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## Conference Agenda

May 18, 2010

8:00a.m.-9:00a.m.

### Registration and Continental Breakfast

Exhibition Open



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#TNG2010

The Networked Grid 2010 will be held at the **Hyatt Grand Champion Resort** in Palm Springs, California.

### FOR MORE EVENT INFORMATION, EMAIL:

[events@greentechmedia.com](mailto:events@greentechmedia.com)

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 Last Name \*  
 Title  
 Company \*  
 Email Address \*  
 Comments

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[masterson@greentechmedia.com](mailto:masterson@greentechmedia.com)

9:00a.m.-9:15a.m.

### Welcome

Official conference opening and welcome from Greentech Media President and Co-Founder, Rick Thompson

Rick Thompson, President, Greentech Media

9:15a.m.-9:45a.m.

### GTM Research: Top 5 Smart Grid Industry Trends

David Leeds, GTM Research Smart Grid Analyst, and Rick Thompson, Greentech Media President and Co-Founder, will provide an introduction of what to expect, and why, throughout The Networked Grid 2010 conference program and walk through the top five industry trends in the smart grid market today and over the next few years, many of which have significantly shaped the agenda and speaker choices for this year's conference.

David Leeds, Smart Grid Analyst, Greentech Media  
Rick Thompson, President, Greentech Media

9:45a.m.-10:30a.m.

### Opening Keynote Presentation

Mike Montoya, Director of Engineering Advancement, Southern California Edison

10:30a.m.-11:00a.m.

### Break

11:00a.m.-12:30p.m.

### North American Utility Executive Round Table Discussion

Industry visionaries from the most progressive North American utilities will engage with the audience in a 90 minute executive round table discussion and Q&A. Sharing stories of success and adversity relating to existing smart grid rollouts and future deployment plans, these utility executives will provide insight into the real-world issues facing the smart grid market.

Panel Sponsored by



Lee Krevat, Director of Smart Grid, SDG&E

Andy Tang, Senior Director, Integrated Demand-side Management Products, PG&E

Mike Montoya, Director of Engineering Advancement, Southern California Edison

Bob Irvin, Ex-VP of Strategy, Duke Energy, Energy Advisor, North Highland

Moderator: Terry Mohn, Vice Chairman, GridWise Alliance

12:30p.m.-1:30p.m.

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**Lunch****Track 1**

1:30p.m.–2:45p.m.

**Networked Grid Communications Infrastructure: Scaling AMI and Beyond**

The communications infrastructure layer of the networked grid underpins nearly every application that has been conceived for a true end-to-end smart grid. The market has moved beyond basic AMI deployments and is now focused on AMI at mass-scale, in addition to utilizing communications networks for other applications. Although many utilities are well underway in deploying a next-gen comm network for their smart grid rollouts, over 30% of utilities polled in a recent GTM Research survey state that they are still in early planning and/or investigatory phases, meaning that the optimal solutions for this segment of the market are still evolving. This session will cover the various network segments of end-to-end smart grids and walk through what the leading network technologies and architectures are for each, while providing insight into how the right communications network can support short- and long-term applications.

Jeff Nichols, Director, Network & Communication Services, SDG&E  
 Stephen Johnston, CEO, SmartSynch  
 Eric Dresselhuys, EVP, CMO, Silver Spring Networks  
 Mike Sanderson, VP Engineering, Proximity  
 Rich Creegan, Vice President – Marketing and Strategy, Itron  
 Moderator: Rick Thompson, President, Greentech Media

**Track 1**

2:45p.m.–4:00p.m.

**Power Forward: Grid Optimization and Distribution Automation**

Overall grid optimization and, specifically, Distribution Automation is the highest priority application among North American utility smart grid decision makers, with 77% ranking it number one, according to a recent survey from GTM Research. Optimizing the power layer infrastructure for real-time distribution automation applications may not be as sexy an application as networked electric vehicles or snazzy home energy management systems, but it's a major issue for utilities and can provide a significant amount of efficiency from an internal operations perspective on the utility end of the spectrum. Embedding sensors that interact with the communications layer of smart grids is an important topic and providing an infrastructure that can support very low latency is critical for its success. This session explores grid optimization and distribution automation technologies and architectures in depth.

**Track 2**

1:30p.m.–2:45p.m.

**The Soft Grid: Smart Grid's Killer Applications**

Now that smart grid infrastructure is being put into place, the market is quickly shifting toward the emphasis on value-added applications and services. The smart grid applications layer, or the 'Soft Grid', sits above the power infrastructure and network communications layers, providing a platform for a number of advanced applications and services. As other sessions at the conference will dive into great detail on a per-application basis (electric vehicles, integration of renewables, distribution automation, demand response, etc.), this session covers the big picture landscape of the applications layer as a whole, touching on near-term and longer-term smart grid applications and services. The goal of this session is also to provide the audience with an understanding of realistic market timelines and priorities for the applications as they are rolled out.

