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Sent: 8/30/2010 10:10:12 AM
To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)
Cc:
Bcc:
Subject: CPUC Presents Discussion of Smart Power at Thought Leaders Speaker Series:
CPUC Media Advisory

FOR IMMEDIATE RELEASE

**MEDIA
ADVISORY**

Media Contact: Terrie Prosper, 415.703.1366,
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**CPUC
PRESENTS DISCUSSION OF SMART POWER
AT THOUGHT LEADERS SPEAKER
SERIES**

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FRANCISCO,

Aug. 30, 2010 – The California Public Utilities Commission (CPUC) today announced it will host a discussion by Dr. Peter Fox-Penner on his book, *Smart Power: Climate Change, the Smart Grid, and the Future of Electric Utilities* as part of the CPUC's 21st Century Thought Leaders in Essential Industries Speaker Series. This event is free and open to the public.

WHEN: Wednesday,

Sept. 22, 2010, 10:30 a.m. - noon

WHO:

Dr. Peter Fox-Penner, recognized as an international authority on energy and environmental policies and electric regulatory planning and competition issues. He is the author of *Smart Power: Climate Change, the Smart Grid, and the Future of Electric Utilities* published April 2010 by Island Press. He is also Principal and Chairman Emeritus of *The Brattle Group*, which provides consulting and expert testimony in economics, finance, and regulation to corporations, law firms, and governments around the world.

WHAT:

Dr. Fox-Penner will discuss his vision for electric utilities as described in his book. This will include business models that reflect the new roles and abilities required of utilities adopting Smart Grid technology: balancing and dispatch of energy across a changing grid and management of advanced end-use technologies for energy consumption. According to Dr. Fox-Penner, adopting and adapting to these changes will be one of the primary challenges the industry will face for the next 20 years.

There will be a moderated question and answer session with Dr. Fox-Penner. In order to facilitate the session, those with questions are asked to send them in advance of the event to thoughtleaders@cpuc.ca.gov.

WHERE: CPUC
Auditorium, 505 Van Ness
Avenue, San
Francisco.

Also available in real time and archived via video webcast at: www.californiaadmin.com/cpuc.shtml.

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.

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. A quorum of Commissioners may attend this event.

For more information on the CPUC, please visit www.cpuc.ca.gov.

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Commission

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