

ets17

DESIGN FOR ENERGY

Agenda & Speaker List

March 27 – 30

Austin, Texas

ETS17 // Monday - March 27, 2017

8:00am – 8:00pm Early Registration // Location: Seaholm Power Venue (inside the west end)

Transportation from the Intercontinental Hotel and the Sheraton Hotel to the Seaholm Power Venue will be available for attendees who are not attending any tours will be available from 11 am to 3pm.

9:00am - 12:30pm – Tours // Location: Seaholm Power Venue (inside the west end)

All Tours depart from and arrive back from the Seaholm Power Venue (inside the west end). Transportation from the Intercontinental Hotel to the Seaholm Power Venue will be available from 8am to 10am for attendees.

ERCOT Operations Center: Attendees will view the nerve center of the Texas grid. They will also learn how ERCOT addresses grid security, how ERCOT is managing renewables, and get a 101 overview of how ERCOT operates. Travel Shuttle provided by ETS to and from the tour. The shuttle departs at 9am and arrives back to the conference at 12:30pm. A light lunch will be served.

Austin Energy Control Room: Attendees will tour Austin Energy's state-of-the art transmission and distribution Control Room; it also houses electric service delivery, corporate security and IT workgroups. The facility supports system reliability while contributing to the utility's energy conservation and peak demand reduction goals. Travel Shuttle provided by ETS to and from the tour. The shuttle departs at 10:30am and arrives back to the conference at 12:30pm. A light lunch will be served.

Pecan Street: Mueller neighborhood and Pike Powers Lab tour hosted by Pecan Street, Inc. Travel Shuttle provided by ETS to and from the tour. The shuttle departs at 10:30am and arrives back to the conference at 12:30pm. A light lunch will be served.

IBM Design Studio: The IBM Design studio in Austin was built to influence how the global technology company designs all its software from big data, to cloud computing, to social software and cognitive solutions of the kind used in its well-known Watson project. Travel Shuttle provided by ETS to and from the tour. The shuttle departs at 10:30am and arrives back to the conference at 12:30pm. A light lunch will be served.

12:30pm - 1:15pm – Light Lunch & Networking // Location: Seaholm Power Venue (inside the west end)

1:15pm - 1:25pm – Welcome and Opening Remarks // Location: Seaholm Power Venue (inside the west end)

-H. Christine Richards, Research Director, Zpryme

1:25pm - 2:10pm – Open Mic // Location: Seaholm Power Venue (inside the west end)

Great thinkers get 10 minutes, two props, and one take to address what they see as design for energy, and what it means to the future of energy. A fascinating outside the lines approach to hearing from dynamic and singular voices in the chorus of visionaries at ETS17.

- Jennifer Lasseter, Solar Sales Consultant, Second Energy
- Jeff Bailey – VP, Business Engineering and Strategic Operations, CGI
- Kevin Dick – Director, Delta Institute
- H.G. Chissell – Founder and CEO, Advanced Energy Group, LLC [Emcee]

ETS17 // Monday - March 27, 2017

2:10pm - 2:25pm ETS Talk // Location: Seaholm Power Venue (inside the west end)

The Energy Democracy: Designing the New Energy Delivery Model: The opportunity for a decarbonized energy infrastructure in the U.S. is here -- an energy delivery model that doesn't rely on carbon while still ensuring customers have affordable, accessible energy. What does it take to design and realize this future? Who needs to be involved? Seavers will discuss how it is no longer "business as usual" for utilities, and how they can help accelerate the pace of change to this new model.

-Dean Seavers, President, National Grid U.S.

2:25pm - 3:25pm General Session Panel // Location: Seaholm Power Venue (inside the west end)

Customers-in-Charge: Redefining the Utility-Customer Relationship: How do we empower customers in the decarbonized energy transformation? What will it take to get true participation that places customers in charge of their energy decisions? This panel will discuss what this new relationship can look like, and how the right tools and information can drive significant change from customers.

-Dean Seavers, President, National Grid
-Lorraine Akiba, Commissioner, Hawaii PUC
-Mike Howard, EPRI, President & CEO
-Kelly Tomblin, President & CEO, Jamaica Public Service Company Limited (JPS)
-Brad Gammons, Global Managing Director, Energy and Utilities, IBM
-Patty Durand, President & CEO, Smart Grid Consumer Collaborative [Moderator]

3:25pm - 3:30pm Hackathon Winner Announcement // Location: Seaholm Power Venue (inside the west end)

Winners of the Solar Data Revers Hackathon will be announced and display their solar data solutions.

