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To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)  
Cc:  
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Subject: CPUC Hosts Thought Leaders Event on Innovation and Impact of Regulation  
Featuring Elon Musk and Lyndon Rive: CPUC Media Advisory

**FOR IMMEDIATE RELEASE  
ADVISORY**

**MEDIA**

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**CPUC HOSTS THOUGHT LEADERS EVENT ON INNOVATION  
AND IMPACT OF REGULATION FEATURING ELON MUSK AND LYNDON RIVE**

SAN FRANCISCO, Jan. 27, 2014 -- The California Public Utilities Commission (CPUC) today announced that its next "Thought Leaders Speaker Series" will tackle Innovation and the Impact of Regulation, featuring Elon Musk and Lyndon Rive. This informative discussion is free and open to the public.

**WHEN:** Feb. 27, 2014, 1:30 p.m. - 3:30 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:**

Moderator: Paul Clanon, CPUC Executive Director

Panelists:

- Michael R. Peevey, CPUC President and leader in the energy industry who has worked tirelessly to create energy policies that curb climate change.

- Elon Musk, engineer and entrepreneur who builds and operates companies to solve environmental, social, and economic challenges. He co-founded PayPal and currently drives strategy, development, and design at two companies: Space Exploration Technologies (SpaceX), where he is founder and CEO, and Tesla Motors, where he is co-founder and CEO. He also is Chairman of the Board of a third company, SolarCity.

- Lyndon Rive, co-founder and CEO of SolarCity, which designs, finances, and installs solar and energy storage systems, performs energy efficiency audits and retrofits, and builds charging stations for electric vehicles. Prior to co-founding SolarCity, Mr. Rive co-founded the enterprise software company Everdream, which was ultimately acquired by Dell.

**WHAT:** The discussion will center on the intersection between regulation and innovation, including how the combined role of government and entrepreneurs can help create a better environment and a better product for the common good. There will be a 45-minute audience-driven question and answer session following the discussion.

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 and opportunities facing California utility regulators and the private sector industries affected 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](http://www.cpuc.ca.gov).

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Terrie Prosper

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