

State Energy Program (SEP) and  
Energy Efficiency and Conservation Block  
Grant (EECBG) Program Evaluations

Peer Review Panel

## Peer Review Panel Chair



### **Paul DeCotis**

Paul DeCotis is Vice President of Power Markets at Long Island Power Authority where he oversees strategic resource planning; fuel, energy and capacity purchases and sales; power project development and management; and participation in the region's wholesale power markets. Prior to this Paul was Deputy Secretary for Energy in New York, serving as senior energy advisor to Governor Spitzer and Governor Paterson. Paul was also Chair of the State Energy Planning Board.

Paul previously served as Director of Energy Analysis for the New York State Energy Research and Development Authority where he oversaw corporate strategy and planning, forecasting and analysis, and energy program evaluation. Prior to this, Paul was Chief of Policy at the State Energy Office. Until his appointment as Deputy Secretary, Paul was President of a management consulting business, specializing in executive and Board development, strategy, and mediation. Since 1985, he has served as an adjunct faculty member at several colleges and universities including Cornell University, Rochester Institute of Technology, and Sage Graduate School.

Paul is a member of the Board on Energy and Environmental Systems of the National Academy of Sciences in Washington, DC; Board member of US Offshore Wind Collaborative; Board member of the Clean Energy States Alliance; Editorial Board member of the Energy Efficiency Journal; Executive Committee member of the New York State Reliability Council; New York's representative to the Eastern Interconnection States Planning Council, and a member of Montclair Publishing LLC. "Who's Who in North America" among other boards and committees. Paul has served on and chaired many professional organizations and associations and has extensive community service experience. Paul has published dozens of articles and professional papers on energy and industry matters.

Paul received his Bachelor of Arts in International Business Management from the State University College at Brockport, his Master of Arts in Economics from the University at Albany, and his Master of Business Administration in Finance from the Sage Graduate School at Russell Sage College.

## Peer Review Panel Members

### **Echo Cartwright**

Ms. Cartwright is Vice President of Government Relations for National Grid NY, overseeing and advising on statewide communications and implementation of strategic energy policy initiatives with government officials.

Previous to National Grid, Ms. Cartwright served as the Senior Manager of Consumer and Government Relations, managing relationships between the New York Independent System Operator (NYISO), its stakeholders, and state, local, and federal government officials, including implementing NYISO policy within the regulatory arena, and served as the spokesperson for the NYISO with the government and community.

Previous to the NYISO, Ms. Cartwright served as the Assistant Secretary for Renewable Energy for New York Governor David A. Paterson. As Assistant Secretary, Echo chaired the Governor's Renewable Energy Task Force, served as Deputy Director to the State Energy Planning Board, Co-Chaired the Great Lakes Wind Collaborative Steering Committee, developed statewide policy pertaining to the deployment of renewable energy technologies, and coordinated New York's participation in the Northeast and Mid-Atlantic Governor's (NEMAG) clean-energy forum.

Ms. Cartwright also served as Senior Policy Analyst for the Commission on Hazardous Waste and Toxic Substances at the New York State Assembly, where she focused on renewable energy, climate change, and environmental health policy.

### **Rebecca A. Craft**

Rebecca Craft is Director of Energy Efficiency and Demand Management at Consolidated Edison Company of New York, Inc., where she is responsible for the development, implementation, and management of energy-efficiency, demand-response and peak demand management programs for the Company's electric and gas systems. Ms. Craft also manages the Company's account executives and market research.

Prior to her current position, Ms. Craft was Assistant to the Chairman of Consolidated Edison and prior to that, Director of the Energy Markets Policy Group (where she developed the company's policies regarding the wholesale electric and gas markets).

Before joining Con Edison, Ms. Craft spent more than 11 years at Prudential Financial in a variety of positions in international managed assets, retirement services; corporate strategy and assistant general counsel, Law Department.

Ms. Craft serves on the Department of Energy's State Energy Efficiency Action Network, the New York Investment Fund CleanTech Advisory Committee, and the board of Green Light New York. She earned a JD from Indiana University in Bloomington and a BA in Economics from Wellesley College. Ms. Craft is a resident of New York City.

## Peer Review Panel Members

### **Brian Henderson**

Brian Henderson has over 35 years of experience in energy efficiency for both public and private organizations as a consultant, senior manager, department head, program designer and project engineer. He is currently an independent energy management consultant serving as the Southeast Regional Coordinator for the **National Association of State Energy Officials (NASEO)** helping to facilitate energy programs, policy communications and provide technical assistance to 9 Southeast states and 2 territories.

For the past two years, Mr. Henderson has also been providing consulting services on behalf of the **Natural Resources Defense Council (NRDC)** encouraging greater energy efficiency in South Carolina, North Carolina and Georgia, and also serves on the **Georgia Power DSM Working Group** assisting in the design of their energy efficiency programs. Mr. Henderson has also been providing consultant services for the Environmental and Energy Study Institute assisting with design and implementation of the residential retrofit program by the Electric Cooperatives of South Carolina. He has also been an energy consultant for **The World Bank**, as a member of an international team assisting South Africa in the design of energy efficiency programs and co-authored a book entitled *"Public Procurement of Energy Efficiency Services – Lessons from International Experience"*.

Previously, for over 12 years, Mr. Henderson was the Director of Energy Efficiency Services at the **New York State Energy Research and Development Authority (NYSERDA)** directing the implementation of a \$635 million portfolio of energy efficiency and demand response programs. Prior to that for over 17 years, he held various management and analytical positions with the **New York State Energy Office**, which included consumer education, outreach, technical assistance and project management.

