

**ON BEHALF OF
TO ALL MEMBERS**



**A \$300 DISCOUNT IS BEING OFFERED
IF REGISTERED BY MARCH 9TH**



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, Gov and State Officials Involved In Deployment Of The Smart Grid To Learn Strategies Which Will Improve Energy Efficiency Programs And Operations, Increase Customer Retention, and Reduce Financial Risk and Volatility

CONFIRMED SPEAKERS FOR SMART GRID CONFERENCE

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

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

Stephen Nees, Technology Strategy and Planning Manager, **ANAHEIM PUBLIC UTILITIES**

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

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

Stephanie Hamilton, Manager for Distributed Energy Resources, **SOUTHERN CALIFORNIA EDISON**

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

Mike Carlson, Vice President & CIO, **XCEL ENERGY**

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

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

Reza Ghafurian, Technical Leader, **CON EDISON OF NY**

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

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

Terry Mohn, Technology Strategist and Enterprise Architect, **SEMPRA ENERGY UTILITIES**

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

Michael Ahern, Vice President of Utility Services, **NORTHEAST UTILITIES**

John F. Burke, VP Finance & Operations, **CONSTELLATION NEW ENERGY INC.**

LEARN ABOUT:

- Hear case studies of utility providers who are improving operational efficiencies by adopting the smart grid
- Modernize your smart grid to increase customer retention
- 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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