



Energy Storage Summit 2010

May 24 - 26 2010, The Hilton San Diego Resort & Spa, San Diego, CA

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Pre-Conference Workshops: May 24, 2010

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[Workshop A:](#) The Benefits Realization Business Model: Stimulus Funding for Your Business-Case: Pros and Cons of Going After and Accepting Stimulus Money

[Workshop B:](#) Evaluation and Storage Application: Where is the Value, Now and in the Future?

[Workshop C:](#) Realizing the Comparative Value of Storage Assets: Evaluating Storage Solutions and Dissecting Market-Specific Results

7:45am Registration

8:00am - 10:30am Workshop A: The Benefits Realization Business Model: Stimulus Funding for Your Business-Case: Pros and Cons of Going After and Accepting Stimulus Money

With DOE distributing Smart Grid and Energy Storage funding under ARRA, large-scale project deployment will accelerate. These investments are intended to transform how energy providers operate their systems, bolster the integration of renewable sources into the grid, and aid in employing necessary system-wide digital upgrades to the grid infrastructure, which will increase overall efficiency and enhance network resilience and security. Although there is great opportunity and benefits of utilizing federal funding, there are also limitations and stakeholder setbacks dictated by individual institutional needs. This workshop will provide you with the information necessary to making these decisions and effectively analyzing your business circumstances.

What will be covered:

- Updates on the upcoming Stimulus package and future funding opportunities
- National Lab models for finance-business modernization processes
- Long-term value drivers under the NREL (DOE) Wind 2030 Vision
- American-Indian nuclear agreements

How you will benefit:

- Best practices for gaining Stimulus funding and understanding federal compliance requirements
- Strategies to efficiently implement a business start-up "kit" to energy researchers seeking to take R&D innovations to market
- Next step know how

Workshop Leader:

Varun Paul
 Founder and CEO
Synergy Business Consulting

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10:45am Registration; Lunch will be served

11:00am - 1:30pm Workshop B: Evaluation and Storage Application: Where is the Value, Now and in the Future?

In order to successfully employ storage technologies, you must evaluate and identify which applications are best suited for your individual needs, quantify the economic risks and returns, and assess future collaborative and partnering opportunities. What are the value drivers behind each available technology? How will these change over time? This workshop will address these issues and explore the post-buy-in landscape, from selecting the most appropriate application to retrofitting your business structure to include energy storage in your portfolio.

What will be covered:

- Near-term value drivers
 - Legislation, regulation, and federal/state incentives and their impacts, including Advanced Manufacturing Tax Credit

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What is available/emerging and what can it do to create value

What is in a successful energy storage development plan from developer and utility perspectives

Intermediate-term value drivers

Connecting renewables to the grid

Using storage to increase the value of renewables

Long-term value drivers under the NREL (DOE) Wind 2030 Vision

Future wind scenarios of the energy landscape

How storage will create value (e.g., what will energy storage requirements be under the NREL wind 2030 vision?)

Keys for successful storage development

How you will benefit:

Understand critical factors of project success and failures

Enhance your ability to judge which projects will pay out, and which will not

Explore risk and reward frontiers in this space

Workshop Leaders:

Jere "Jake" Jacobi

Partner and CleanTech and Sustainability Practice

Leader

ScottMadden

C. Scott Wilson

Partner, Energy and Sustainability Practices

ScottMadden

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Registration

1:45pm - 2:00pm **2:00pm - 4:30pm** **Workshop C: Realizing the Comparative Value of Storage Assets: Evaluating Storage Solutions and Dissecting Market-Specific Results**

With the initial capital intensity of storage project deployment, it is often challenging for potential adopters of these innovative technologies to justify investment. Only the most successful value propositions and business plans that demonstrate the clear economic value of storage, will achieve the necessary buy-ins for project implementation. If you are trying to build a strong business case or looking to invest in one, you will need to know the comparative value of storage technologies. This workshop will provide you with the know how to assess market-specific results of various storage applications, something that is valuable to venture capitalists, technology developers, and storage end-users alike.

What will be covered:

Past, present, future state of storage technologies

How to formulate a solid basis for value comparison through economic and system output variables

Recognizing critical factors of project successes and failures through market indicators

How you will benefit:

Best-practices for forming skills to make smart storage decisions and create an investment and research framework to ensure correct ROI models

Monitor performance levels and prepare for appropriate solutions

Mitigate risk by assessing technical and business limitations as well as benefits

Workshop Leader:

Steve Pullins

President

Horizon Energy Group

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7:15 Registration & Coffee

8:00 Chairperson's Welcome And Opening Remarks

C. Scott Wilson

Partner, Energy and Sustainability Practices
ScottMadden

8:15 Opening Keynote: The Future U.S. Energy Infrastructure: Energy Storage Technologies As An Integral Facet To Updating The Power Grid And Revolutionizing Technological Advancement