Steve Vassallo, Venture Partner, Foundation Capital  
 Peter L. Corsell, President and CEO, Gridpoint  
 Alex Laskey, President, Founder, OPOWER  
 Andy Zetlan, Smart Grid Solutions Executive, Telvent Utilities Group  
 Kannan Tinnium, Power Systems Platform Leader, Power Conversion Systems, GE Global Research  
 Moderator: David Leeds, Smart Grid Analyst, Greentech Media

**Track 2**

2:45p.m.–4:00p.m.

**Information is Power: Meter Data Management and Analytics**

As smart meters are now being deployed by the nation's largest utilities, managing the rapid increase in data and then turning that raw data into actionable intelligence via sophisticated analytics is becoming a critical priority. Over 90% of utility decision makers polled in a recent GTM Research survey stated that they are concerned with their ability to manage and utilize the potential onslaught of data coming from smart grid deployments. Compound that with multiple reads per day with the potential for that to increase in frequency and the coming grid-aware clients that will ultimately communicate via the meter over the utilities' networked grids and the potential problem (and opportunity) begins to increase exponentially. In addition, many questions remain as to who will ultimately own the granular data.

Kevin Meagher, Chief Technology Officer, EDSA Power Analytics

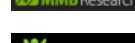
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Witold Bik, Vice President, Automation Systems Division, S&C Electric  
 Stewart Kantor, CEO, Full Spectrum  
 Sanket Amberkar, Senior Manager, Smart Grid Marketing, Cisco  
 Andres Carvallo, Executive Vice President & Chief Strategy Officer, GridNet  
 Ken Geisler, Business Development Manager, Smart Grid, Siemens  
 Moderator: David Leeds, Smart Grid Analyst, Greentech Media

Phil Davis, Senior Manager, Demand Response Solutions, Schneider Electric  
 Larsh Johnson, Founder, Director, and Chief Technology Officer, eMeter  
 Jacqueline Lemmerhirt, Senior Director, Product Management, Aclara  
 Moderator: Andy Zetlan, Smart Grid Solutions Executive, Telvent



**PARTICIPATING COMPANIES**



**Break**

**Track 1**

4:30p.m.–5:45p.m.

**Winning the Home Network Battle: PHYs, Protocols and Platforms**

When talking about physical layer network technologies and architectures for smart grids, most focus is placed on the Field and/or Neighborhood Area Networks. The idea and future promise of energy-aware Home Area Networks (HANs) is a hot topic in the industry and the options for the physical layer of these networks are many, including ZigBee, HomePlug GP (Green PHY), WiFi, Z-Wave, etc. In reality, based on application requirements, geographical region, etc., different physical layer technologies will be implemented for smart grid HANs. This session will walk through the pros and cons of the various technologies, standards and protocols, from the chipsets through the platforms themselves.

Daniel Moneta, Co-Founder, Director of Business Development, MMB Research  
 Gene Wang, CEO, People Power  
 Kishore Manghnani, Vice President, Communications and Consumer Business, Marvell  
 Stuart Lombard, President and CEO, ecobee  
 Moderator: Rick Thompson, President, Greentech Media

**Track 2**

4:30p.m.–5:45p.m.

**The Smart Home Customer Experience: Next-Generation Consumer Services and Time of Use Pricing**

Sitting atop the physical layer smart grid HAN, are the energy management systems that the consumer will interact with to better understand, and react to, their daily power consumption. Service definitions, consumer understanding and adoption, and utility marketing outreach programs have the opportunity to make or break the full scale realization of a smarter grid's potential. This session will explore the feature sets available in next-generation energy management systems, how/if consumers will adopt and leverage these platforms, and one of the most pressing smart grid issues in the industry today, time-of-use pricing models.

Seth Frader-Thompson, CEO, Founder EnergyHub  
 Paul Nagel, Vice President, Business Development, Control4 Energy Systems, Control 4  
 Ivo Steklac, Executive Vice President of Sales and Strategy, Tendril  
 Greg Guthridge, Global Retail Operations Lead, Accenture  
 Kristen T. Bowring, Senior Director Home Management Platform, New Business CSG, Best Buy Co., Inc.  
 Moderator: Michael Kanellos, Editor-in-Chief, Greentech Media

5:45p.m.–8:00p.m.

**Networking Reception**

After a long day of in-depth information sharing, market analysis and industry luminaries' perspectives, enjoy the luxurious setting of Palm Springs' Hyatt Grand Champion Resort by networking with peers and industry leaders. Many visionaries from Greentech Media's published list of **The Networked Grid 100: The Movers and Shakers of the Smart Grid** will be in attendance!



