

How are Utilities Embracing Innovation, Facing Market Disruption, CyberSecurity, and Emerging Technologies?

# INNOVATION for Utilities

October 23-24, 2017  
Hard Rock Hotel - Las Vegas

## Overview

Join us for this timely conference to discuss “what’s next” for utilities – new business models, new ways of approaching challenges, and emerging technologies that promise to change our industry. This conference delivers actionable strategies to grow and sustain among disruption in the new economy.

### Topics include:

- **Cyber Security** – How can utilities protect the grid at the substation level? Threat alerts and how to keep ahead of threats.
- **Disruptors** and the Changing Utility Business Model – How will utilities compete in the new landscape?
- **Increasing the Brand Image** of the Trusted Utility
- **Marketing to the New Energy Customers** – Opportunities to increase market share in the face of increasing competition
- **Innovation from the Inside** – Fostering a Corporate Culture of Innovation and Out-of-the-box thinking.

Invest in this highly regarded 2-day topic immersion to gain valuable perspectives from industry peers on what defines innovation, how to manage industry disruption, how to foster a corporate culture for innovation, and introducing innovation to customers.

## Participating Companies



*“Innovation distinguishes between a leader and a follower.” – Steve Jobs*

Get ready for it here. **Register today.**

[Register now](#) for the only conference and workshop on the market of its kind!

## Schedule & Fees

**\$1895 (Early Bird: \$1695 by October 1<sup>st</sup>)**

**Deep Dive: Design Thinking - How to Experience Utility Customers in an Innovative Way**

Monday, October 23, 2017 8:00 am – 12:00 Noon

**Day One:** Monday, October 23, 2017 1:00 pm – 5:00 pm

**Networking Reception:** 5:00 pm – 6:00 pm

**Day Two:** Tuesday, October 24, 2017 8:00 am – 4:15 pm

## Speakers

- Ashley Baptiste, CEO, Conferences Connect
- KC Boyce, Senior Product Director, Market Strategies International
- Matthew Burks, Chief Strategy Officer, E Source
- Rita Foster, Energy Sector Infrastructure Advisor, Idaho National Laboratory
- Debyani Ghosh, Associate Director, Energy, Navigant Consulting
- Jef Gray, Vice President, Information Technology, Kissimmee Utility Authority
- John Hepokoski, Director, Strategic Initiatives, ComEd
- Thor Hinckley, Senior Program Consultant, CLEAResult
- John Hepokoski, Director, Strategic Initiatives, ComEd
- Jason Jevack, Manager, Performance Support, NiSource Inc.
- Lin Khoo, Senior Vice President, Greenlots
- Tim Kreukniet, Vice President, Business Development, EV-Box
- Sahar Mishriki, CDM Manager of Regulatory and Strategy, Hydro One
- Christian Riepe, Senior Director, Market Strategies International
- Daniel Séguin, Manager, Media & Public Affairs, Hydro Ottawa
- Gurvinder Singh, Senior Resource Planning Analyst, Puget Sound Energy

## Who Should Attend? Who Will You Meet?

Utility Leadership – Our Industry Is Changing. Prepare your organization for how to lead!

Participants are from the utility industry (gas, electric, water and diversified, investor-owned and independent) with responsibilities in:

- |                       |                        |
|-----------------------|------------------------|
| • Innovation          | • Strategy & Planning  |
| • Emerging Technology | • Customer Operations  |
| • Electric Vehicles   | • Corporate Culture    |
| • Solar               | • Process Improvement  |
| • Renewables          | • IT/IS/CIS            |
| • Change Leadership   | • Business Integration |
| • Change Management   | • Training             |
| • Project Management  | • Regulatory Policy    |

This conference is a must-attend event for companies and consultants that assist utilities in developing and implementing new technologies, cyber security, leadership, training, and strategies.

**Don't Miss a Moment of the Innovation for Utilities Conference, October 23-24, 2017**

## What's In It for You?

Why should you attend?