This keynote will provide a status update on the energy storage market and highlight the latest trends and developments in gridscale deployment. This visionary session will explore the various stakeholder motivations to rapidly expand advanced storage technologies, with the goal of promoting the growth of renewable energy sources and an enhanced energy infrastructure. In this session, you will learn about:

Coordinating policy and business objectives with various organizations and stakeholders

Aligning business and IT leadership to incorporate storage in business portfolios

Creating a sustainable market for storage growth through utilitiescale deployment

Tom Bialek

Chief Engineer- Smart Grid
San Diego Gas & Electric

9:00 Case Study: Evaluation Approaches

Southern California Edison (SCE) is one of the leading utilities nation-wide in renewable energy procurement, smartgrid deployment, and energy storage R&D. Coping with strategic challenges such as aging infrastructure and the integration of increasing amounts of intermittent renewable energy has provided SCE with a unique strategic perspective concerning potential applications of and operational uses for energy storage. During this session, you will hear senior managers from the advanced technology and strategic planning groups on topics including:

Potential application-specific uses for energy storage on SCE's grid

Valuation approaches and examples: from generation, grid, and end user perspectives

SCE's "next steps" on energy storage procurement, operation, and regulatory vision.

Johannes Rittershausen

Project Manager
Power Procurement Strategic Planning
Southern California Edison

Janos Kakuk

Senior Project Manager, Strategic Projects Group
Southern California Edison

9:45 Morning Networking And Refreshment Break

10:30 Exploring The Policy Landscape: Bringing Energy Storage from Marginal to Mainstream: Policy Initiatives

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Energy-related markets are heavily reliant on government policy and regulation, and the evolving legislative landscape will influence stakeholder value propositions. This session will guide you through the latest policy developments and guidance on taking advantage of available incentives and support to further your project goals. You will learn about:

- The role of energy storage in meeting RPS goals
- The Federal Energy Storage Initiative and ARRA Stimulus funding updates
- Distinguishing between bulk storage and distributed storage policy support and incentives

Moderator:

Bob Lane

Corporate Regulatory Policy Manager

SEMPRA

Panelists:

Alexander Morris

Advanced Technology-Strategy & Planning
Southern California Edison

Janos Kakuk

Senior Project Manager, Strategic Projects Group
Southern California Edison



11:15 Value Propositions And Project Success: Increasing Electric Utility Enterprise Value Through Electric Storage And Distributed Generation Technologies: Applications And Best-Practices For Deployment Success

As energy demand increases and renewable energy becomes a more prominent power source, the nation's energy infrastructure will need to be enhanced to manage these changes. Energy storage and distributed generation technologies have the potential to significantly add wide-ranging value to the power industry through a spectrum of utility-based applications, which could potentially defer costly largescale grid upgrades. Dan Rastler, Program Manager of Energy Storage and Distributed Generation at the Electric Power Research Institute (EPRI), will discuss how these technologies can be successfully applied to increase utility product value. You will also learn how:

- Energy storage and distributed generation technologies can manage demand peak loads, increase overall system reliability, and solve renewable source intermittency issues
- You can apply small-scale storage to shift peak loads, improve enduser services, and serve as support mechanisms during outages
- To address barriers in commercialization, including lowering installed costs and addressing lifetime and maintenance issues

Dan Rastler

Program Manager of Energy Storage and Distributed Generation

Electric Power Research Institute

12:00 Project Acceleration: Making The Leap From Pilot To Commercialization

Since energy storage technology market is in a relatively emergent phase, narrowing the gap between pilot project status and large-scale commercialization is fundamental to the accelerating of this innovative market space. Apart from various chemistries and applications of storage technologies, utilities are currently focused on cost-effective energy storage that can be integrated into existing systems. This session will explore the work of the Sandia National Laboratories and how they are working to bring innovative electrical energy storage technologies to commercialization. You will also learn about:

- Current technology market trends
- Opportunities for governmental support
- Facilitating a transition from test project to full-scale rollout

Dan Borneo

Senior Engineering Project Manager, Distributed Energy/Electric Energy Storage Program

DOE Sandia National Laboratories

12:45 Networking Luncheon

1:45 Investing in Energy Storage: Opportunity Recognition in a Changing Landscape

With the Stimulus package funding R&D for the energy and storage sectors, continuing renewable portfolio standards, and increases in energy demand, the energy storage technology market is rapidly evolving. Investment appetites are evolving as well. This session will guide stakeholders on the performance metrics that are driving investment in new technologies.