3:30pm - 4:00pm Networking Break // Location: Seaholm Power Venue (inside the west end)

4:00pm - 4:40pm Austin Energy Electric Drive Launch // Location: Electric Drive

Austin Energy has developed a showcase for electric transportation in the heart of downtown Austin called Electric Drive. Located in the Seaholm Eco District, (a portion of West 2nd Street, between Walter Seaholm Drive and Sandra Muraida Way) Electric Drive is a transportation innovation hub that features DC fast charging for charging in minutes as opposed to hours, as well as level 2 charging for customers to use while they enjoy other aspects of the Eco District. A solar-powered kiosk that includes charging for electric bikes, scooters, motorcycles, mopeds, and handheld devices can also be found on the street. Electric Drive is a key component of the Plug-In EVerywhereSM network and demonstrates Austin as a Smart City leader in electric transportation.

-Steve Adler, Mayor, City of Austin, Texas
-Ann Kitchen, District 5 Council Member, City of Austin, Texas
-Jackie Sargent, General Manager, Austin Energy
-Lucia Athens, Chief Sustainability Officer, City of Austin, Texas
-Karl Popham, Emerging Technology and EV Manager, Austin Energy [Emcee]

ETS17 // Monday - March 27, 2017

4:40pm - 5:00pm Ribbon Cutting // Location: Electric Drive

5:00pm - 6:00pm Interactive Electric Vehicle and Energy Showcase // Location: Electric Drive

Demonstrations and Industry experts discussing:

- Austin Energy Electric Vehicle Program
- Renewable Texas Energy Including Solar and Wind
- City of Austin Art in Public Places
- City of Austin Office of Sustainability and the Seaholm EcoDistrict
- Austin Energy Green Building
- Austin Energy District Cooling
- Sol Design Lab – featuring the designer of the solar kiosk, Beth Ferguson
- Electric Vehicle/bike/scooter/motorcycle displays

5:30pm - 7:00pm Networking Reception // Location: Seaholm Power Venue (inside the west end)

Transportation will be provided by ETS to shuttle attendees back from the Seaholm Power Plant venue to their respective hotels (Intercontinental, Sheraton, etc.).

ETS17 // Tuesday - March 28, 2017

7:00am – 7:00pm Registration // Location: Intercontinental Hotel Mezzanine - 2nd Floor

7:30am – 8:30am Breakfast // Location: 800 Congress

8:30am – 8:45am Welcome // Location: 800 Congress

We'll kickoff the day discussing what design means for energy, as well as what to expect from the day's discussions.

- H. Christine Richards, Research Director, Zpryme
- H.G. Chissell, Founder and CEO, Advanced Energy Group, LLC
- Erin Hardick, Research Analyst, Zpryme
- Peter Kelly-Detwiler, *Forbes*

8:45am - 9:00am – ETS Talk // Location: 800 Congress

Creativity and Imagination in the Energy Industry

- Kelly Tomblin – President & CEO, JPS

9am - 9:15am – ETS Talk // Location: 800 Congress

Intuitive Design for Energy

- James Patten, Ted Fellow and Owner and Interactive Media Consultant, Patten Studio, LLC

9:15am - 9:30am – ETS Talk // Location: 800 Congress

The Electricity Value Network: The electricity industry is undergoing a transformation. Complex interrelationships across the entire energy ecosystem pose challenges to power leaders everywhere. Distributed generation, renewables, smart grids, storage and prosumers are accelerating the rate of change. By embracing digitalization, companies can apply unprecedented insights, new capabilities and innovative business models to create enormous opportunities.

- Ganesh Bell, Chief Digital Officer and GM, GE Power

9:30am - 10:15am – General Session Panel // Location: 800 Congress

The Next Utility // Crafting New Utility Business Models: As power and utility companies seek growth opportunities, they are increasingly investing in, testing, and launching digitally-driven and digitally-enabled business models to tap new sources of value for customers, grid operators, and others across the ecosystem while focusing on energy resources, energy connectivity and retail and services.

- Greg Reimer, EVP, Transmission & Distribution, BC Hydro
- Joseph Santamaria, Chief Information Officer, PSEG
- Ganesh Bell, Chief Digital Officer and GM, GE Power
- Jan Vrins, Managing Director, Global Energy Practice, Navigant [Moderator]

10:15am - 10:45am Networking Break // Location: 800 Congress

ETS17 // Tuesday - March 28, 2017

10:45am - 11:30am Keynote Fireside Chat // Location: Location: 800 Congress

Designing for Risk // Reliability and Resilience in Hurricane Matthew: Hurricane Matthew was a destructive, long-lived storm that became the first Category 5 Atlantic hurricane since 2007. In its brush with the United States, millions of customers lost power. How can design-based approaches help utilities manage risks and rapidly recover from events such as Matthew? And how can they design to handle possible unanticipated outcomes? This fireside chat looks at the hurricane-hardening work by FPL, and how these efforts enabled FPL to achieve incredible recovery speeds from Hurricane Matthew.

