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PowerUP Las CrucesEXPO & TRAINING

**PRESS PACKET**

**WHAT** : **PowerUP Las Cruces Expo & Training** is designed to generate excitement and “buzz” about the availability and affordability of new technologies surrounding electricity. The event will showcase the many ways electricity can have a positive charge on your life.

**WHY** : Going all-electric can help with costs, home value, climate and for those in the construction industry, competition.

* Learn how to reduce your energy bills by going all-electric in your home and business.
* Meet developers and builders of all-electric homes, look over the best electric appliances, talk with energy saving retailers, and receive estimates for converting your living and working spaces to energy-reducing equipment.
* Gain all the information you need to take advantage of discounts, rebates, and incentives to go all-electric.
* Follow trends on the energy transition that will enhance the value and safety of your home and business.

**WHEN:** PowerUP Expo & Training will be at **the Las Cruces Convention Center**. The Expo will run from Friday, January 20th from 12:00 pm – 5:00 pm and Saturday, January 21st from 9:00am – 5:00pm. The event will be launched with a **ribbon cutting by Electric Champions including** Senator Martin Heinrich, NM Land Commissioner Stephanie Garcia Richard, and LC Mayor Pro Tem, Kasandra Gandara.

**HOW:** With over 50,000 square feet of indoor space plus plenty of outdoor space, PowerUP Las Cruces Expo & Training will be hosting exhibitors from near and far to showcase the latest and greatest technologies in the electrification of homes, buildings, and vehicles, as well as energy efficiency and renewable energy sources.

**WHO:**  Friday’s trainings are designed for developers, builders, architects, inspectors, and proposal developers who want the 30,000-foot view. For those wanting more technical details such as technicians, installers, maintenance and repair persons, and electrical engineers, the 10,000-foot view is a parallel track. All professionals are eligible for CEU credit.

**COST:** All events will be free, engaging, and family-friendly.

EXPO CORNER TALKS\* Saturday, Jan. 21 9:30am-3:30pm

**Electric Living Blue Corner** - begins 9:30, following presentations on the half hour

* Heat Pumps: Are They Right for Your Home? Jason Olguin, Sun City Heating and Plumbing
* All Electric Home: A Better Way to Live w/ Homeowner Testimonials, Renee Frank, Realtor, EcoBroker
* Four and A Half Personal Decisions that Will Save the Planet, Don Kurtz
* The Benefits of a Smart Meter in Your Home, Grisel Ramirez & Liz Aragon, El Paso Electric
* Financing for Home Electrification, Adding Solar to Your Home, and/or Energy Upgrades, Nusenda Credit Union
* The Future of Electric Transportation, ASPIRE (Advancing Sustainability Through Powered Infrastructure for Roadway Electrification) & UTEP (University of TX at El Paso)

**PowerUP Your Savings Green Corner** – begins 10:30, following presentations on the hour

* Federal Rebates and Tax Credits: Inflation Reduction Act, Jenny Hernandez & Dany Palacios, CLC
* Bundling Rebates to Lower Appliance Costs, Jenny Hernandez & Dany Palacios, CLC
* Energy Savings You Can Bank On, Alan Fowler, Nusenda Credit Union
* Electric Vehicles and Charging Incentives, Angie Rodriguez, El Paso Electric
* El Paso Electric Energy Efficiency Incentive Programs, Tony Reyes, El Paso Electric

**Energize with Solar Yellow Corner** - begins at 10:00am following programs on the hour

* Power Your Home from the Sun, Corey Asbill, Organ Mountain Solar
* How to Select a Solar Company, Jim DesJardins, Renewable Energy Industries Association
* Take Advantage of Community Solar, Jim DesJardins, Renewable Energy Industries Association
* Meeting the Challenge of a Clean Energy Transition, Jessica Christianson, El Paso Electric
* How Does Solar Affect My Home’s Value? Renee Frank, Realtor, EcoBroker
* Role of Batteries Now & In the Future, Alan Morgan, Solar Smart Living

