



FERRIS STATE UNIVERSITY

# MICHIGAN ENERGY WHAT IS OUR FUTURE?

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**Where have we been? Where are we now? Where are we going?**

MICHIGAN ENERGY  
CONFERENCE

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FERRIS STATE UNIVERSITY

An Educational Conference Sponsored By Ferris State University

## Purpose

Ferris State University will promote and initiate statewide interest, education and goodwill in energy efficiency and renewable energy sources through an energy conference held in Big Rapids in the month of April 2008. The objectives of this conference include:

- Ferris State University will provide fundamental energy education through workshops (i.e. concepts of energy, economics, renewable energy sources, and distribution, efficiency, and LEED construction concepts).
- Ferris State University will provide a unique forum for students, educators, government officials, industry professionals, commercial energy producers and consumers to present, listen to and provide dialogue on pressing issues and opportunities related to energy and efficiency.
- Students from multiple curriculums shall have opportunities to actively participate as attendees, hosts, tour guides and potential presenters.
- Ferris State University will be established as a statewide resource for economic energy solutions.
- The College of Technology within Ferris State University is planning to establish an Energy Center and this conference provides initiative for launching this long-range plan.

Ferris State University possesses an exceptional blend of technology and educational programs with laboratory resources, experienced faculty, graduates, and industry partnerships that enable effective leadership in bringing statewide enhancement to the challenges Michigan will see in energy efficiency and renewable energy resources. Michigan spends more than \$12 billion each year on imported energy and the development of renewable and alternate energy resources will be critical to the long-term needs of Michigan residents. The efforts of this conference, along with the proposed Energy Center, provide opportunities for Michigan to face this long-term need. Additionally, Michigan will need to be more efficient with the power produced and distributed throughout the state. Therefore Michigan has a strong need for consumer education, promotion of

higher efficiency designs, more efficient utilization, and cooperation from all segments of industry, government, education, and the general public. This conference provides a step in this process for increased awareness towards these objectives.

## **Logistics**

The Energy Conference will be held in Big Rapids on April 11-12, 2008, with the following schedule:

*Friday, April 11, 2008*      *Held at the Big Rapids Holiday Inn Conference Center*

8:00am – 9:00am    Registration and Continental Breakfast

9:00am – 10:00am    Keynote Speaker Presentation

10:00am – 12:00pm    Expert Panel Discussion

12:00pm – 1:30pm    Lunch and Student Presentations

1:30pm – 2:30pm    Session #1

2:45pm – 3:45pm    Session #2

4:00pm – 5:00pm    Session #3

5:00pm – 5:30pm    Social Time

5:30pm – 6:30pm    Dinner

6:30pm – 7:00pm    Travel to Wink Arena

7:00pm – 8:00pm    Guest Speaker at Wink Arena

*Saturday April 12<sup>th</sup>*      *Held at Granger Center on FSU Campus*

8:00am – 8:30am    Registration/Check-in

8:30am – 11:00am    Workshop 1

11:00am – 12:00pm    Lunch

12:00pm – 2:30pm    Workshop 2

## **Theme**

The theme of this conference will be “Michigan Energy – What is Our Future?” subtitled “Where have we been? Where are we now? Where are we going?” The theme encompasses a look at Michigan’s Energy needs, policies, production, practices, utilization, and education. According to the Michigan Public Service Commission, Michigan is currently in the lower third of all states in the U.S.

regarding energy policy and efficiency. There is a strong potential for Michigan to improve energy policy, practices, utilization, and production through education and cooperation from all participants.

## Needs

1. The Keynote Speaker is a defining segment of this conference. It is the intent of the conference committee to have the Keynote Speaker present ideas which have significant meaning towards Michigan's future in energy efficiency, potential renewable energy, and policy. The Keynote Speaker should bring a presence of authority, passion, and experience that motivates attendance and action. The preferable candidate should have direct experience at either the state or federal level.
2. The Guest Speaker is an opportunity for the conference to bring a sense of community to this event and the desired Guest Speaker should have name recognition with the general public to place a connection of importance. The Guest Speaker should have some sense of direct connection to energy efficiency or renewable energy and have a sincere interest in Michigan's future.
3. The Expert Panel may consist of different segments of industry, government, education, utilities, sources of renewable energy, and include a facilitator to monitor this segment of the conference. The actual members of this panel are yet to be determined (see chart 1). The intent of this panel is to provide cross-disciplinary discussion on Michigan's energy issues. One potential idea is to allow conference attendees to submit questions for this panel. These questions would be organized and processed prior to the conference such that all panel members would have prior knowledge of the questions. The facilitator would manage the discussion process.
4. The breakout sessions will have experts from various segments of policy, practice, and alternate energy resources within Michigan's energy arena. Audience participation will be encouraged. Participants may attend the

breakout sessions of their choice. Facilitators for each breakout session are yet to be determined.