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## Conference Agenda

May 19, 2010

8:00a.m.–8:45a.m.

### Breakfast

Exhibition Open



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8:45a.m.–9:00a.m.

### Welcome

9:00a.m.–9:30a.m.

### Networked Grid Software and Applications Keynote

Linda Jackman, Group Vice President - Product Strategy & Management, Oracle Utilities

9:30a.m.–10:00a.m.

### Networked Grid Communications Infrastructure Keynote

Stephen D. Johnston, CEO, SmartSynch

10:00a.m.–10:30a.m.

### Break

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### Track 1

10:30a.m.–12:30p.m.

### WORKSHOP: Power Layer Infrastructure Technologies and Network Communications Layer Architectures (2 1hr, back-to-back sessions)

This technical workshop, led by industry experts, is designed to provide a detailed understanding of many of the technological and architectural issues surrounding both the power infrastructure layer and the network communications layer of end-to-end smart grids. The first hour of this session will focus solely on the power infrastructure layer, providing a detailed understanding of the critical power layer components in the transmission and distribution networks of large utility grids and how these components need to interact with an optimized communications layer being deployed for smart grids. The second hour of this session will provide an in-depth understanding of the many HAN, FAN, WAN and LAN networking technologies, architecture options, protocols, standards and requirements for the emerging intelligent two-way communications layer being deployed to support numerous smart grid applications.

### Track 2

10:30a.m.–12:30p.m.

### WORKSHOP: North American Utility Smart Grid Case Studies (Three 40-minute, back-to-back utility case studies)

This two-hour workshop will be comprised of three, back-to-back 40-minute case studies, presented by leading North American utilities. Each case study will provide the audience with an in-depth understanding of the primary goals and challenges of real-world smart grid deployments. The audience will walk away with an understanding of the similarities and differences between four ongoing smart grid deployments that are ultimately driving the requirements and market dynamics throughout the smart grid supply chain of products and services. Each utility may approach smart grid deployments from a common set of high-level tenets, though when putting their plans into action often face unique challenges and requirements dictated by state policy, consumer demand, existing technology infrastructure, geographic variables, etc. This session will cut through the abundant market hype and provide factual information of what's happening on the

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Erich Gunther, Chairman and CTO, co-founder, Enernex

ground as we speak.

Jim Parks, Program Manager of Energy Efficiency and Customer Research and Development, SMUD  
Lou Fusco, Director of Engineering & Technology, PG&E  
Donald Paul, Executive Director, USC Energy Institute

## Lunch

### Track 1

1:30p.m.–2:30p.m.

#### Securing The Networked Grid Infrastructure

The bottom line is that the very nature of smart grid technology advancement (two-way communications networks, vastly increased number of intelligent endpoints, distributed intelligence throughout the grid infrastructure, etc.) lends itself to potential security risk and network-wide proliferation. With that said, extremely high-speed, distributed, complex networks have been built, scaled and are highly secure, so there is little technical reason these techniques won't apply to smarter grids. NIST (National Institute for Standards and Technology) recently published a 300+ page DRAFT NISTIR 7628 titled Smart Grid Cyber Security Strategy and Requirements, so clearly it's an issue that's top of mind and being addressed. This session will cover the various physical and cyber security issues that threaten large-scale smart grid deployments and the solutions that are being developed to address them.

Rick Stephenson, CEO, Revere Security  
Saadat Malik, Senior Manager, Smart Grid Solutions and Architecture Development, Cisco  
Rick Noel, VP & Global Managing Director, Energy & Utilities, Verizon Business  
Tom Parker, Director of Security Consulting Services, Securicon  
Moderator: Andrew Bochman, Co-Founder, Smart Grid Security Blog

### Track 1

2:30p.m.-3:30p.m.

#### The Microgrid Emergence: Distributed, Intermittent Renewable Power & Storage

A few years back, microgrids, communities that can generate and store their own electricity and disconnect and reconnect from the grid in instant fashion, remained in the realm of great concepts. Recent developments, however, notably advancements in distributed generation technologies (such as solar PV and fuel cells), increased R&D in energy storage and the continued development of software platforms to support them, collectively are making microgrids increasingly viable. Many successful pilots have

### Track 2

1:30p.m.–2:30p.m.

#### Addressing Peak Demand: The Future of Demand Response and Smart Appliances

Results from a recent GTM Research report indicate that a reduction in peak demand is the #1 benefit that utilities see as a result of smart grid deployments. The leading application which has emerged to counteract peak demand is Demand Response (DR), where grid operators pay customers to curtail their use in periods of high demand. While many successful use-cases have already proven the significant benefits of DR and many analysts are now predicting massive global market opportunities, demand response is clearly still in its infancy. New market entrants are suggesting that the current market leaders' business models are inefficient, and that new ideas such as online auctions may open the playing fields for both the curtailment service providers (CSPs) as well as potential customers. This session will explore the future of demand response and how quickly we can expect smart appliances to factor into the equation.