**Induction Cooking Orange Corner\*** Offered both Friday (1:30 – 4pm) and Saturday(9:30am-3:30pm)

* Induction Cooking Demonstrations Ongoing

OUTSIDE ON ELECTRIC AVENUE

**Electric Vehicles and Chargers** Saturday 10:00am - 4:00pm

* Blue Bird Bus Company, Ride an Electric Bus, Convention Center Parking Lot
* Tours of an all-electric trailer home
* Scooters and e-bikes
* EV models

PowerUP Las CrucesINDUSTRY TRAINING

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Welcome to the first annual PowerUP Trainings, sponsored by the City of Las Cruces. This is a great time for our region to take advantage of all the new building technologies, policies, and funding opportunities available across the construction industry.

**WHY:** Whether you are motivated by curiosity, codes, climate, competition, or costs having a solid understanding of the energy transition landscape to clean electricity is important for everyone. Buildings, as critical long-term investments, can be designed to save money, create healthy environments, and provide many other benefits. These benefits are a win-win for builders, homeowners, and renters.

**WHERE:** Training events will occur **Friday, January 20, 2023 in the Las Cruces Convention Center** classrooms before and concurrently with the PowerUP Las Cruces Expo, an equally valuable component to building your understanding.

**HOW:** In-person presentations will be presented by local experts in technologies, finance, and new building codes. These trainings will be specifically developed for the construction industry.

**WHO:**  Friday’s trainings are designed for developers, builders, architects, inspectors, and proposal developers who want the 30,000-foot view. For those wanting more technical details such as technicians, installers, maintenance and repair persons, and electrical engineers, the 10,000-foot view is a parallel track. All professionals are eligible for CEU credit.

**BENEFITS:** Besides a solid understanding of the landscape of the energy transition to clean electricity, attendees will receive presenter summaries, a matrix of appliances and technologies that qualify for new building codes and financial incentives, and links to additional training opportunities and resources.

**COST:**  Friday’s session is $20 and includes a box lunch. Register online at:

<https://meetinlascruces.com/powerup-expo-training/>

**I N D U S T R Y T r a i n i n g D e s c r i p t i o n s**

**This is the Right Time and Place**

Let us dispel any myths you have about transitioning to clean electricity and generate excitement about the possibilities of using new technologies, save money, and make you a leader in the clean energy industry.

**Planning for Success in Building Electrification**

What technology does it take to go all electric? This training will provide an overview of what an all-electric building and home includes. It will compare our traditional technologies to electric ready and all-electric and the similarities between both. It’ll highlight key elements in each technology and how they can support and enhance one another.

**Financing Energy Upgrades**

Learn about the true cost of electrification. This training will look at local cost estimates of building traditional housing compared to electric ready and all-electric housing based on the City’s proposed codes. These estimates consider initial costs, rebates, and tax incentives.

**Building Codes that Create a Win-Win**

This training will highlight the importance of building codes in terms of equity and resilience. It’ll take a deeper dive into the City’s proposed mandatory electric ready codes and all-electric stretch codes.

**A Deep Dive into Heat Pumps**

What’s all the hype about heat pumps? This training will take a deep dive into what a heat pump is. It will navigate the various options (ducted or ductless) and important considerations when selecting and installing heat pumps.

**Maximizing Heat Pumps**

This training will focus on understanding the important relationship between an insulated envelope, energy efficiency and the implications on sizing for HVAC and load calculations.

**Grid and Building Load Capacity**

Learn what preparing for an all-electric future means with a focus on panels, 240V, other future needs, and calculating electric load capacity. This training will answer what an all-electric future means for our grid and grid capacity.

