

Hawaiian Electric Company, Inc.
P.O. Box 2750-SN • Honolulu, Hawaii 96840-0001



PLEASE JOIN US AT THE
**2003 PCEA HAWAII
CONFERENCE & EXPO**

SEPTEMBER 25-27, 2003
GRAND WAILEA RESORT



Hawaiian Electric Company, Inc.
Maui Electric Company, Ltd.
Hawaii Electric Light Company, Inc.



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**THE PACIFIC COAST
ELECTRICAL ASSOCIATION**

Presents the

**2003 PCEA HAWAII
CONFERENCE & EXPO**

SEPTEMBER 25-27, 2003
GRAND WAILEA RESORT

**SUSTAINING
THE FUTURE**

HIGHLIGHTING ALTERNATIVE
AND ENERGY-EFFICIENT
CONCEPTS





PLEASE JOIN US AT THE
Grand Wailea Resort
WAILEA, MAUI
SEPTEMBER 25-27, 2003

Tour the Grand Wailea Resort's new state-of-the-art Combined Heat & Power Unit and choose from over 20 workshops covering a variety of energy issues!

**SPECIAL CONFERENCE
RESORT ROOM RATE!**
\$150 PER NIGHT
(plus resort fees and tax)

For more information and registration material, visit our website at www.heco.com and click on "Special Events" or call HECO at (808) 543-4751.

This year's conference, themed "Sustaining the Future," aims to highlight how to design, build, maintain and operate our businesses in a manner that will sustain our beautiful environment for future generations in a cost-effective and profitable manner.

The conference is sure to provide valuable knowledge and insight from leaders in energy efficiency and sustainability. With the Grand Wailea Resort as our host, the atmosphere is sure to be a relaxing one, so please join us as we discuss these important issues away from the hustle and bustle of our daily work routines.

Conference Registration includes:

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| Thursday, Sept. 25 | Workshops, Exhibits, Evening Reception |
| Friday, Sept. 26 | Continental Breakfast, Keynote Presentation, Workshops, Lunch, Exhibits, and Dinner Gala – <i>A Night at the Maui Ocean Center</i> |
| Saturday, Sept. 27 | Breakfast, Workshops, Closing Reception |

**EARLY BIRD REGISTRATION DEADLINE IS JULY 31!
SO REGISTER NOW!**



ACTIVITIES



Photo: David Franzen

Hawaiian Commercial & Sugar Co. Tour (Optional)

Cost \$35

Thursday, Sept. 25 9:00 AM – 12:30 PM

Hawaiian Commercial & Sugar Company (HC&S) is Hawaii's largest sugar plantation, producing 80 percent of the State's raw sugar. As one of the oldest operating sugar mills in the state, it has seen many changes, both economically and technologically. HC&S has successfully adapted to these changes and has become a leader in the efficient use of all its resources, including water resources, raw materials, and process waste by-products. One such by-product is bagasse, which HC&S has developed into an efficient fuel source for on-site power generation. HC&S has also harnessed its water resources and has 6 MW of hydroelectric power generating capabilities. Today, HC&S is the largest independent power producer (IPP) on the island of Maui and can generate up to 16 MW of electricity. Join us on this insightful tour and learn how HC&S has found success and profitability in developing alternative forms of power generation. (Space is Limited)

PCEA Dinner Gala at the Maui Ocean Center

Cost Included w/ Conf. Reg.

Friday, Sept. 26 6:00 PM – 9:30 PM

This year's Conference Dinner Gala will be held at the intriguing Maui Ocean Center – The Hawaiian Aquarium. Please join us at