Gregg Dixon, Senior Vice President, Marketing, EnerNOC  
Gary Fromer, CEO, Cpower  
Terry Vardell, Product Development Manager, Duke Energy Company  
John Steinberg, CEO, Co-Founder, EcoFactor  
Mike Picchi, EVP and CFO, Comverge  
Moderator: Erich Gunther, CTO, Chairman and Co-Founder, Enernex

### Track 2

2:30p.m.-3:30p.m.

#### Utility Enterprise 2.0: Information Technology and Back-Office Systems Integration

A lot of market hype surrounds the intelligent communications networks being built out for smarter grids, while the nitty gritty, often laborious, yet critically important process of integrating back office systems gets glossed over. In a recent GTM Research survey of utility smart grid decision makers, 57% polled are either 'very concerned' or 'highly concerned' when asked to assess their utility systems integration plan (an umbrella category that



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actually now been demonstrated (typically at universities and military bases), and the promise of customers having electricity "redundancy" or back-up will be increasingly vital as we transition further into the digital energy age. In this session we will examine the opportunities for microgrids to change the landscape of our current grids, and all of the issues, from questions of ownership to the potential for energy trading, that will correspond to their proliferation.

Andrew Bochman, Energy Security Lead, IBM/Rational  
 Terry Mohn, VP and Chief Innovation Officer, Balance Energy  
 Tom Bialek, Chief Engineer – Smart Grid, SDG&E  
 Jack Mc Gowan, CEM, CEO, Energy Control Inc.  
 Moderator: David Leeds, Smart Grid Analyst, Greentech Media

encompasses the integration of legacy and new IT systems such as SCADA/EMS, AMI, DMS, OMS, GIS, and CIS). This session will cover the details surrounding the importance of block-and-tackle IT practices in the utility back office and the challenges and opportunities that exist with integrating legacy systems and creating the relevant data paths between the multitude of new systems and applications that are being built on top of next-generation smart grid infrastructure.

Clement Chen, Senior Vice President, Strategic Development, SAIC  
 Josh Gerber, Lead Architect for Smart Grid, SDG&E  
 Sharon Allan, Senior Executive, Utilities Group, Accenture  
 Atri Chatterjee, Senior Vice President of Enterprise Services, VeriSign  
 Moderator: Linda Jackman, Group Vice President - Product Strategy & Management, Oracle Utilities



#### PARTICIPATING COMPANIES



#### Break

##### Track 1

4:00p.m.–5:00p.m.

##### The Networked EV: Smart Grids and Electric Vehicles

The growth in numbers of electric vehicles, their required networked charging infrastructure, the extreme load they can potentially place on electric grids, the yet to be determined policies surrounding this nascent market; all of these issues and more make this topic one of the most interesting to watch as smart grids emerge to support EVs. This session will cover emerging EV policy in California, advanced smart charging infrastructure, smart grid infrastructure requirements as a result of EVs connecting to the grid in larger numbers and EVs themselves, including advanced battery technology making them more and more of a reality every day. This will undoubtedly be one of the hottest sessions at the entire conference.

Rob Bearman, Director, Global Utility Alliances, Better Place  
 Matthew Crosby, Regulatory Analyst, CPUC  
 Diarmuid O'Connell, Vice President of Business Development, Tesla Motors  
 Kristen Hesel, VP of EV Solutions, AeroVironment  
 Richard Lowenthal, Founder and CEO, Coulomb Technologies  
 Moderator: David Leeds, Smart Grid Analyst, Greentech Media

##### Track 2

4:00p.m.–5:00p.m.

##### The Networked Building: Efficient, Automated "Energy LANs"

Enterprise networking equipment vendors of the 1990s built massive businesses connecting PCs and printers at corporate office buildings around the globe. A similar massive market opportunity is emerging in these same corporations, but this time it's not their data LAN, it's their "Energy LAN" - efficiency-minded, advanced building automation networks covering everything from lighting to HVAC to optimizing power usage of IT and data center equipment. Will a technology as ubiquitous as Ethernet emerge for networking LED lighting? Will 6LowPAN emerge as a wireless networking standard for building automation networks? There are an explosive number of technologies and applications that can serve a very real requirement: energy efficiency. This panel will explore them all.

Dave Leonard, CEO and Co-Founder, Redwood Systems  
 Steve Thomas, Manager, Global Energy and Sustainability, Johnson Controls, Inc.  
 Tom Pincince, President and CEO, Digital Lumens  
 Jason Matlof, Partner, Battery Ventures  
 Wayne Wiebe, Senior Vice President, Kenmark  
 Moderator: Michael Kanellos, Editor-in-Chief, Greentech Media



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