1) **Case Studies.** You'll hear from utilities - first-hand experience from utility professionals – in an interactive, peer-to-peer setting. Agenda content is focused on a specific energy industry issue and presented by utility representatives. This is how you can effectively benchmark against other companies. Meet and learn from your peers at this event.



2) **Networking.** Conferences Connect events feature *facilitated networking and sharing of contact information* so everyone can stay in touch, ask each other important questions, maintain relationships and stay **connected**, well after the conference takes place. Learn, share, and grow through powerful connections you'll make at this Conferences Connect event.



3) **Quality.** Our events feature a general session agenda. No breakouts. Why does that matter? When all attendees participate in the same conversation, the learning, experiences and knowledge build exponentially among participants. A single-track general session experience means you gain two years of learning and engagement in just two days.



4) **Las Vegas!** What better way to engage in a two-day intensive and interactive conference than to meet where innovation lives! Experience innovative retail, restaurants, attractions, and experiences just outside the conference venue. The Hard Rock Hotel Las Vegas is a block off-strip, convenient to all that Las Vegas has to offer. Come early or stay late to engage, dine, shop, see a show, and have fun!

## Monday, October 23, 2017

### 8:00 Breakfast

### 8:30 Deep Dive: Innovate Customer Strategy with Design Thinking

You've heard the buzz word, but what is Design Thinking? Design Thinking is a human-centered approach to problem solving that supplements analytical processes with unique customer research to surface new ideas and unlock hidden value.

In this Deep Dive, we will take this methodology, developed at Stanford University, and **marry it with our deep utility sector expertise to uncover unmet needs around energy and the residential customer.** Design thinking has helped Fortune 1000 firms, startups, nonprofits and governments all over the world find new levels of insight and creativity, including: Bank of America, Ford, Mayo Clinic, Department of Homeland Security, and many others. **See for yourself how Design Thinking can innovate your customer strategy at your utility.**

This "Design Thinking" Deep Dive will be a fast-paced and highly collaborative activity focused on experiencing the design process. **Participants will generate real-world concepts, based on the four core phases of Design Thinking:** Empathy, Synthesis, Ideation & Communication.

Ensure you and your colleagues are all on the same page! [Register Your Team Today!](#)

- **Empathy:** This generative activity helps participants understand how people currently view and experience day-to-day challenges, particularly around energy. This serves to place the customer back at the center of the equation and inspire new ideas that address their needs first.
- **Synthesis:** This convergent activity marries user insights (what's desirable) with business opportunities. This serves to understand the unique relationship between customers and their utility and how the utility might serve customers more effectively.
- **Ideation:** This generative activity uses insight frameworks or a point of view to springboard into directional concepts. We will turn insights into actionable concepts focused on the end-user.
- **Communication:** This convergent activity turns concepts into thought pieces for distribution. We will generate understanding and excitement for our final concepts.

Join us for this exploratory session to experience utility customers in a completely new and innovative way.

**Matthew Burks, Chief Strategy Officer, E Source**



*Matthew specializes in the transformation of energy markets through technology and the evolution of electric and gas utilities. He focuses a behavioral lens on energy consumers and takes a holistic view of disruptive energy technologies and emerging business models. He is closely tied to the cleantech community, serving as a department chair for the Energy Fellows Institute and an ongoing advisor to early-stage energy-related start-ups. Matthew speaks nationally on energy innovation, utility transformation, and customer experience strategy and authored articles in The Energy Times, Energy Central, American Gas magazine and FierceEnergy, and his work has been cited in The Wall Street Journal, Intelligent Utility magazine, and more.*

**12:00 Lunch**

**1:00 Conference Round Robin & Key Issues**

First things first – we meet everyone in the room! Share what you seek to gain from the conference. What are your biggest challenges? Now, and what do you see coming up in the next few years? **What are you here to learn?** Who in the room can connect you with the content or people to help you? Be sure to participate in what is arguably the most significant session of the event!

