

From: Prosper, Terrie D.
Sent: 9/6/2011 2:38:14 PM
To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)
Cc:
Bcc:
Subject: CPUC Hosts Thought Leaders Session on Viability of Energy Storage: CPUC
Media Advisory

**FOR IMMEDIATE RELEASE
ADVISORY**

MEDIA

Media Contact: Terrie Prosper, 415.703.1366, news@cpuc.ca.gov

CPUC HOSTS THOUGHT LEADERS SESSION ON VIABILITY OF ENERGY STORAGE

SAN FRANCISCO, September 6, 2011 -- The California Public Utilities Commission (CPUC) today announced the next topic in its ongoing Thought Leaders Speaker Series: The Economic Viability of Energy Storage.

WHEN: Sept. 20, 2011, 1 p.m. – 3 p.m.

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

WHO: Moderator:

- Amanda Stevenson, Director, Market Policy & Regulatory Affairs, West, Xtreme Power, Inc.

Panelists:

- Joe Desmond, Sr. Vice President, Government Affairs and Communications, BrightSource Energy, Inc.

- Byron Washom, Director of Strategic Energy Initiatives, University of California, San Diego

- Dr. Robert Schainker, Senior Technical Executive in the Power Delivery and Utilization Sector, Electric Power Research Institute

- Dr. Craig R Horne, President & CEO, EnerVault Corporation

This discussion will address questions such as what is the optimal cost-benefit methodology for estimating cost effectiveness of electricity storage; what are the

tangible and intangible costs and benefits of storage; what are the advantages and disadvantages of distributed versus centralized storage; which applications are most likely to have positive net benefits; and which technologies are closest to commercial viability.

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. Although a quorum of Commissioners may be in attendance, no CPUC action will be taken at this event.

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

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