5. The workshops will include different segments of interest related to Michigan's energy future and encourage participation. Topics of interest will include 1) energy auditing strategies, 2) tax credits related to energy efficiency & renewable energy, 3) best practices in energy efficiency, and 4) Energy Political Action.

## **Summary**

This conference is intended to educate and encourage collaboration among industry, policymakers, utilities, and consumers for the well being and future of Michigan. This conference defines Ferris State University as a key facilitator and resource in this process between the various stakeholders. Education will be a critical element of all aspects within Michigan's energy policy and practice. Ferris State University stands ready to lead this educational challenge by creating the Energy Center.



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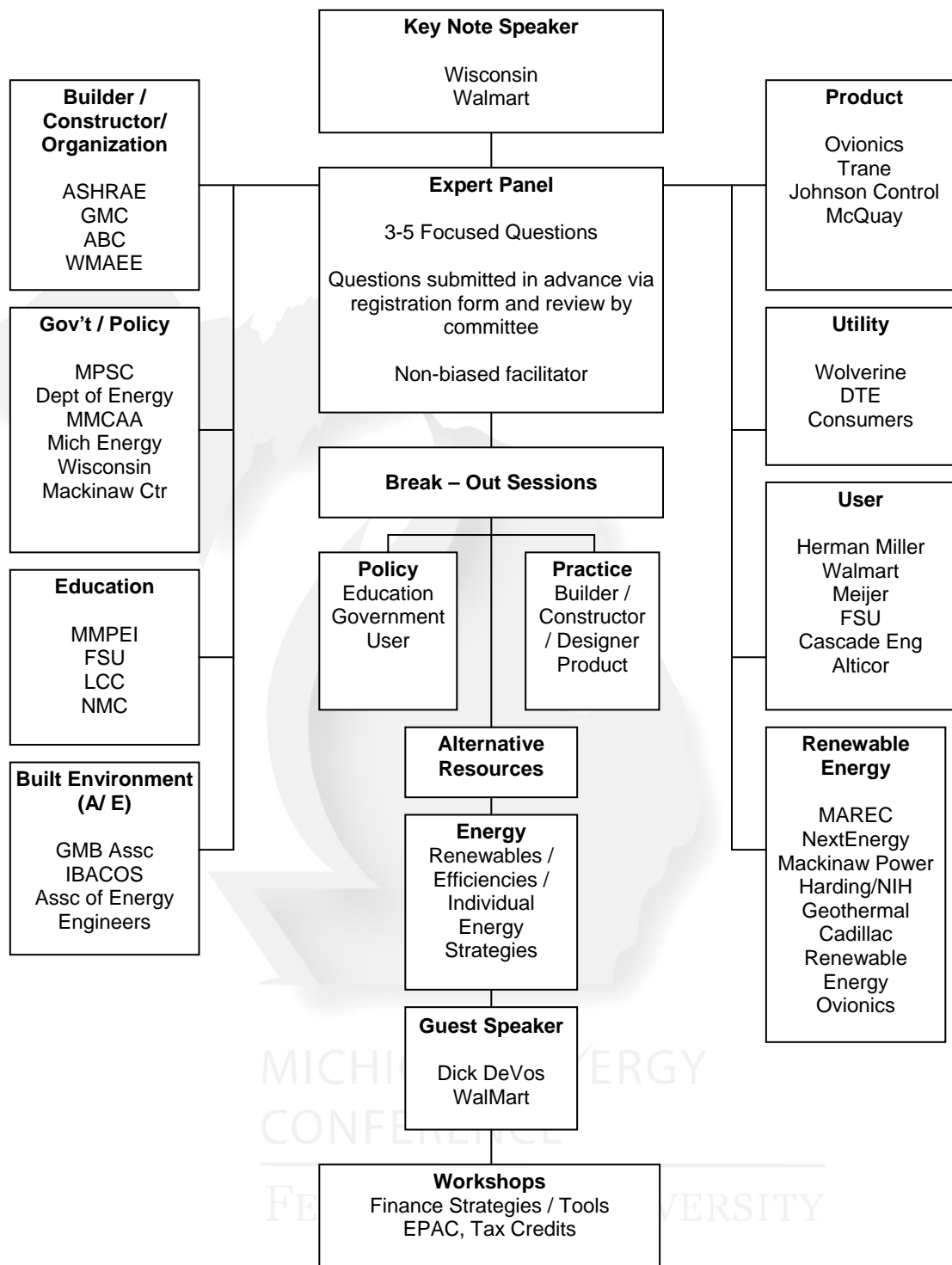


Chart 1