy efficiency projects and landfill gas energy for nearly a decade. From landfill gas to wind and solar power, Ameresco provides renewable energy solutions that allow organizations to capitalize on the most current energy technologies. We couple innovative financing arrangements with the latest clean sources of power to provide highly affordable and practical green solutions for current energy needs