**Ashley Baptiste, CEO, Conferences Connect**



*With over 15 years' experience producing conferences, Ashley ensures all participants gain value from her events. She coordinates event production, marketing, sponsorship, and on-site management to foster engagement for all participants – not only with the content presented – but with attendees, solution providers, media partners and speakers. Ashley's measure of success is the gratitude expressed for the rich learning experiences she facilitates on site and online, and for the network of resources participants take away and leverage for years to come.*

## 1:45 Consumer-Centric Approach to Innovation



Consumers are becoming increasingly energy savvy, and utilities are well positioned to serve their emerging needs. But do consumers actually look to their utility for solutions? Based on ground-breaking research covering 130,000 customers across 130 U.S. utilities, this presentation will provide actionable insights into consumer demand trends and how utilities can successfully meet the demand while increasing brand trust and customer satisfaction. Case studies from Market Strategies International will illustrate how these insights can be further refined into market-ready offerings and will highlight best practices from utilities across the country. **Key takeaways include:**

- What types of new products and services are consumers most willing to accept from a utility?
- What have other utilities implemented successfully?
- How can my utility determine which new products or services it should invest in first?

**KC Boyce, Senior Product Director, Market Strategies International**

**Christian Riepe, Senior Director, Market Strategies International**



*K.C. Boyce is senior product director for the Utility Trusted Brand & Customer Engagement studies at Market Strategies. He manages the development and delivery of syndicated studies and best practices with a focus on helping utilities create valuable relationships with their business and residential customers. Throughout his career, K.C. has developed innovative solutions to complex problems and has translated subject matter expertise into actionable insight. Before joining Market Strategies, he served Chartwell as a senior vice president and the Smart Grid Consumer Collaborative as assistant director.*



*Christian is a senior research director in the Energy division of Market Strategies, with nearly 20 years of market research consulting experience. He is a true hybrid researcher, equally adept at both qualitative and quantitative methodologies, with experience across a number of industries. He is known for communicating research results in a straightforward, easy-to-understand way. Christian holds a master's degree from the University of Kansas and a bachelor's degree from Trinity University, where he was elected into Phi Beta Kappa.*

## 2:30 Networking Break

## 3:00 Innovation Disrupts the Status Quo: Performance Support at NiSource



NiSource Implements Performance Support for Field Operations. Innovation disrupts the status quo to deliver a leap (not just an incremental improvement) toward the big goal. At NiSource, a major shift in implementing performance support for field operations employees is making a significant impact. Hear how it defines performance support, how the internet and smart devices have opened a whole new world of PS options and opportunities, and learn specifically about NiSource's implementation covering:

- Why take a Performance Support approach for field operations learning/training?
- How it got started
- The technology in use and its deployment approach
- NiSource's current state
- Lessons learned and plans for the future

**Jason Jevack, Manager, Performance Support, NiSource, Inc.**





*Jason serves as manager of performance support for NiSource Inc., a leading natural gas and electric utility company energizing the lives of nearly 4 million customers across seven states. With a background in IT and two decades of content management experience across industries such as finance, education, and research, Jason is well positioned to support NiSource in delivering performance support solutions. He currently leads a team of professionals that include content strategists, user experience specialists, and systems analysts designing and deploying solutions to provide performance support to field operations leaders and front-line employees.*

### 3:45 Innovative Dynamic Pricing – A Tool to Respond to Customer Needs at Hydro One



Hear how Hydro One offers innovative dynamic pricing to its customers. Sahar is currently leading Hydro One's Dynamic Pricing Pilots that test the role of enabling technologies in shaping consumers pricing choices.

**Sahar Mishriki, CDM Manager of Regulatory and Strategy, Hydro One**



*Sahar has held several positions in regulatory and economic policy, project management, and sector strategy in various jurisdictions at the national and international levels with a focus in energy. She worked at several key government departments including Energy, Finance, Environment, Economic Development and Trade, as well as the Ontario Energy Board, and the US Agency for International Development. Sahar advised on and/or led several key initiatives in Ontario: setting the retail electricity market, developing the Consumer Protection Legislation, implementing smart meters and smart sub-meters initiatives, developing the debt retirement charge and the preparation of the first OEB Board Approved Program submission on conservation and demand management.*

