

From: Howard, Ted  
Sent: 3/9/2011 5:13:37 PM  
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Subject: CPUC Thought Leaders Panel: Advanced Customer Engagement Platforms

CPUC Policy and Planning Division

Presents

A Panel Discussion on March 24th, from 2 -4 PM, in the CPUC auditorium at 505 Van Ness Ave., San Francisco.

## ***Advanced Customer Engagement Platforms***

Will Rewards, Competition, and Social Networking Motivate Consumers to Conserve Energy?

### **Our Panelists:**

**Tom Scaramellino, Founder & CEO, Efficiency 2.0**

**Matthew Tucker, President, RecycleBank**

**Jessica Alter, Founder & CEO, Formative Labs**

**Bruce Cenicerros, Principal Program Planner, Sacramento Municipal Utility District**

**Ivo Steklac, Executive VP, Sales & Strategy, Tendril**

**Sean Harrington, Senior Director, Client Solutions, OPOWER**

The panel will discuss the ways that software platforms and social media may help customers manage their energy usage, cut their energy bills, and save money. The panel will discuss a number of customer engagement platforms that match publicly available data with a customer's own energy usage patterns to offer personalized information, advice, and rewards designed to enable and encourage customers to make more efficient energy choices.

The Moderator of this panel discussion will be Jenn Mitchell-Jackson of Opinion Dynamics.

For a brief registration, please go to: <http://www.cpuc.ca.gov/ThoughtLeaders>

The session includes a Question and Answer session. Please send your questions in advance to [thoughtleaders@cpuc.ca.gov](mailto:thoughtleaders@cpuc.ca.gov)

***FREE AND OPEN TO THE PUBLIC***

For questions and comments, please contact: [thoughtleaders@cpuc.ca.gov](mailto:thoughtleaders@cpuc.ca.gov)

Also available via video webcast at: [www.californiaadmin.com/cpuc.shtml](http://www.californiaadmin.com/cpuc.shtml)

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