- Kyle Seymour, CEO, S&C Electric
- Manny Miranda, SVP, Power Delivery, Florida Power & Light
- H. Christine Richards, Research Director, Zpryme [Moderator]

11:30am – 12:15pm General Session Panel // Location: 800 Congress

Energy Policy Innovation // The East, The West, and Texas: Abstract: What is driving change for different regions with regard to energy? How do energy visions vary across North America? Where do they come together and what can the rest of the country learn from their experiences?

- Richard Kauffman, Chairman of Energy & Finance for New York State
- Donna Nelson, Chairman, Texas Public Utility Commission
- Bob Weisenmiller, Chair, California Energy Commission
- Peter Kelly-Detwiler, *Forbes* [Moderator]

12:15pm – 1:30pm Lunch // Location: Perry's Steakhouse

1:30pm - 1:45pm Transition Time to Breakout Sessions at Intercontinental Hotel

1:45pm - 2:30pm Breakout Session // Location: Capital Ballroom A – Intercontinental Hotel

Building a Leading Edge DRMS: Driving benefits through a comprehensive utility grade demand response system that easily integrates with other enterprise applications and delivers accurate load forecasting and M&V.

- Pat Rush, Principal Consultant, Black & Veatch Management Consulting
- Wayne Callender, Zero Emissions Resource Manager, CPS Energy
- Justin Chamberlain - Manager of Energy Efficiency and Demand Response Product Development, CPS Energy
- Austin Rosenbaum, Analyst, Zpryme [Moderator]

1:45pm - 2:30pm Breakout Session // Location: Capital Ballroom B – Intercontinental Hotel

Designing for the Future of Customer Engagement: Utility-customer relationships are undergoing significant change, requiring companies to think differently about how they approach the traditional customer service model. Getting the future vision to work requires the customers to come along. Or maybe not. Our panelists debate how much utilities really need to do achieve mutual goals—and how to balance the risk in implementing such plans.

- James Riley, Chief Strategy Officer, Vertex
- Rob Quail, Principal, Robert Quail Consulting
- Dave Craven, Director, Customer Care, Union Gas Ltd
- Mario Bauer, CEO, TMG Consulting [Moderator]

ETS 17 // Tuesday - March 28, 2017

1:45pm - 2:30pm Breakout Session // Location: Assembly Room – Intercontinental Hotel

Driving DER Innovation in Grid Design: The promise of DERs is growing at a rapid clip across the U.S., but such growth also brings up a variety of challenges for customers, solution providers, and utilities. This panel will examine innovative approaches to DER that can benefit both customers and utilities today and in the near future. The session will address optimal DER mix strategies, customer engagement and education for behind the meter DERs, and incorporating Demand Response and EE into DER programs.

- Mike DeSocio, Senior Manager, Market Design, NYISO
- Calos Nouel, VP New Energy Solutions, National Grid
- Karl Popham, Emerging Technology and EV Manager, Austin Energy
- Meir Shargal, Managing Partner, Ulligent [Moderator]

2:30pm – 2:45pm Networking Break // Location: Intercontinental Hotel

2:45pm - 3:30pm Breakout Session // Location: Capital Ballroom A – Intercontinental Hotel

Crafting New Partnerships for Next-Generation Infrastructure: As smart infrastructure and smart cities progress it's not just about deploying new technologies but forming new partnerships and collaborations as well. In a world that blurs the lines between traditional utility-owned, community-owned and customer-owned assets, who owns what? And how do we create the right partnerships to fuel the innovation needed for truly smart utilities and cities? This session discusses the opportunities for developing the new partnerships and technology platforms needed for grid and city modernization.

- Heather Rosentrater, Vice President, Energy Delivery, Avista
- Sharelynn Moore, VP, Global Marketing and Public Affairs, Itron
- Damali Rhett, Executive Director, The Energy Co-op
- Peter Kelly-Detwiler, Forbes [Moderator]

2:45pm - 3:30pm Breakout Session // Location: Capital Ballroom B – Intercontinental Hotel

Business Model Innovation Around the Meter: Power and utility companies are increasingly using digitalization to change their business models to compete in a rapidly changing and disruptive power market driven by distributed generation, renewables, smart grids, storage, digitalization, non-traditional competitors and prosumers. MULTI-DIRECTIONAL IS THE NEW GRID - The future will increasingly be defined by digitally enabled, intelligent grid technology, multi-directional power flows and higher quality power.

- Steve Martin, Vice President, Chief Digital Officer, GE Energy Connections
- Khalil Shalabi, Vice President of Energy Market Operations and Resource Planning, Austin Energy
- Erin Hardick, Research Analyst, Zpryme [Moderator]

2:45pm - 3:30pm Breakout Session // Location: Assembly Room – Intercontinental Hotel

Using Data Analytics to Drive DER and DR Planning: Many states are adopting aggressive renewables goals and are grappling with how to develop the necessary plans that account for evolving external factors and growing customer participation. This session will discuss how to use data analytics to evaluate various scenarios and integrate all factors to view them holistically and drive more effective planning.