You will also learn about:

- Early stage investment decision making

How to align technology performance to market opportunities

Future opportunities for innovations in storage

Will Coleman
Partner
Mohr Davidow Ventures

2:30 Incentives Panel: Expanding The Scope Of Energy Storage By Leveraging Federal And State Incentives

In response to tightened capital markets, the federal government and numerous states have targeted the energy storage market to attract investment. In addition to stimulating the local economy, incentives programs for Smart Grid, turbine, battery, fuel cells, and distributed generation manufacturers will facilitate further development and compliment higher utility-based demand for energy storage in years to come. In this panel, you will learn about economic incentives, including:

Storage-based funding through grants, tax rebates and credits, and loan guarantees

Creating new large-scale storage opportunities by forming strategic partnerships with manufacturers

Achieving large-scale results with competitive pricing by leveraging an already competitive market

Moderator:

Michael Stosser
Of Counsel, Energy and Utilities Law Practice
Day Pitney LLC

Panelists:

Hal La Flash
Director, Emerging Clean Technologies
PG&E

Hon. Suedeem Kelly
Former Commissioner
The Federal Energy Regulatory Commission

Ryan Amador
SGIP Program Manager
The California Center for Sustainable Energy

3:30 Afternoon Networking And Refreshments

4:15 Interactive Venture Capitalist Panel: Positioning Storage Projects To Attract Venture Capital Investment

Early adopters of emerging technologies, like energy storage, face a realm of opportunities as well as challenges. Building a thoughtful and strategic business-case for energy storage applications is essential as a "first mover" in this market space whether you are a venture capitalist, technology developer, or energy storage end-user. In this session, you will hear from Eric Young of Canaan Partners, and other visionaries in CleanTech investing, and learn how to:

Develop a compelling value proposition that you can relay to customers, partners and investors

Make subsequent financings easier through milestone-based accomplishments

Align interests of various stakeholders to efficiently build the business

Moderator:

Eric Young
Partner
Canaan Partners

Panelists:

Mark Platshon
Partner
Vantage Point Venture Partners

Sujit Banerjee
Managing Director
Element Partners

5:00 Utility Case Study: Utility-Scale Implementation & Using Market Mechanisms For Storage-To-Grid Integration

The utilities constitute one of the primary stakeholder groups in the energy storage arena. Additional parties who stand to gain from the expanding success of the energy storage market are often reliant on utility-based decision making. This session will provide you with market insight from PG&E's storage assets and project implementation. You will learn about:

Energy storage applications for bulk, grid-scale, and demand response

Maximizing capital investments though integrating storage technologies into the grid and existing infrastructural assets

Lessons learned

Hal La Flash

Director, Emerging Clean Technologies

PG&E

5:45 Close Of Day

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7:45 Registration & Coffee

8:15 Chairperson's Recap Of Main Conference Day One

C. Scott Wilson

Partner, Energy and Sustainability Practices
ScottMadden

8:30 Optimizing Existing Systems: Enhancing The Transmission Infrastructure

There has been great focus on energy storage as a strategy for enhancing transmission infrastructure utilization and effectively managing renewable source intermittency issues. This session will pay particular attention to compressed air energy storage. You will learn about:

Maximizing wind turbine operations for wind/storage systems

Competition of utility-scale wind/storage plants with other lowcarbon technologies such as coal IGCC with CCS

Samir Succar

Energy Analyst, Center for Market Innovations
Natural Resources Defense Council

9:15 Creating A Reliable Power Infrastructure: Bolstering and Enhancing Smart Grid Employment through Storage: Best-Practices by San Diego Gas & Electric

The Smart Grid will ultimately transform the power industry by changing how electricity providers operate their systems. Energy storage is an essential component of successfully integrating Smart Grid technologies into existing networks. With the DOE working to support Smart Grid projects through dispersing funding under the Stimulus for energy storage project demonstrations, understanding the facets of Smart Grid energy storage is critical to maximizing project development and output. In this session you will learn about:

Self-contained electricity generation and distribution systems serving as a stability island that complements wider-scale power grids

Storage technologies and Smart Grid infrastructure application

Advancing the economy and creating jobs through adding value to grid systems

Tom Bialek

Chief Engineer-Smart Grid
San Diego Gas & Electric

10:00 Networking And Refreshment Break

10:45 Small-Scale Markets: Accelerating Utility-Scale Adoption

Smaller-scale grid-connected storage technologies are making a strong presence in the energy storage marketplace. Utility-related applications are enhancing value propositions and bolstering largescale deployment. Through these technology developments, great market opportunities are emerging. This

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session will explore R&D trends and market updates. You will learn about:

- Second-use of PHEV and EV batteries
- Expanding energy assets by including distributed generation technologies
- Capabilities, design, and performance measures

Andrew Burke
Research Faculty, Institute of Transportation Studies
UC Davis



11:30 Capitalizing On Emerging Market Mechanisms: End-Use Energy Storage: Examining Value Propositions And Economic Benefits

