

Bend Trade Ally Forum
October 15, 2025

- 8:00 – 8:30** **Breakfast with Account Managers, vendor networking**
- 8:30 – 8:50** **Welcome and Updates from Michael Colgrove, Executive Director, Energy Trust of Oregon**
- 8:50 – 9:20** **Keynote Presentation, Rob Del Mar, Senior Policy Analyst, Oregon Department of Energy**
Oregon is in the midst of an energy transition – one that will need to balance clean energy goals with equity, affordability, reliability, and resilience. Thanks to guidance and input from energy partners, communities, and the public, the Oregon Department of Energy is finalizing a new state energy strategy that will identify potential pathways for reaching Oregon’s energy policy objectives. Each Oregonian will be part of the transition, including efforts to advance energy efficiency, increase electrification, invest in clean electricity, advance the use of low-carbon fuels, and strengthen energy resilience across communities.
- 9:20 – 9:40** **Trade Ally Awards**
- 9:40 – 10:00** **Break & Vendor Networking**
- 10:00 – 11:00** **Breakout Session A (select one)**

Ballroom 1 and 2	Oregon Board Room
<p>Topic: IRA Programs Update for Trade Allies</p> <p><i>Learn more about Inflation Reduction Act Home Energy Rebates (HOMES & HEAR) programs, how to participate and when incentives will become available with representatives from Oregon Department of Energy and Energy Trust of Oregon.</i></p>	<p>Topic: Solar Program updates</p> <p><i>Learn about solar program updates and best practices such as closing out 2025 projects with the Residential Clean Energy Credit going away, solar and storage incentive plans for 2026, and other general program updates.</i></p>
Speakers: Scott Leonard, Energy Trust	Speaker: Lori Lull, Kyle Holmes

- 11:00 – 11:15** **Break & Vendor Networking**
- 11:15 – 12:15** **Breakout Session B (select one)**

Ballroom 1	Ballroom 2	Oregon Board Room
<p>Topic: IRA Programs Update for Community Based Organizations</p> <p><i>Do you represent a Community Based Organization (CBO) and want to learn about how IRA programs can support your community? This is a CBO-only session for CBO staff to learn about CBO participation in the HOMES & HEAR programs.</i></p>	<p>Topic: Residential and Multifamily 2025 Program Updates</p> <p><i>Energy Trust will present information about program trends and resources to support trade allies working with Existing Buildings, Multifamily and Residential.</i></p>	<p>Topic: Solar Program Updates continued</p> <p><i>Learn about Energy Trust of Oregon’s new Smart-E Loan offer and information on how you can start offering this financing product to your customers as a Solar Trade Ally.</i></p>
Speaker: Scott Leonard, Energy Trust	Speaker: Nate Merrill, Energy Trust	Speaker: Lori Lull, Kyle Holmes

12:15 – 12:30 **Raffle and Forum Evaluation**

12:30 – 1:30 **Lunch (pre-registration required)**

1:30 – 2:30 **Afternoon Session (optional)**

Ballroom 1	Ballroom 2
Topic: Contractor Connections for HOMES/HEAR (meeting and connecting for project partners)	Topic: Question and Answer on Incentive Changes
Host: Scott Leonard, Energy Trust	Host: CLEAResult and Energy Trust staff, Processing Team

Scan for Session Handouts



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