### 4:30 Protecting the Grid: Innovative Cyber Security Tools for Utilities



Idaho National Laboratory is working with large California Utilities in R&D prototyping, testing, and evaluating automated response capabilities in cyber security for deeply embedded systems (i.e. substation automation). The R&D teams have created cyber response capabilities where none existed prior, enabling more resilient systems by providing the ability to respond. Hear lessons in creating automated response to cyber

incidents – main characteristics needed, new methods to prioritize exploits, malware, vulnerabilities and threat, and the analysis of performance and resilience metrics when applying automated response techniques. This research changes the game, providing the ability for utilities to be as agile and creative as our adversaries in this ongoing cyber war where our most critical infrastructure is ground zero.

**Rita Foster, Energy Infrastructure Security Advisor, Idaho National Laboratory**



*Rita is the energy sector infrastructure security strategic advisor for partnerships with industry at the Idaho National Laboratory. Her focus for the last 13 years has been research direction for the electric sector including insights to all-hazard threats (cyber, electro-magnetic, and physical). She identifies strategy and direction of research, testing, and assessment activities at the Supervisory Control and Data Acquisition (SCADA) and control systems test beds and contributes in thought leadership. As technical lead for multiple projects creating agile response capabilities, Rita has been nationally recognized for research leadership in control system cyber security.*

Click  
here to  
Register

Innovation is simple (ok, not really). Learn successful approaches from utilities here. [Register Today!](#)

## 5:15 Networking Happy Hour



Isn't this the reason you're here? Meet with your peers in the industry and fellow conference attendees to wind down and continue the day's discussions. Learn what's top of mind for them and how they face similar challenges over a beer, wine, and light fare. Don't miss the most important networking event of the conference.

**Tuesday, October 24, 2017**

## 8:00 Breakfast

### 8:30 Foster a Corporate Culture of Innovation: A ComEd Case Study



Innovation – by its definition – embraces a completely new way of doing something. As most utilities have been around for a century or more, and have operated from legacy processes, how can today's utilities create and foster a corporate culture of innovation? Does innovation need to be its own team? How is innovation governed? How do you manage innovation in a utility? This session discusses how ComEd approaches innovation in its organization. Learn how it has led to real initiatives in the company.

**John Hepokoski, Director, Strategic Initiatives, ComEd**



*John is the Director of Strategic Initiatives at ComEd, an electric utility company delivering electricity to 3.8 million customers in Chicago and Northern Illinois. In his role, he is responsible for cultivating an innovative culture within ComEd. Previously, John was Chief of Staff to the President and CEO at ComEd. He has also held roles in Regulatory Compliance, Regulatory Strategy and External Financial Reporting. Before joining ComEd, he worked in Florida Power & Light's Regulatory Affairs department in Miami, and before that in the Audit & Advisory Services practice of PricewaterhouseCoopers in Chicago.*

### 9:15 Innovate Customer Communications: Leverage the Power of Social Media



Can leveraging video technologies like live-streaming, drone footage and 360-degree virtual video enhance customer experience? If pictures are worth a thousand words, videos are worth 10,000 views. Thanks to video integration across nearly all social media platforms, there's no denying that video traffic is growing globally. Hydro Ottawa uses video to educate and connect customers to its business, employees and events in

a dynamic way. **Join us as Hydro Ottawa shares:**

- Best practices on how to stand out on social channels
- Visual storytelling strategies and
- How to use the power of video to re-energize your brand during outages
- The importance of extending reach beyond your followers and using public sentiment to strategize a new path forward for your utility

**Daniel Séguin, Manager, Media & Public Affairs, Hydro Ottawa Limited**



*While embracing both web and social technologies, Dan leads the development and implementation of all strategies and programs to engage and inform Hydro Ottawa's key stakeholder audiences: the media, key influencers, shareholders, and all external stakeholders. Throughout his career, he has managed, prepared, and implemented strategic communications initiatives; provided advice to senior executive teams and government officials; managed large-scale campaigns, led numerous brand positioning strategies related to consumer touchpoints and brand awareness. Perceptive and forward-thinking, Dan has been called upon to quickly analyze communications issues and provide advice, identify issues, and possible outcomes.*