**expo workshops**

**3:00 PM - 4:00 PM**

* Heat Pump Water Heaters for New and Existing Buildings, Mitsubishi and Rheem
* Sustainability at New Mexico State University, NMSU Faculty
* Making the Transition to All-Electric Vehicle Fleets, City of Las Cruces
* Electric Vehicles and Charging, El Paso Electric

**4:00 PM - 5:00 PM**

* Designing, Equipment Selection, and Installation of Heat Pumps in New Construction, Mitsubishi and Rheem
* Residential and Commercial Solar: Opportunities and Barriers, Solar Smart Living
* All-Electric Homes: A Real Estate Value Perspective, Smart Living LLC
* Economic Development: Electrification Opportunities for Our Region, El Paso Electric

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* Renee Frank, Event Volunteer
* Don Kurtz, Event Volunteer
* Angie Rodriguez, EPE EV Event Volunteer
* Carl Brown, Event Volunteer
* Broni Bruce, Event Volunteer
* Greg Wagner, LC Convention Center,

Director of Sales, Events, and Marketing

**EXPO SPONSORS:**

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| **Terawatt Sponsors** | **Megawatt** | **Kilowatt** |
| El Paso Electric | Builder’s Source | ASPIRE  NSF Engineering Research Center |
| Metro Verde | Blue Star Bus Sales | Borderplex Alliance |
| Mitsubishi Heating & Electric | El Paso Fireplaces | Charging Point |
| NMSU/DACC | KT Homes | Electronic Caregivers |
| City of Las Cruces | Norman S. Wright Co. Manufacturers | Las Cruces Green Chamber of Commerce |
| Las Cruces Convention Center | Nusenda | Greater LC Chamber of Commerce |
|  | Organ Mtn Solar & Electric | Solar Smart Living |
|  | Rheem Consumer |  |
|  | SunCity Plumbing & Heating |  |
|  | YorkAir Conditioning |  |

**TRAINING ORGANIZERS:   
City of Las Cruces**

* Lisa LaRocque, Sustainability Director
  + - Jenny Hernandez, Sustainability Specialist
    - Dany Palacios, Sustainability Co-op
    - Josh Galovin, Sustainability Co-op
    - Phil Simpson, Volunteer and Energy Expert
    - Wendy Hamilton, Event Volunteer
    - joni newcomer, Event Volunteer

**TRAINING SPONSORS:** **City of Las Cruces**

**MORE INFORMATION:**

* [Facebook Page](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fprofile.php%3Fid%3D100088253119666&data=05%7C01%7Cllarocque%40las-cruces.org%7Cdd0d0ec76edd4b5382f408daf2619b30%7Cdf81c53fa8c04af5a182cf3bce372944%7C0%7C0%7C638088798321490732%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=yu5XmyMCXsjcKMCtcOjUj60whHRffMC6crmxMW%2Blun8%3D&reserved=0)
* [Facebook Event Page](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fevents%2F1159101678044791%2F%3Facontext%3D%257B%2522event_action_history%2522%253A%255b%257B%2522surface%2522%253A%2522home%2522%257D%252C%257B%2522mechanism%2522%253A%2522surface%2522%252C%2522surface%2522%253A%2522groups_highlight_units%2522%257D%255d%252C%2522ref_notif_type%2522%253Anull%257D&data=05%7C01%7Cllarocque%40las-cruces.org%7Cdd0d0ec76edd4b5382f408daf2619b30%7Cdf81c53fa8c04af5a182cf3bce372944%7C0%7C0%7C638088798321490732%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=0Eatb%2F%2BwDO1FImF3EWMe17tzZfX%2BDE2JfxlAc88p6dc%3D&reserved=0)
* [Instagram Page](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fpowerupexpo%2F&data=05%7C01%7Cllarocque%40las-cruces.org%7Cdd0d0ec76edd4b5382f408daf2619b30%7Cdf81c53fa8c04af5a182cf3bce372944%7C0%7C0%7C638088798321490732%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=IngRXFTkHHe8wHcCEybyA0Bp4%2FAEJm9VWS47rdNOEJo%3D&reserved=0)(on iphones)