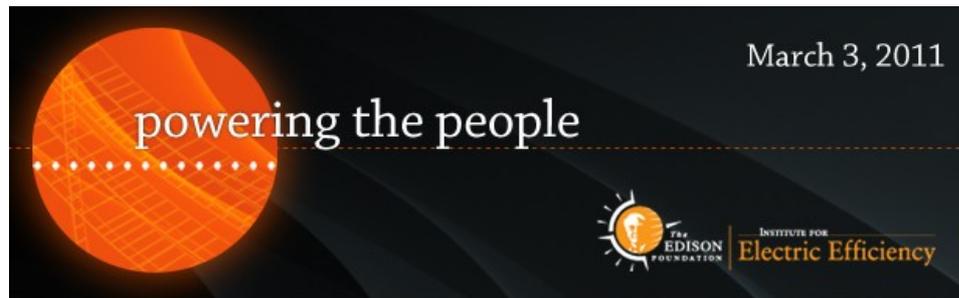


News & Events



Join Us For An Electrifying Look Into The Future!

Plug-in electric vehicles. Smart appliances. And an even smarter electrical grid. Together, electric utilities and their technology partners are transforming the way that America and the world think about energy.

Powering the People

Thursday, March 3, 2011
The Newseum
555 Pennsylvania Avenue, NW
Washington, DC

[Click here to RSVP!](#)

New technologies. New ideas. New partnerships. On March 3, the Edison Foundation's invitation-only "**Powering the People**" conference will bring together a dynamic group of power industry leaders, corporate executives, federal and state policy makers and regulators, and the national media to discuss the electric revolution that is shaping the 21st century.

More than just talk! Through insightful panel discussions and an innovative, hands-on exhibit arena **Powering the People** will demonstrate how electric utilities, energy technology and IT companies, auto manufacturers, and policy makers are leading the way toward smart homes, electric transportation choices, and how collaboration and partnerships are transforming energy markets.

Agenda

12:00 pm–1:00 pm Registration, light lunch & exhibits

1:00 pm–5:30 pm Speakers, panels, discussion, & videos

- Welcome to DC - Joe Rigby, Chairman, President, & CEO, Pepco Holdings
- Keynote - William C. Taylor, Founding Editor, *Fast Company* Magazine & author of *Practically Radical*. [Bio](#).
- Keynote - Hon. Jon Wellinghoff, Chairman, Federal Energy Regulatory Commission
- **Panel I Electric Vehicles** - Mass market adoption of plug-in electric vehicles (PEVs) has the potential to fundamentally transform the nation's energy use, reducing our dependence on foreign oil, decreasing emissions of greenhouse gases, and increasing national security. The utility industry is leading the effort to prepare for the deployment of PEVs and enhance customers' experiences, with PEV readiness initiatives and partnerships with automakers, third party infrastructure providers, and battery manufacturers.

Moderator: Tony Earley, Chairman, DTE Energy Co.

Ted Craver, Chairman, President, and CEO, Edison International

Nancy Gioia, Director, Global Electrification, Ford Motor Co.

Britta Gross, Director, Global Energy Systems and Infrastructure Commercialization, General Motors

Don Karner, President and CEO, ECotality North America

Jim Piro, President and CEO, Portland General Electric

- Remarks - Senator Carl Levin (*invited*) & Congressman Sander Levin (*invited*)
- **Panel II Smart Homes** - Utilities and their technology partners are employing real-time information and behavior-based energy efficiency programs, dynamic rates, home-area networks, in-home technologies, and other "behind-the-meter" innovations to empower customers to better

manage their energy.

Moderator: Michael Yackira, President and CEO, NV Energy
Hon. Ron Binz, Chairman, Colorado Public Utilities Commission
Peter Delaney, Chairman and CEO, OGE Energy Corp.
Scott Lang, Chairman, President, and CEO, Silver Spring Networks

- Remarks - Mike Howard, President and CEO, Electric Power Research Institute
- **Panel III Market Transformation** - With the emergence of game-changing energy management technologies, innovative partnerships and collaborations, distributed power generation sources, and new approaches to engaging customers, utilities are changing the way they do business and transforming the energy landscape. This panel will discuss this changing landscape, opportunities and challenges presented by the new paradigm, and visions for the 21st century electricity industry.

Moderator: Gregg Easterbrook, Contributing Editor, The Atlantic Monthly, The New Republic,
The Washington Monthly & author of *Sonic Boom*.
Ralph Cavanagh, Co-Director, Energy Programs, Natural Resources Defense Council
Claire Fulenwider, Executive Director, Northwest Energy Efficiency Alliance
John McDonald, Director, Technical Strategy and Policy Development, GE Digital Energy
Susan Story, President and CEO, Southern Company Services, Inc.

- Our Energy Future - Jim Rogers, Chairman, President, and CEO, Duke Energy
- Closing Remarks - Hon. Gary Locke, U.S. Secretary of Commerce

5:30 pm–7:00 pm Reception, interactive exhibits, & flash talks

Hotel Accommodations

A block of guest rooms is being held at the Mandarin Oriental hotel, located at 1330 Maryland Avenue, SW Washington, Dc 20024. Reservations must be made directly with the hotel by calling 202-787-6140 and referring to the "Edison Foundation" rate of \$399. **The cut-off date for the hotel is February 9, 2011 at 5:00 pm. After February 9, the Mandarin Oriental will offer room types and rates based on availability.** For your information, the hotel's main telephone number is 202-554-8588, and the guest fax is 202-787-6161.

This is an invitation only event. To RSVP, complete the [online registration form](#). To accommodate the interest of those unable to attend, the event will be streamed live for remote viewing. For further information, please contact TD Smith at 202-508-5440 or tsmith@edisonfoundation.net.

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