**Experience Valuable Experiences and Experiments in Utility Innovation! [Reserve Your Seat Today!](#)**

## 10:00 Networking Break

### 10:30 Demand Response: Innovative Resources at Puget Sound Energy



How does your utility handle peak capacity shortfalls? In its hunt for innovative resources to help address forecasted winter peak capacity shortfalls, Puget Sound Energy partnered with Navigant Consulting to conduct a Demand Response potential assessment to estimate how much DR was available. The study was part of a broader Distributed Energy Resources (DER) potential study which included energy efficiency, customer sited generation, and storage. With fewer power plants being built (and fewer on the horizon), doing more with less is the new utility reality, and finding innovative solutions to find capacity is in Puget Sound Energy's strategy. Hear how the study was conducted, what it uncovered, and how PSE plans to incorporate those results into its Integrated Resource Plan (IRP).

**Gurvinder Singh, Senior Resource Planning Analyst, Puget Sound Energy**

**Debyani Ghosh, Associate Director, Energy, Navigant Consulting**



*Gurvinder Singh is a Senior Resource Planning Analyst in the IRP Resource Planning team at Puget Sound Energy. He is responsible for the conservation potential assessments, developing avoided costs and gas supply planning. PSE conducts comprehensive demand side assessments including energy efficiency, distribution efficiency, generation efficiency, distributed generation, and demand response. Previously he worked in energy efficiency program design and implementation, for utilities and USAID programs in various capacities internationally.*



*Debyani serves as a principal investigator in several Distributed Energy Resources (DER) Potential studies and leads Demand Response potential assessment in these studies. Before Navigant, Dr. Ghosh was a Senior Associate at Applied Energy Group and EnerNOC Utility Solutions. She has more than ten years of experience on Demand Response studies with prominent clients in the areas of strategic planning, potential assessment, program design and implementation, market and technology assessment, impact and process evaluation, policy research and analysis. Earlier in her career, she conducted research in the areas of climate change, energy system modeling, and deployment of clean energy technologies on the supply side.*

### 11:15 Workforce Innovation Drives Significant Retention and Benefits at KUA



Work-from-home customer service reps and introducing mobile field services have led to higher retention, lower costs, and time savings. Most utilities face the challenge of retaining good customer service reps. KUA pioneered a complete work-from-home solution where 24 Part time reps do not come in except for scheduled training. The program's success was recently extended to an additional 12 full time employees (including supervisors) who work part of the week at home. **The flexible hours, savings on travel and time, and ability to throttle workers up or down based on demand** has been a win for all. More importantly, customers saw reduced wait times on the phones and a broader range of live help hours. The idea of automated service or work orders and a digital device in the hand of each technician may seem farfetched, but the cost of mobile devices is no longer untenable. Moreover, what happens when there are no more printed orders to handle, key in and store? **KUA mobilized its workforce** to do exactly that and the lessons learned are startling. Benefits include **250,000 sheets of paper saved annually, reduced staff requirements, live updates that give CSR's timely status, and intelligent workflows that update in the field in real time**. These are just the beginning of what was discovered once the system was in place. Find out more during the presentation.

**Jef Gray, Vice President, Information Technology, Kissimmee Utility Authority**

**Big Topic. Make sense of it here. Spend Two Days with us! [www.UtilityEvents.com](http://www.UtilityEvents.com) to [Register Today](#)**





*Jef has over 30 years of IT experience, beginning in the US Air Force as a communications program manager. He served on active duty for over 11 years and followed on with the Air National Guard in South Carolina. Jef followed a corporate career in information technology after leaving active duty. He has since managed and directed corporate communications systems in private industry and public power. He became KUA's Vice President of I.T. in December 2000. He holds two Associate of Science degrees from the Community College of the Air Force, and a Bachelor of Science in Liberal Arts from the University of the State of New York, Regents College.*