Mr. Henderson has a B.S. in Physics and a M.S. in Mechanical Engineering.

### **John Stephen Kromer, P.E.**

Steve Kromer is an internationally recognized energy efficiency consultant, focusing on energy savings verification (Program Evaluation and M&V) and energy efficiency data management systems. Mr. Kromer holds a B.S. in Mechanical Engineering from Virginia Tech (1983). He was a senior engineer at the Lawrence Berkeley National Laboratory (where he is currently a guest researcher) and a director at Enron Energy Services. Mr. Kromer is currently under contract to the California Public Utilities Commission, Energy Division. He travels regularly to provide M&V seminars and trainings.

Mr. Kromer is the Immediate Past Chairman and current treasurer of the Efficiency Valuation Organization (EVO). He is on the International Certification Committee of the Association of Energy Engineers and is a founding member and current Chairman of the Certified M&V Professional (CMVP) committee.

## Peer Review Panel Members

**Dr. Lori M. Lewis**  
**Megdall & Associates, LLC**

Dr. Lewis is the Director of Megdall & Associates, LLC. Dr. Lewis, formerly Dr. Megdall, is recognized nationally as a leader in energy efficiency program evaluation and market transformation measurement. She has been a senior technical consultant for over 20 years. Prior to that, she was the Manager of Evaluation & Research for the City of Austin's Environmental & Conservation Services Department.

Dr. Lewis has been invited and served on multiple technical review panels for the U.S. Department of Energy. She has provided advice on evaluation design and evaluation issues to the U.S. Environmental Protection Agency. She is the recipient of two national awards from the Association of Energy Services Professionals (AESP), in 1991 and 2007.

Dr. Lewis has been providing energy efficiency program evaluation services to the New York State Energy Research and Development Authority (NYSERDA) since 1999 and over multiple evaluation areas and contracts. Her latest work for NYSERDA includes a lead role in conducting impact evaluations. She has conducted and provided leadership in evaluation from Hydro Quebec to San Diego Gas & Electric, from Austin, Texas to the Energy Center of Wisconsin and advice to the Slovakia utility. She is recognized nationally as one of the lead authors of the 2004 California Evaluation Framework study and the impact evaluation component of California's 2006 Evaluation Protocols.

## Peer Review Panel Members

### **Richard A. Morgan**

Mr. Richard Morgan has over 35 years of management, planning, program design, implementation and marketing experience in the energy field. As president of Morgan Marketing Partners, established in 1995, he helps utilities and energy organizations throughout the U.S. with their marketing and program design challenges. Services provided include program design, cost effectiveness modeling (using DSMore), strategic marketing consulting, reengineering and redesign of existing programs, expert testimony, implementation/operations assistance, new product and service development, management assistance, evaluation/assessments of existing programs, and development of energy efficiency plans to increase and improve program results. His clients vary from some of the largest leading utilities and energy companies/organizations in the country to some small Municipal utilities including Duke Energy, California Public Utility Commission, Detroit Edison, Energy Trust of Oregon, PSE&G, Northeast Utilities, Kansas City Power & Light, Jackson EMC, Rochester Public Utilities, Consumers Energy, Hawaii Electric, Missouri River Energy Services, Northwest Energy Efficiency Alliance, the State of Indiana and Wisconsin Focus on Energy. Mr. Morgan also has helped various non-energy companies with their marketing planning including Honeywell and Mitsubishi.

Prior to starting his own company, Mr. Morgan spent four years as a manager and consultant with A&C Enercom, a leading energy services and consulting company. Mr. Morgan also spent over 11 years with Wisconsin Power & Light Company in their marketing department. He held numerous positions managing many different services including residential services, commercial and industrial gas services, demand-side management programs, low-income programs, and marketing/sales initiatives. Prior to the utility, Mr. Morgan worked for the Oregon Department of Energy and the Western SUN, a federally funded regional solar center.

Mr. Morgan is the Past President of the American Marketing Association, Madison Chapter, a past Board Member and VP Business Development for the Association of Energy Services Professionals (AESP) and current board member of the Midwest Energy Efficiency Alliance (MEEA).

## Peer Review Panel Members

### **Ellen Steiner, Ph.D.**

Dr. Steiner is a Senior Project Manager with EMI, providing leadership in market research, systems thinking, and quantitative/qualitative research design. Prior to working with EMI, she spent ten years at Sun Microsystems, Ellen joins the team with significant experience in market research, survey research, strategic planning and analysis, business process optimization, program design/management, knowledge management, human capital management and training design. In addition, over the past 8 years, Ellen has taught graduate level research methods and statistics courses previously at the University of Denver and currently online at Jones International University. Dr. Steiner recently completed an Interactive Effects Evaluation of the statewide Focus on Energy Organization and We Energies Utility Energy Efficiency Programs for the state of Wisconsin, which included in-depth interviews, customer surveys, focus groups and tracking data analyses. She also recently developed enhanced inspection protocols for a number of Southern California Edison programs which included in-depth interviews, internal business data analyses, and risk assessment. Currently, Dr. Steiner is managing the process and impact evaluations for Consumers Energy's Direct Install Programs; designing and managing the evaluations for the We Energies Community Education Program and In-Home Display Programs; and, conducting a market assessment of the television market for the Northwest Energy Efficiency Alliance.

Ellen has a Ph.D. in Quantitative Research Methods and a Masters in Higher Education Administration from the University of Denver and a B.S. in Human Development and Family Studies from the University of Delaware.