

# A N INVITATION



DTE Energy, Sterling Planet and the Electrical Industry Training Center

present the free seminar:

## White Tags® and Other Energy Efficiency Opportunities

Tuesday, March 19, 2013

11 a.m. – 1 p.m.

lunch provided by Sterling Planet, DTE Energy and the EITC

Electrical Industry Training Center

2277 East 11 Mile Road

Warren, MI

*map and directions on reverse / page 2*



### Learn about White Tags®

Also known as energy optimization credits, White Tags each represent 1 MWh of electricity savings or 1 MCF of natural gas savings. Businesses that can demonstrate meter-measured energy conservation can convert those savings to tradable White Tags and sell them, creating a new source of revenue.

### Speakers

Robert Fegan, Jr., DTE Energy: *DTE Energy's Energy Efficiency and Optimization Programs*

Alden Hathaway, Sterling Planet: *White Tags® – Performance-Based Incentive for Energy Efficiency*

### Who Should Attend

Corporate energy managers, sustainability leaders from DTE Energy's large C&I customer base

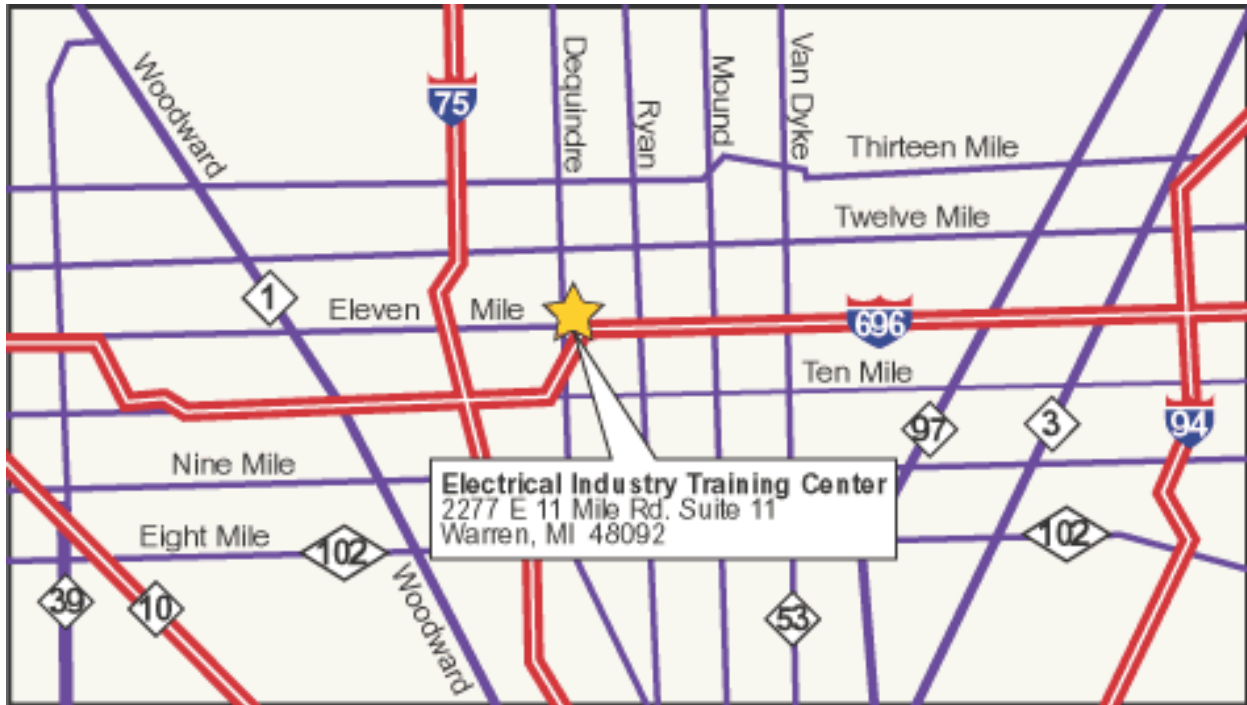
**Reserve your space for this free seminar  
by Friday, March 15:**

**(248) 763-2275**

**[diananash@greenteamcoalition.com](mailto:diananash@greenteamcoalition.com)**



ELECTRICAL INDUSTRY TRAINING CENTER  
2277 EAST 11 MILE ROAD  
WARREN, MI 48092



**THE TRAINING CENTER IS EAST OF DEQUINDRE ON THE NORTH SIDE OF 11 MILE ROAD AND CAN ONLY BE ENTERED FROM THE WEST BOUND SERVICE DRIVE.**

**SOUTH BOUND ON I-75 - TAKE THE 12 MILE EXIT AND GO EAST ON 12 MILE TO RYAN ROAD. TURN RIGHT ON RYAN TO 11 MILE ROAD (I-696 SERVICE DRIVE) AND TURN RIGHT.**

**NORTH BOUND ON I-75 TO I-696 EAST BOUND - AND FOLLOW THE DIRECTIONS BELOW (EAST BOUND)**

**EAST BOUND ON I-696 - TAKE THE DEQUINDRE EXIT AND STAY ON THE SERVICE DRIVE TO RYAN ROAD, TURN LEFT ON RYAN, GO OVER THE HIGHWAY AND TURN LEFT ON THE WEST BOUND SERVICE DRIVE. STAY IN THE RIGHT LANE AND BE SURE TO MAKE A COMPLETE STOP AT THE STOP SIGN. THE SCHOOL IS JUST PAST DAVID GIVENS STREET.**

**WEST BOUND ON I-696 - TAKE THE 11 MILE ROAD EXIT**