The energy storage technology market is rapidly evolving and has opportunity for exponential growth. To date, grid-connected storage has primarily been considered for deployment at utility sites. This session will explore the potential for capitalizing on customer-side energy storage installations, and their role in a Smart Grid. Advanced energy storage application for microgrids and other "local" grid mechanisms will be explored. In this session you will learn about:

- The economic value of incorporating customer-sided technology application into your business-case
- Identifying small-scale applications as a mechanism to enhance large-scale grid capacity
- "Community storage" and the energy storage market and customer-sided storage as a facet of Smart Grid

Moderator:

Harold Gotschall
Principal
Technology Insights

Panelists:

Charles Toca
Manager
Utility Savings & Refund, LLC, Strategic Partner- Prudent Energy, Inc.

John Battaglini
VP Business Development and Sales
International Battery

James McDowall
Business Development Manager
SAFT America Inc.

12:15 Networking Luncheon

1:15 Innovations Panel: Unleashing The Next Generation Storage Market

This panel of industry experts will explore the future marketplace by highlighting what the most promising technologies, applications and deployment strategies are for mainstream storage use. Emerging technologies that facilitate large-scale rollouts will not only shape the marketplace, but will dictate the entire energy industry. In this session you will learn about:

- Integrating distributed resources and electric hybrid vehicles
- Modernizing the grid through diverse technology applications
- Energy storage and enhancing renewable sources

Moderator:

John Del Monaco
Manager, Emerging Technologies and Strategy
PSEG Corp.

Panelists:

Andrew Burke
Research Faculty, Institute of Transportation Studies
UC Davis

Samir Succar
Energy Analyst, Center for Market Innovations
Natural Resources Defense Council

2:00 Innovations Panel: Advances In Utility Storage Technologies

In this session, expert panelists will review the latest innovations and applications of advanced storage technologies currently being utilized by the leading electric utilities planning large-scale rollouts. Hear about cutting edge projects and implementation success stories using the most promising technologies and various applications. Industry experts will explore the future storage market, speaking to future technologies that will not only dictate operations, but the entire energy industry. Storage is early, but cost per Watt-Hour and total power time density will be the main driving force in the end. You will also hear about:

- Advanced scalable storage technologies and enhancing the grid
- Scaling demonstrations and pilot projects into large and distributed mainstream storage use
- Energy storage and renewable sources and insight into future projects

Moderator:

Dan Lee Vogler
 President & CEO,
GeoBATTERY Corp. & Energy Storage Partners (ESP), LLC

Panelists:

John Del Monaco
 Manager, Emerging Technologies and Strategy
PSEG Corp

Other panelists to be announced

2:45 **Afternoon Networking And Refreshment Break**

3:15 **Perspectives Panel: Coordinating And Integrating Commercial Strategies Between Diverse Stakeholders: Exploring Individual Needs, Experiences, And Economic Goals**

Establishing clear economic benefits to developing, implementing, or investing in energy storage technologies is the first step to accelerating this innovative, emerging market space. However, it is critical that the diverse stakeholders collaborate, form partnerships, and effectively communicate in order to maximize individual output. This interactive session will induce peer-to-peer dialogue to provide you with several perspectives on each industry's objectives with the goal of strategically driving the power industry transformation through energy storage technologies. You will learn about:

- What the utilities' and other storage users' consider top priority, concerning technology expectations, risks, and expenditures
- Where storage suppliers' stand, regarding market and regulatory issues, price points, obstacles, and individual market outlooks
- Venture capitalists' insight and what it will take to gain next generation innovation funding and form partnerships
- Viewpoints of policymakers and lobbyists and the role of government support

Moderator:

C. Scott Wilson
 Partner, Energy and Sustainability Practices
ScottMadden

Panelists:

Bob Lane
 Corporate Regulatory Policy Manager
SEMPRA

Will Coleman
 Partner
Mohr Davidow Ventures

Mariko McDonagh
 Senior Analyst, Strategic Projects Group
Southern California Edison

4:00 **Implementation Presentation: Business Models For Successfully Implementing And Maintaining Storage Assets**

With the current economic climate, institutions are utilizing various market mechanisms to lower energy costs through various energy saving initiatives and programs. Energy storage technology use can significantly enhance power networks and improve energy system efficiency and decrease operational costs. This session will explore how to create a business-case for your individual energy needs through energy storage deployment and institutional partnerships. You will also learn about:

- Community energy strategies and microgrid power supply
- How energy storage makes the grid more economically efficient in a variety of contexts and variable conditions
- Best practices for maintaining localized energy storage systems

John Dilliot
 Energy Facilities Manager
UC San Diego

4:45 Chairperson's Closing Remarks: Market Outlook And Next Steps

C. Scott Wilson

Partner, Energy and Sustainability Practices

ScottMadden

5:30 End Of Conference

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