- April Anderson, Project Manager, Black & Veatch
- Raiford Smith, VP, Energy Technology & Analytics, Entergy
- Paul Lau, Chief Grid Strategy & Operations Officer, SMUD
- Austin Rosenbaum, Analyst, Zpryme [Moderator]

3:30pm - 3:50pm Networking Break

ETS 17 // Tuesday - March 28, 2017

3:50pm - 4:30pm General Session Panel // Location: Intercontinental Hotel Capital Ballroom

Creating a Culture of Innovation and Delivering Outcomes: A digital transformation requires a vision, strategy, and roadmap that is aligned with long-term business goals and metrics. Success will be determined by the ability to set a strategy, deliver results, cultivate partnerships, transform culture, and capture growth opportunities. Digitalization facilitates a detailed understanding of entire EVN asset disposition, location, health and history that feeds capital planning and strategy.

- Kelly McGinnis, Chief Financial Officer, GE Power
- Jim Shield, Executive Vice President and Chief Development Officer, Invenergy LLC
- Jag Mukherjee, Director, PwC's Strategy & Power and Utilities Washington, DC
- HG Chissell, Founder and CEO, Advanced Energy Group, LLC [Moderator]

4:30pm – 4:50pm ETS Talk // Location: Intercontinental Hotel Capital Ballroom

Applications and Trends in GIS Technology

- Jack Dangermond, President and Founder, Esri
- Bill Meehan, Director, Utility Solutions, ESRI

4:50pm – 5:05pm ETS Q&A // Location: Intercontinental Hotel Capital Ballroom

A Conversation on the Future of Immersive Reality

- Jack Dangermond, President and Founder, Esri
- Bill Meehan, Director, Utility Solutions, ESRI
- Ian McLeod, Head Of Smart Energy & Digital Asset Management, Enzen [Moderator]

5:05pm – 7:00pm Networking Reception // Location: SFA Bar – Intercontinental Hotel

ETS 17 // Wednesday - March 29, 2017

7:00am – 7:00pm Registration // Location: Intercontinental Hotel Lobby 2nd Floor

7:00am – 8:00am Breakfast // Location: 800 Congress

8:00am – 8:15am Welcome and Recap // Location: 800 Congress

8:15am - 9:00am – General Session Panel // Location: 800 Congress

Crafting Wholesale Markets For The Next Generation: Across the country, power grids are witnessing the dynamic emergence of numerous energy resources. Whether utility-scale wind, solar and storage projects, or distributed energy resources—such as EVs, rooftop solar, and smart thermostats—the elements of a new ecosystem are rapidly emerging. This poses both a challenge and an opportunity for grid planners and raises many questions: How do we set the rules of the sandbox to get the desired outcomes? How do we establish the proper incentives so that as these new technologies and business models arrive, they do what we want them to do? This panel will explore some of these solutions to date, as well as issues and potential market designs for the power grid of the future.

- John R. Bear, President & CEO, MISO
- Gordon van Welie, President & CEO, ISO-New England
- Rich Dewey, Executive Vice President, NYISO
- Cheryl Mele, Chief Operating Officer, ERCOT

9:00am - 9:15am – ETS Talk // Location: 800 Congress

Applying Design-based Thinking for Energy
-Andrew Burroughs, Partner, IDEO

9:15am - 9:30am – ETS Talk // Location: 800 Congress

The Art of Technology
-Janaki Kumar, Head of Design and Co-Innovation Center, SAP

9:30am - 9:45am – ETS Talk // Location: 800 Congress

People and Partnerships to Power Innovation
-Paula Gold-Williams, President & CEO, CPS Energy

9:45am - 10:10am Networking Break // Location: 800 Congress

ETS 17 // Wednesday - March 29, 2017

10:10am - 10:55am – General Session Panel // Location: 800 Congress

“As a Service” for Software and Energy: Software-as-a-service is changing the business proposition between technology providers and utilities. Can utilities, in turn, adopt the “as-a-service” concept to change the business proposition with their consumers? The “energy services utility” concept is already being embraced to support demand-side management—can it be expanded to allow a utility to view all of its products as energy services, offered in customized packages? Are there parallels between the software and energy models? What opportunities exist for the adoption of such business models, and what impediments must be overcome?

- Ben Fowke, Chairman, President, CEO, Xcel Energy
- Mary Powell, President, & CEO, Green Mountain Power Corp
- Larry Weis, GM & CEO, Seattle City Light
- Rodger Smith – EVP & General Manager, Oracle Utilities
- H.G. Chissell, Founder and CEO, Advanced Energy Group, LLC [Moderator]

10:55am - 11:40am General Session Panel // Location: Location: 800 Congress

Envisioning the Future of Natural Gas // Business Models, Partnerships, and Technology: This session explores the future of natural gas, including the opportunities and challenges facing the industry as well as where the business is heading. As natural gas evolves, what role does technology—including the Internet of Things and smart cities—play in driving change? And what sort of dialogue is needed among key partners involved with the safe and efficient delivery of natural gas to move forward with the future?

