



Transformation | 2010
Co-hosted with AMI MDM Smart Grid Working Group
March 16 & 17, 2010 • New Orleans, LA
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Day One - Tuesday, March 16, 2010

- 7:30 am – 8:30 am *Registration & Continental Breakfast*
- 8:30 am – 8:45 am OPENING REMARKS BY CONFERENCE CHAIRMAN
 J. Christopher Perdue, *Managing Director*, UTILIPOINT INTERNATIONAL, INC.
- 8:45 am – 9:00 am WELCOME ADDRESS
 Nana Baffour, *Chief Executive Officer*, UTILIPOINT INTERNATIONAL, INC.
- 9:00 am – 9:15 am ST. BERNARD PROJECT
 Zack Rosenburg, *Co-founder/Director*, ST. BERNARD PROJECT
- 9:15 am – 10:00 am KEYNOTE ADDRESS FROM HOST UTILITY: ENTERGY
 Roderick K. West, *President and CEO*, ENTERGY NEW ORLEANS
- 10:00 am – 10:15 am *Morning Refreshment Break*
- 10:15 am – 11:15 am EXECUTIVE PANEL DISCUSSION: STIMULUS RECIPIENTS
 Moderator: Robert C. Bellemare, P.E., *Chief Operating Officer & Managing Director*, UTILIPOINT INTERNATIONAL, INC.
 Panelists: Tom Bonner, *Manager, Issues Management and Corporate Policy*, PECO, AN EXELON COMPANY
 Kevin Bryant, *Vice President of Energy Solutions*, GREAT PLAINS ENERGY INCORPORATED
 William "Rusty" Burroughs, *Vice President, Integrated Energy Management*, ENTERGY SERVICES, INC.
 Charles Dickerson, *Vice President, Customer Care*, PEPCO HOLDINGS, INC.
 Mary Ludford, *Vice President, Smart Meter/Smart Grid*, PECO, AN EXELON COMPANY
- 11:15 am – 12:00 pm ENERGY TRANSFORMATION FROM THE CUSTOMER PERSPECTIVE
 Robert Salvatore, *Director, Infrastructure Compliance and Green Initiatives*, SUNGARD AVAILABILITY SERVICES

12:00 pm – 1:30 pm **FORBES LUNCHEON PANEL: MAKING TRANSFORMATION HAPPEN**
Moderator: Jonathan Fahey, *Associate Editor*, FORBES MAGAZINE
Panelists: Scott Braynard, *Director of Utilities Industry*, HEWLETT-PACKARD COMPANY
 David Dollihite, *Vice President*, DIRECT ENERGY
 Rita Mix, *Sr. Marketing & Offer Manager-Utilities*, AT&T
 Robert P. Powers, *President - AEP Utilities*, AMERICAN ELECTRIC POWER

1:30 pm – 2:30 pm **PANEL DISCUSSION: ENGAGING THE CUSTOMER**
Moderator: J. Christopher Perdue, *Managing Director*, UTILIPOINT INTERNATIONAL, INC.
Panelists: Steve Hirsch, *Manager, Demand Response Programs, Smart Grid*, CONSUMERS ENERGY
 Dan LaMar, *Energy Programs Manager, Customer Assistance Organization*, SAN DIEGO GAS & ELECTRIC
 Karen Sloneker, *Director - Customer Service & Marketing*, AEP OHIO



2:30 pm – 3:15 pm **PANEL DISCUSSION: CONTROL, OPTIMIZE & SECURE YOUR DATA: LESSONS LEARNED IN THE BANKING INDUSTRY**
Moderator: Todd W. Arnold, *Executive Advisor*, UTILIPOINT INTERNATIONAL, INC.
Panelists: Luisa V. Llovet, *Senior Vice President, Risk Manager for Treasury Management Projects*, WELLS FARGO BANK
 Lance Murray, *Director Information Security & IT Risk*, FIFTH THIRD BANK
 Michael Overton, *Consulting Business Leader*, CONSONUS TECHNOLOGIES, INC.

3:15 pm – 3:30 pm *Afternoon Refreshment Break*

3:30 pm – 4:15 pm **SMART GRID TRANSFORMATION – WHAT IT WILL TAKE TO SUSTAIN BEYOND THE BUBBLE**
 Todd W. Arnold, *Executive Advisor*, UTILIPOINT INTERNATIONAL, INC.

4:15 pm – 5:15 pm **GREAT TRANSFORMER PANEL & RECOGNITION CEREMONY**
Moderator: Nana Baffour, *Chief Executive Officer*, UTILIPOINT INTERNATIONAL, INC.
Panelists: Charles Acquard, *Executive Committee Chairman*, NATIONAL ASSOCIATION OF STATE UTILITY CONSUMER ADVOCATES (NASUCA)
 John Shelk, *President & CEO*, ELECTRIC POWER SUPPLY ASSOCIATION (EPSA)
 Ed White, *Chairman*, FIELD2BASE, INC.

5:15 pm – 6:15 pm *Cocktail Reception*

Day Two – Wednesday, March 17, 2010

- 8:30 am – 8:50 am *Registration & Continental Breakfast*
- 9:00 am – 9:45 am FINANCING TRANSFORMATION - WHERE ARE THE INVESTMENT DOLLARS GOING
Jonathan Yellen, *Managing Director*, DEUTSCHE BANK
- 9:45 am – 10:45 am NEW TECHNOLOGIES AND SERVICES – VENDOR PANEL
Moderator: J. Christopher Perdue, *Managing Director*, UTILIPOINT INTERNATIONAL, INC.
Panelists: David Green, *Executive Vice President, Customers & Markets – North America*, ELSTER
Barry Haaser, *Executive Director*, U-SNAP ALLIANCE
Joey Murray, *Director, Product Management*, ACLARA
Guerry Waters, *Vice President Industry Strategy*, ORACLE
- 10:45 am – 11:00 am *Morning Refreshment Break*
- 11:00 am – 1:00 pm SMART GRID POLICY LUNCHEON: HOW SMART GRIDS EMPOWER LOW-INCOME CUSTOMERS
Guest speakers weigh-in on public policy and business strategies that empower low-income energy consumers with 'smart energy' solutions.
Moderator: Peter Shaw, *Managing Director*, THE INTELLIGENT PROJECT, LLC
Panelists: Tracie Boutte, *Vice President, Customer Experience Strategy*, ENTERGY SERVICES, INC.
Kevin Bryant, *Vice President of Energy Solutions*, GREAT PLAINS ENERGY INCORPORATED
Charles Dickerson, *Vice President, Customer Care*, PEPCO HOLDINGS, INC.
David Green, *Executive Vice President, Customers & Markets – North America*, ELSTER
Donna L. Nelson, *Commissioner*, PUBLIC UTILITY COMMISSION OF TEXAS
Dave Rinebolt, *Executive Director and Counsel*, OHIO PARTNERS FOR AFFORDABLE ENERGY

