

From: Prosper, Terrie D.  
Sent: 6/11/2010 5:40:38 PM  
To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: CPUC Speaker Series to Address Role of Start-ups in Clean Tech and Smart Grid:  
CPUC Media Advisory

**FOR IMMEDIATE RELEASE**

Media Contact: Terrie Prosper, 415.703.1366, [news@cpuc.ca.gov](mailto:news@cpuc.ca.gov)

**MEDIA ADVISORY**

**CPUC SPEAKER SERIES TO ADDRESS ROLE OF START-UPS  
IN CLEAN TECH AND SMART GRID**

SAN FRANCISCO, June 11, 2010 – The California Public Utilities Commission (CPUC) today announced it will host a panel discussion on the role clean tech and Smart Grid start-up companies can play in helping to solve the climate change crisis in the upcoming 21<sup>st</sup> Century Thought Leaders in Essential Industries Speaker Series. This event is free and open to the public.

**WHAT:** Panel discussion on, “What Role Can Clean Tech and Smart Grid Start-Ups Play in Solving the Climate Change Crisis?” Discussion topics include:

- How can government enable success of clean tech and Smart Grid start-ups?
- What should utilities and tech companies do to facilitate commercial success by viable clean tech and Smart Grid start-up companies?
- Should utilities and tech companies actively provide venture capital funding to clean tech and Smart Grid start-ups?

**WHEN:** Wednesday, June 30, 2010, 1:30 p.m. to 3 p.m.

**WHERE:** CPUC Auditorium, 505 Van Ness Ave., San Francisco

Also available in real time and archived via video webcast at:

[www.californiaadmin.com/cpuc.shtml](http://www.californiaadmin.com/cpuc.shtml)

**WHO:** - **Saul Griffith**, inventor; entrepreneur; MacArthur Fellow; and Chief Scientist at Other Lab, a company specializing in developing new ideas, concepts, and prototypes for creating new companies and reinvigorating old ones without using much energy; creator of Makani, a high-altitude wind energy company; Potenco, a human-powered generation company; WattzOn, a company that has created a tool to quantify, track, compare and understand energy use; and Onya Cycles, a company that produces hybrid electric bicycles.

- **Steve Vassallo**, Venture Partner at Foundation Capital, a leading investor in several Smart Grid and clean tech companies, including EnerNOC (energy management solutions), eMeter (enterprise-scale energy information management), CalStar (energy efficient building materials), and Azure Power (a leading solar energy provider in India). In addition to holding more than 20 patents, Mr. Vassallo currently serves on the Board of Directors for SunRun (home solar financing) and is actively involved with PurFresh (clean solutions for food and water), Serious Materials (energy efficient building materials), and Silver Spring Networks (Smart Grid software, hardware, and services).

To register for this event (not required, but appreciated) and for more information on Thought Leaders, including archived video webcasts of prior speakers, please visit [www.cpuc.ca.gov/thoughtleaders](http://www.cpuc.ca.gov/thoughtleaders).

The CPUC hosts the Thought Leaders Speaker Series to stimulate thought and discussion of some of the most pressing challenges facing California utility regulators and the private sector industries impacted by state policies. Leading experts from around the world take center stage to offer their expertise and vision in areas such as communications, energy, water, transportation, the environment, green jobs, and more.

For more information on Saul Griffith, please visit [www.saulgriffith.com](http://www.saulgriffith.com).

For more information on Foundation Capital, please visit [www.foundationcapital.com](http://www.foundationcapital.com).

For more information on the CPUC, please visit [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

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Terrie Prosper  
Director, News & Public Information Office  
California Public Utilities Commission  
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