- Joseph Hamrock, President & CEO, NiSource
- Dino Caro, SVP, Chief Sales Officer, C&I Gas Sales, Constellation
- Bashir Bseirani, CEO, CTO & Founder, Avertra
- Gavin Bade, Editor, Industry Dive [Moderator]

11:40am - 12:10pm Keynote Fireside Chat // Location: Location: 800 Congress

Beyond Safe, Reliable and Affordable: Secure and Resilient Power for Army Installations

- Mr. Michael F. McGhee, Executive Director, U.S. Army Office of Energy Initiatives
- Lloyd Adams, National VP, Sap for Utilities, SAP [Moderator]

12:10pm - 12:30pm Virtual Reality Demonstration // Location: Location: 800 Congress

Building your Spatial Awareness: The most efficient use of resources is to share it. Think of Uber and AirBNB. The grid is a platform on which distributed energy resources can be shared and transacted, but to do so safely you must know exactly where it is. By building your spatial awareness you will reduce costs and risks today and improve customer service while building the capability and markets for tomorrow.

- Ian McLeod, Head Of Smart Energy & Digital Asset Management, Enzen

12:30pm – 2:00pm Lunch // Location: Perry’s Steakhouse

2:00pm - 2:15pm Transition Time to Breakout Sessions at Intercontinental Hotel

ETS 17 // Wednesday - March 29, 2017

2:15pm - 3:00pm Breakout Session // Location: Capital Ballroom A – Intercontinental Hotel

Resiliency and Reliability: From Jargon to Reality: As the Smart Grid market continues to expand, and the terminology becomes increasingly convoluted we want to open up a discussion with the players in this market to not only help define these common buzzwords but to explore and expand on lessons learned and expense and benefit justification for grid modernization strategies.

- Jamie Statter, VP, Strategic Relations, USGBC
- Brad Hicks, VP of Engineering and Innovations, PEC
- Michael Quinn, VP of Strategy and CTO, Oncor
- Tamer Rousan, Supervising Engineer, Technology Application Center, Smart Grid and System Integration, Ameren
- David Chiesa, Director, Business Development, S&C Electric [Moderator]

2:15pm - 3:00pm Breakout Session // Location: Capital Ballroom B – Intercontinental Hotel

Designing the Grid of the Future: Using Storage to Improve Every Aspect of the Utility System: It is well known that energy storage has the ability to make renewables more reliable, but it can also do much more to improve the grid. Energy storage can act as a Swiss army knife for the grid due to its versatility and ability to adapt to grid's changing needs – distributed generation, generation optimization, T&D deferral, ancillary services and more. In this session we will discuss how energy storage is being used today and how it can benefit the grid in the future.

- Cliff Braddock, Business Development Director, Metco Engineering
- Peter Muhoro Ph.D. – Chief Strategy Officer, PEC
- Jeff Gates, VP of Sales, Alevo Energy
- Michael J. Gergen, Partner, Latham & Watkins [Moderator]

2:15pm - 3:00pm Breakout Session // Location: Assembly Room – Intercontinental Hotel

Designing for Data // The Data Quality Foundation: Despite the promise of data and analytics for utilities, analytics still suffer from bad data. By designing a data quality-focused foundation, an organization can better deliver the more advanced analytics needed to deal with changes in the utility industry—from increasing customer transactions to greater grid intelligence to more distributed energy resources. With increasing competition, retailers and utilities require data and predictions they can trust. But what's the best approach? And what factors should organizations be considering?

- Edwin Poot, Founder, Energyworx
- Matthew Spilman, Market Operations, Direct Energy
- Cherie Fuller, Vice President Retail, EDF Energy Services
- Erin Hardick, Research Analyst, Zpryme [Moderator]

3:00pm – 3:15pm Networking Break // Location: Intercontinental Hotel

3:15pm - 4:00pm Breakout Session // Location: Capital Ballroom A – Intercontinental Hotel

Designing for the Unanticipated // Unintended Consequences: No matter how good a plan is, we can't anticipate everything that will happen. As continue ahead with evolving technologies and energy business models, how do we plan for the unknown and grow from unanticipated outcomes?

- Charles King, VP & CIO, KCP&L
- Bill Meehan, Director, Utility Solutions, ESRI
- Brent Hodges, Internet of Things Planning and Product Strategy, Dell
- K.C. Boyce – Senior Product Director, Market Strategies International [Moderator]

ETS 17 // Wednesday - March 29, 2017

3:15pm - 4:00pm Breakout Session // Location: Capital Ballroom B – Intercontinental Hotel

Ready for Action // How Utilities Can Drive More Value for Their Customers: The deployments of next-generation customer engagement efforts -- including energy efficiency and energy choice programs -- are well on their way for many utilities. There significant opportunities available to customers, but many are not adopting programs at the rate utilities desire. What can utilities do to motivate their customers to act?

