

**ON BEHALF OF
FOR ALL MEMBERS**



**A \$300 DISCOUNT
FOR THOSE REGISTERED BY APRIL 15**



REVOLUTIONIZING THE SMART GRID

**Implementing and Deploying Smart Grid Strategies
to Improve Operational Efficiencies, Reliability,
Customer Retention, and Optimize Asset Utilization**

*For Utility Professionals, Regulators, Commissioners, Engineers, Financial Executives,
Technical Directors, and Vendors of Smart Grid Solutions*

May 19-20, 2009 • San Diego, California

A Two-Day Strategic Event Bringing Together Utility Professionals, Government and State Officials Involved In Deployment Of The Smart Grid To Learn Strategies To Improve Energy Efficiency Programs and Operations, Increase Customer Retention, and Reduce Financial Risk and Volatility

PRESTIGIOUS SPEAKER PLATFORM INCLUDES:

Kurt Yeager, Executive Director, **GALVIN ELECTRICITY INITIATIVE**

Steven Pullins, President, **HORIZON ENERGY GROUP**

Bob Hughes, Manager of Products and Services, **GEORGIA POWER COMPANY**

Jim Parks, Energy Efficiency and Customer R&D Manager, **SACRAMENTO MUNICIPAL UTILITY DISTRICT**

Carlos Romero, Industry Solution Executive, **VENTYX**

Jan S. Moore, President, **DIRECT OPTIONS**

Patrick Mazza, Author, **Powering up the Smart Grid**

John Heflin Baker, Jr., Chief Strategy Officer, **AUSTIN ENERGY**

Andres Carvallo, Chief Information Officer, **AUSTIN ENERGY**

Mike Gravely, Manager of Energy Systems, **CALIFORNIA ENERGY COMMISSION**

Donald Lamontagne, Section Leader, T&D Reliability Analysis and Management, **ARIZONA PUBLIC SERVICE COMPANY**

Bart Thielbar, **President, ITILITY SOLUTIONS LLC**

Jeffrey Sinsheimer, Attorney, **C OBLENTZ, PATCH, DUFFY & BASS, LLP**

Edward Kjaer, Director, Electric Transportation, **SOUTHERN CALIFORNIA EDISON**

Mark S. Martinez, Manager, Demand Response Program Development, **SOUTHERN CALIFORNIA EDISON**

George Rodriguez, Manager, Power System Technologies, **SOUTHERN CALIFORNIA EDISON**

LEARN ABOUT:

- Case studies of utility providers who are improving operational efficiencies through the Smart Grid
- Implement smart grid strategies to increase integration of distributed energy resources and reduce emissions
- Serve "load pockets" using smart grid strategies without building expensive new power lines
- Deploy Smart Grid to improve operational efficiencies by actively diagnosing and correcting problems
- Increase customer retention through smart grid pricing and service
- Understand standards for implementing and operating smart grid technology
- Integrate smart grid technology with internal infrastructure to allow for less inefficiencies within operations
- Overcome the issues that must be faced before implementing a smart grid
- Use the Smart Grid as a multi-dimensional tool in promoting energy efficiency, improving reliability, and enhancing dispatch ability
- Gain a competitive edge by modernizing your Smart Grid with technology upgrades
- Avoid massive infrastructure investments by using the Smart Grid to optimize asset utilization

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