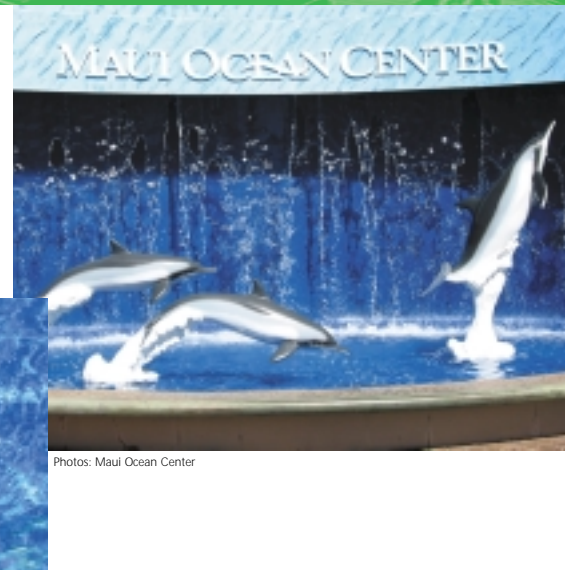
this amazing outdoor aquarium where you will be able to socialize with other guests, network with industry experts and vendors, and talk one-on-one with conference speakers in a relaxing environment. It's sure to be a fun-filled evening surrounded by Hawaii's beautiful ocean wild life.

PCEA Golf Tournament at the Makena Golf Course (Optional)

Cost \$90

Saturday, Sept. 27 11:30 AM – 5:30 PM

The PCEA Golf Tournament is always a fun and challenging way to end the conference. This year's tournament is being held at the world-renowned Makena Golf Course's North Course, designed by the legendary Robert Trent Jones, Jr. Come and enjoy the course and its breathtaking panoramic views. Price includes course fees, cart fee, and a box lunch.



Photos: Maui Ocean Center

Early Bird Registration: \$189

Deadline is July 31!

Regular Registration: \$259

Deadline is Sept. 10

- Special \$150 Conference Resort Room Rate is guaranteed until Aug. 8! Room reservations made after Aug. 8 will be based on availability.
- Special Conference Rental Car Rate through Avis. Please contact AVIS directly at 1-800-331-1600 and mention the AWD #: H014766 and Rate Code: 9C.
- Hotel Cancellation Policy: A written notice of cancellation must be received by Destination Hawaii by Sept. 10, 2003 to receive a full room charge refund. Any cancellation after Sept. 10, 2003 may result in forfeiture of the total room charge.
- Any conference or hotel cancellation or change must be made in writing to Destination Hawaii and will be subject to a \$15 Destination Hawaii processing fee for each change.
- **Contact Destination Hawaii for all conference and hotel reservations and payments.**
Phone (808) 538-6200
Fax (808) 538-3167
email: dhi@aloha.net

KEYNOTE SPEAKERS

The 2003 PCEA Conference is honored to have two exceptional speakers for this year's Plenary Session. Both speakers bring strong industry leadership and expertise to the conference.

Energy Efficiency and the Utility's Role

Mr. Ralph Cavanagh

Mr. Cavanagh is a senior attorney and Co-Director of The Natural Resources Defense Council's (NRDC) Energy Program. He served as a member of the U.S. Secretary of Energy's Advisory Board from 1993 – 2003, and remains a



highly respected leader on national energy and environmental policy issues. He has received the Heinz Award for Public Policy and the Bonneville Power Administration's Award for Exceptional Public Service. Mr. Cavanagh will discuss the conclusions of California's catastrophic energy crisis and provide insight into the emerging renaissance he calls "the home town utility." He will address what these implications mean for Hawaii and our businesses.

Building Sustainable Communities: The Santa Monica Experience

Mr. Craig Perkins

For the past ten years, Mr. Perkins has served as Director of Environmental and Public Works Management for the City of Santa Monica. His department is responsible for nearly every aspect of Santa Monica's public



works activities including the *Santa Monica Sustainable City Program* and the City's *Strategic Energy Plan*. His vision and leadership has helped place the City of Santa Monica on the forefront of sustainable efforts. Mr. Perkins will discuss the City's decade-long efforts towards sustainability and will present their exciting and precedent-setting successes.

WORKSHOP SESSIONS

For up-to-date information on workshops, visit www.heco.com and click on "Special Events".