- Dwight Scruggs, SVP, Client Services and Business Development, Allconnect
- Felicia Etheridge, Chief Customer Engagement Officer, CPS Energy
- Debbie Kimberly, VP of Customer Energy Solutions, Austin Energy
- Terry Sobolewski, Chief Customer Officer, National Grid
- Patty Durand, President & CEO, SGCC [Moderator]

3:15pm - 4:00pm Breakout Session // Location: Assembly Room – Intercontinental Hotel

Designing and Operating for Reliability: Utilities today are facing increasing pressures due to decentralization and the increase in renewable energy supply. New types of equipment are being added to an increasingly interconnected grid and this is leading to new and multiplied reliability concerns – from changing equipment failure characteristics and criticality to power quality issues to cascading outages. This presentation will discuss mitigation opportunities including those that begin at design-time.

- David McGeown, P.E., Principal, McGeown Associates
- Bert Haskell, CTO, Pecan Street
- Vonnie Smith, VP of Asset Performance Product Marketing, Bentley Systems
- Dwain Rogers – Executive Director, CleanTX [Moderator]

4:00pm - 4:25pm Networking Break

4:25pm - 5:10pm General Session Short Film Premier // Location: The Townsend

Switch: On January 1, 2002, Texas took a leap of faith. In a bold move for the largest electricity market in the U.S. and the 11th largest in the world, ERCOT launched the competitive retail electric market after the blessing by the Texas Legislature in 1999. Why would a state flip the switch on a well-entrenched monopoly marketplace? What drove Texas to empower its citizens with choice for electricity? Made possible by Direct Energy, Switch travels back to that pivotal time through the experiences of several influential pillars who observed firsthand the momentum that built to that moment of customer choice.

- Mark Ishac, Managing Director and Chief Branding Officer, Zpryme
- Steve Wolens, Partner, McKool Smith
- Jim Steffes, EVP, External Affairs, Direct Energy
- Ken Medlock III, James A. Baker and Susan G. Baker Fellow in Energy and Resource Economics, Rice University
- H. Christine Richards, Research Director, Zpryme [Moderator]

5:10pm – 7:10pm Networking Reception // Location: The Townsend

5:30pm Thought Leader of the Year Award Presentation

ETS 17 // Thursday - March 30, 2017

7:00am – 12:00pm Registration // Location: 800 Congress

7:00am – 8:00am Breakfast // Location: 800 Congress

8:00am – 8:15am Welcome // Location: 800 Congress

8:15am - 8:35am ETS Fireside Chat // Location: 800 Congress

Continuous Reinvention // The Emergence of New Products and Services for Utilities: From refrigerators to smoke detectors, our homes are becoming more connected to the appliances and devices that keep them functioning. Connected thermostats are some of the most popular smart home devices, offering both utilities and solution providers opportunities for new partnerships and new methods for engaging customers. How can these partnerships help both reach goals like fostering new service offerings and products, while giving customers more control? This session highlights one such partnership and examines future opportunities for organizations as we enter the new energy economy.

- Paula Gold Williams – President & CEO, CPS Energy
- Jeff Hamel – Head of Energy Partnerships, NEST
- Gavin Bade – Editor, Utility Dive [Moderator]

8:35am - 8:50am – ETS Talk // Location: 800 Congress

Managing Texas' Energy Future

- Bill Magness, President & CEO, ERCOT

8:50am - 9:05am – ETS Talk // Location: 800 Congress

Policy Design // The Customer-Regulator-Utility Nexus: What does policy design for electricity look like when these three evolving perspectives converge?

- Doug Lewin, VP, Regulatory Affairs and Market Development, CLEARResult

9:05am - 9:50am – General Session Panel // Location: 800 Congress

Designing for Data // Data's Influence on Utility IT Environments: As energy markets evolve, it's increasingly clear that electricity is inextricably married to data. IT will soon be everywhere, sensors and communications costs will fall precipitously, and billions of connected devices may interact on a near real-time basis with power grids. How do we design and optimize for maximum speed and efficiency? What decisions will need to be made, and where? What architectures will be most suitable for these new challenges? And what will be the role of a centralized versus a more decentralized IT environment?

- Gary Hayes, SVP & CIO, Centerpoint Energy
- Grant Gutierrez, CIO and Controller, Bluebonnet Electric Cooperative
- Brian Helms, Chief Enterprise Architect, LCRA
- Kolt Sarver, VP Business Technology, Vistra
- Brian Jones, SVP Strategic Development, Utegration [Moderator]

ETS 17 // Thursday - March 30, 2017

9:50am – 10:00am ETS Talk // Location: 800 Congress

Utilities and Their Next Role

-Rodger Smith, EVP & General Manager, Oracle Utilities

10am - 10:30am Keynote Fireside Chat // Location: Location: 800 Congress

Exelon's View on What's Next

-Chris Crane, President and CEO, Exelon
-Peter Kelly-Detwiler, *Forbes* [Moderator]

10:30am – 11:00am Thought Leader of the Year Award Presentation

-Anne Pramaggiore – President and Chief Executive Officer, ComEd

11:00am – 11:15am Networking Break // Location: Location: 800 Congress

11:15am – 12:00pm: General Session Panel // Location: 800 Congress

Cultivating Future Energy Talent: It has been estimated that fully 40% of America's utility workforce will be eligible for retirement within a few years. This challenge also constitutes an enormous opportunity to staff up a revamped workforce. These employees can be equipped with an entirely new skills set better suited to the IT-centric utility of the future. But how do we identify, train, attract and retain the best and the brightest of the next generation? How do we find the people to not only keep the lights on, but to deal with technologies, challenges, and opportunities we haven't even thought of yet?

-Julia Hamm, President & CEO, Smart Electric Power Alliance (SEPA)
-Nancy Bui-Thompson, Board President, SMUD
-Dan Smith, VP, Electric Service Delivery, Austin Energy
-John Hewa, CEO, Pedernales Electric Cooperative
-Erin Hardick, Research Analyst, Zpryme [Moderator]

12:00pm - 12:30pm Closing Session // Location: 800 Congress

Designing What's Next for Energy: In this session we recap an exciting four days with our "keepers of the vibe." Join us for a lively audience discussion about the key takeaways from the event, and identifying the most valuable insights coming out of ETS17.

-H.G. Chissell, Founder and CEO, Advanced Energy Group, LLC
-Erin Hardick, Research Analyst, Zpryme
-Peter Kelly-Detwiler, *Forbes*
-H. Christine Richards, Research Director, Zpryme

12:15pm // End of ETS17 //

ETS 17 // Confirmed Speakers

1. Chris Crane, President & CEO, Exelon Corporation
2. Ben Fowke, Chairman, President, CEO, Xcel Energy
3. Richard Kauffman, Chairman of Energy & Finance, State of New York, Chair of the NYSERDA Board
4. Greg Reimer, EVP, Transmission & Distribution, BC Hyrdo
5. Michael F. McGhee, Executive Director, U.S. Army Office of Energy Initiatives
6. Anne Pramaggiore – President and Chief Executive Officer, ComEd
7. Joseph Hamrock, President & CEO, NiSource
8. Larry Weis, GM & CEO, Seattle City Light
9. Mary Powell, President, & CEO, Green Mountain Power Corp
10. Paula Gold-Williams, President & CEO, CPS Energy
11. Julia Hamm, President & CEO, Smart Electric Power Alliance (SEPA)
12. Jack Dangermond, Founder and President, Esri
13. Kelly Tomblin, President & CEO, Jamaica Public Service Company Limited (JPS)
14. Gordon van Welie, President & CEO, ISO-New England
15. Bill Magness, President & CEO, ERCOT
16. John R. Bear, President & CEO, MISO
17. Donna L. Nelson, Chairman, Public Utilities Commission of Texas
18. Mike Howard, President & CEO, EPRI
19. Bob Weisenmiller, Chair, California Energy Commission
20. Ganesh Bell, Chief Digital Officer and GM, GE Power
21. John Hewa, President & CEO, Pedernales Electric Cooperative
22. Dean Seavers, President, National Grid U.S.
23. Lorraine Akiba, Commissioner, Hawaii PUC
24. Jamie Statter, VP Strategic Relations, USGBC
25. Heather Rosentrater, Vice President, Energy Delivery, Avista
26. Gary Hayes, SVP & CIO, Centerpoint Energy
27. Charles King, VP & CIO, KCP&L
28. James Riley, EVP & Chief Strategy Officer, VertexOne
29. Bashir Bseirani, CEO, CTO & Founder, Avertra
30. Rodger Smith, EVP and General Manager, Oracle Utilities
31. David Chiesa, Director of Business Development, S&C Electric
32. Meir Shargal, Founder Utiligent
33. Kyle Seymour, CEO, S&C Electric
34. Nancy Bui-Thompson, Board President, SMUD
35. Janaki Kumar - Head of Design and Co-Innovation Center, SAP
36. Jan Vrins, Managing Director, Global Energy Practice, Navigant
37. Jackie Sargent, General Manager, Austin Energy
38. Steve Adler, Mayor, City of Austin, Texas
39. Sharelynn Moore, VP, Global Marketing and Public Affairs, Itron
40. H.G. Chissell, Founder/CEO, Advanced Energy Group
41. Dave Craven, Director, Customer Care, Union Gas Ltd.
42. Carlos Nouel, VP New Energy Solutions, National Grid U.S.
43. Rob Quail, Principal, Robert Quail Consulting
44. Mario Bauer, CEO, TMG Consulting
45. Ann Kitchen, District 5 Council Member, City of Austin
46. Lucia Athens, Chief Sustainability Officer, City of Austin
47. Karl Popham, Emerging Technology and EV Manager, Austin Energy
48. Peter Kelly-Detwiler, Writer, Forbes
49. Christine Richards, Research Director, Zpryme
50. Erin Hardick, Research Analyst, Zpyme
51. Ian McLeod, Chairman, Queensland Future Institute (Energy Committee)
52. Brian Jones, SVP Strategic Development, Utegration
53. Lloyd Adams, National VP, Sap for Utilities, SAP
54. Brad Gammons, Global Managing Director, Energy and Utilities, IBM