Understanding Engine Efficiency

David Wylie, P.E., Principal
ASW Engineering Tustin, CA

Cogeneration From Your Electric Utility (includes a tour of The Grand Wailea Resort's CHP Unit)

Rick McQuain, Manager of Energy Projects
Hawaiian Electric Co., Inc. Honolulu, HI

Gregg Dixon, VP of Sales & Marketing
Hess Microgen Carson City, NV

Robert Hoonan, Chief Engineer
Grand Wailea Resort Wailea, HI

Cogeneration: The Future is Here A Panel Speaker Discussion

Fred Moore, VP & General Mgr.
HSI Mechanical Honolulu, HI

Jerry Whitehead, Principal
Tower Design Group Honolulu, HI

Gregg Dixon, VP of Sales & Marketing
Hess Microgen Carson City, NV

Kenneth Richardson, CEO
Heide & Cook, Ltd. Honolulu, HI

The Natural Energy Laboratory of Hawaii's Gateway Project: Cool Energy on Hot Lava

Bill Brooks, AIA, Director of Architecture
Ferraro Choi & Associates Honolulu, HI

John Fyfe, MIE AUST, President
Lincolne Scott Honolulu, HI

Green Your Business and Bottom Line: Hawaii's Green Business Program

Dennis Hwang, Chair, Environmental and Land Use Committee
Hawaii Chamber of Commerce. Counsel, Reinwald O'Connor & Playdon LLP Honolulu, HI

Gail Suzuki-Jones, Energy Analyst
State of Hawaii, DBEDT Honolulu, HI

Riley Saito, Controller
Mauna Lani Bay Hotel Mauna Lani, HI

John Newhouse, Chief Engineer
Kahala Mandarin Hotel Honolulu, HI

High Performance Schools in Hawaii

Charles Eley, FAIA, PE, Principal
Eley Associates San Francisco, CA

How to be Sustainable "Green" Without Being Moldy "Green" and Losing Money "Green"

Joseph Lstiburek, P.E., Ph.D., Principal
Building Science Corporation Westford, MA

Sustainable Lighting

Steve McGuire, Environmental Project Manager
Philips Lighting Co. Somerset, NJ
Accepted for AIA C.E.U.

Lighting for Senior Living: Vision & Health

Eunice Noell-Waggoner, LC, President
Center of Design for an Aging Society Portland, OR

Outdoor Environmental Lighting

Ben Prichard, Market Development Manager
Holophane Newark, OH

Enhancing the Lighting Retrofit and Lamp Disposal

Michael Smith, Ballast Manager
General Electric Co. Huber Heights, OH

TBA, Waste Minimization Manager
State of Hawaii, Dept. of Health

HID vs. Fluorescent, The Debate Intensifies

Michael Smith, Ballast Manager
General Electric Co.

Financing Renewable Energy Projects for Your Facility

Bank of Hawaii Honolulu, HI

HVAC Energy Economics for the Owner & Property Manager

Robert J. Bellizzi, P.E., Applications Engineer
Trane Company Honolulu, HI

Preventing Losses from Moisture & Mold

George Benda, Chairman & CEO
Chelsea Group Ltd. Itasca, IL

Controlling the Cost of Mold Remediation

George Benda

VFD's and Motor Impact

David Wylie, P.E., Principal
ASW Engineering

Innovative Power Quality Products

Doug Dorr, Director of Sales & Marketing
EPRI PEAC Knoxville, TN

Linking Energy Management and Risk Management: Untapped Win-Win Synergisms

Evan Mills, Ph.D., Staff Scientist
U.S. Dept. of Energy, Lawrence Berkeley National Laboratory Berkeley, CA

Benchmarking: What's Your Building's Energy IQ?

Evan Mills, Ph.D.

Transforming the Energy System with Information: The GridWise Alliance™

Robert Pratt, Staff Scientist
Pacific Northwest National Laboratory Richland, WA

UV Air & Object Purification

Stuart Engel, CEO
Sanuvox Technologies Inc. Montreal, Quebec

Ozone Technology for Commercial Laundry Applications

Darren Kimura, C.E.M., President & CEO
Energy Industries Honolulu, HI

*Workshops subject to change