55. James Patten, Ted Fellow and Principal at Patten Studio
56. Vonnie Smith, VP of Asset Performance Product Marketing, Bentley Systems
57. Bill Meehan, Director, Utility Solutions, ESRI
58. Patty Durand, President & CEO, SGCC
59. Rich Dewey, Executive Vice President, NYISO
60. Peter Muhoro, Ph.D., Chief Strategy Officer, PEC
61. Cheryl Mele, Chief Operating Officer, ERCOT
62. Andrew Burroughs, Partner, IDEO
63. Jeff Hamel, Business Development, Nest Labs
64. Damali Rhett, Executive Director, The Energy Co-op
65. Jeff Bailey, VP, Business Engineering and Strategic Operations, CGI
66. Brent Hodges, Internet of Things Planning and Product Strategy, Dell
67. Kevin Dick, Director, Delta Institute
68. Seyi Fabode, Partner, Asha Labs
69. Mike DeSocio, Senior Manager, Market Design, NYISO
70. Gavin Bade, Editor, Utility Dive
71. David Price Associate Vice President, Black & Veatch Management Consulting
72. Edwin Poot, Founder, Energyworx
73. Raiford Smith, VP, Energy Technologies & Analytics, Entergy
74. Tobias Kempermann, VP, Head of Markets & Politics, EWE AG
75. Brad Hicks, VP, Engineering & Energy Innovations, PEC
76. Khalil Shalabi, VP, Energy Market Operations and Resource Planning Austin Energy
77. Dwight Scruggs, Senior Vice President, Client Services and Business Development, Allconnect
78. Felecia Etheridge, Chief Customer Engagement Officer, CPS Energy
79. Debbie Kimberly, VP, Customer Energy Solutions, Austin Energy
80. Jag Mukherjee, Director, Strategy & Power and Utilities, PwC
81. Michael Quinn, Vice President Strategy & CTO, Oncor
82. Manny Miranda, SVP, Power Delivery, FPL
83. Dan Smith, VP, Electric Service Delivery, Austin Energy
84. Grant Gutierrez, CIO and Controller, Bluebonnet Electric Cooperative
85. KC Boyce, Senior Market Director, Market Strategies International
86. Dwain Rogers, Executive Director, CleanTX
87. Dino Caro, SVP, Chief Sales Officer, C&I Gas Sales, Constellation
88. Terry Sobolewski, Chief Customer Officer, National Grid
89. Jim Steffes, EVP, External Affairs, Direct Energy
90. Ken Medlock III, James A. Baker and Susan G. Baker Fellow in Energy and Resource Economics, Rice University
91. Doug Lewin, VP Regulatory Affairs and Market Development
92. Paul Lau, Chief Grid Strategy & Operations Officer, SMUD
93. April Anderson, Project Manager, Black & Veatch
94. Tamer Rousan, Supervising Engineer, Technology Application Center, Smart Grid and System Integration, Ameren
95. Kelly McGinnis, CFO, GE Power
96. Joseph Santamaria, CIO, PSEG
97. Steve Wolens, Partner, McKool Smith
98. Brian Helms, Chief Enterprise Architect, LCRA
99. Michael J. Gergen – Partner, Latham & Watkins
100. Jeff Gates, VP of Sales, Alevo
101. Jim Shield, Vice President and Chief Development Officer, Invenergy, LLC
102. Bert Haskell, CTO, Pecan Street Inc.
103. Cherie Fuller, Vice President Retail, EDF Energy Services
104. Pat Rush, Principal Consultant, Black & Veatch Management Consulting
105. Wayne Callender, Zero Emissions Resource Manager, CPS Energy
106. Justin Chamberlain - Manager of Energy Efficiency and Demand Response Product Development, CPS Energy
107. David McGeown, P.E., Principal, McGeown Associates
108. Cliff Braddock, Business Development Director, Metco Engineering
109. Kolt Sarver, VP Business Technology, Vistra
110. Matthew Spilman, Market Operations, Direct Energy