**12:00 Lunch**

### **Special Panel Discussion**

#### **1:15 Electric Vehicles: Driving the Next New Form of Load Management**

Since the 1980s, utilities have worked with their business and residential customers to help them manage their load profiles. Today, the continued growth in electrified transport is providing us with a window into load management for your customers' next new large appliance, their EV. With an almost 33% increase in load for each residential customer who purchases an EV, the danger of unmanaged charging could impact the reliability of a utilities distribution system. In this session, moderator Thor Hinckley, a technology and advanced transportation expert, along with representatives from Greenlots and EV-Box, will **demonstrate the benefits of using integrated EV charger software platform with level 2 EV chargers.** Greenlots provides a fully integrated charging software platform for EV chargers and EVBox has the largest installed base of charging hardware in Europe. Attendees will learn first-hand from these EV charging pioneers how they utilize the latest open standards (OCPP and Open ADR 2.0) to provide utilities with full visibility into – and better control over – the distribution system impacts from the fast-moving drive to electrification of transport.

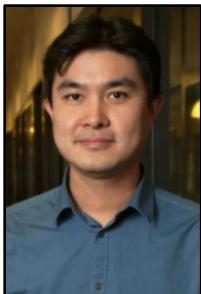
**Thor Hinckley, Senior Program Consultant, Electric Vehicles, CLEAResult**

**Lin Khoo, Senior Vice President, Greenlots**

**Tim Kreukniet, Vice President, Business Development, EV-Box**



*Thor is a nationally-recognized expert on renewable energy, EV's, advanced transportation and distributed energy resources. He is an experienced business development and technology advocate, with domain expertise in regulated and deregulated energy markets, electric utilities, regulatory affairs, strategic product development and implementation. Thor has an established track record for initiating, building and maintaining positive relationships and alliances with utilities, governments, regulators, partners, and internal team members. His passion and experience for development and deployment of innovative, clean, and sustainable technologies make him an expert in this space.*



*With over a decade of transportation and energy industry experience, Lin has been instrumental in scaling open standards-based technology solutions for electric vehicle (EV) networks and grid management for Greenlots, overseeing product and market development opportunities. As Senior Vice President, Khoo has brokered multi-million-dollar deals across ten countries, forging new partnerships with top investor-owned utilities, automakers, municipalities, and technology partners to deliver end-to-end solutions for Greenlots' next generation SKY platform. As an industry thought leader, Khoo remains active in open-standards technology development, through the Open Charge Alliance, OpenADR, and MESA.*

**Gain Three Years of Insights in Just Two Days. [Register Yourself and Your Team Today.](#)**



*Tim Kreukniet started with electric cars in 2010 all the way in the Netherlands. Even though market adoption was quick in his home country, his perspective was: if you really want to have an impact, either as a company or on the Climate, you have to go Where the market is. Tim launched EV-Box in North America, and is now leading the business development efforts. He sees EV adoption as a design problem. One of his favorite sentences is: we did not stop using CD's because they do not work anymore, we just found a better way to listen to music. The same is happening with cars today.*

## 2:15 Conference Concludes

### Past Attendees Rave About Our Events...

*"The size of the conference allowed for me to meet a number of different people on a very personal level."* – S.H., Manager, IT, **Exelon**

*"It was greater than my expectations. I have definitely learned from this experience and will be practicing some of what I have learned."* – N.Y., Plant Manager, **Jamaica Public Service Company**

*"Well worth the investment of time. Content rich and specific. Presenters were "spot on." Start of a great network."* – K.R., Consultant, **CT Water Company**

*"Great group of people with a wealth of knowledge. The presentations and discussions offered new ideas, new resources, and reinforced inspiration. The conference schedule was a perfect balance of mingling, networking, and presentations."* – M.W., **Utilities, Inc.**

*"This conference brought together like-minded individuals in a niche industry, which was unbelievably beneficial to me!"* – S.P., **Commonwealth Edison**

### Do You Provide Innovation & Technology Solutions?

Showcase your products and services to utility decision makers and influencers. The **Innovation for Utilities** conference offers you excellent exposure to maximize your 2017 marketing budget through these opportunities:

- Gold Sponsorship
- Silver Sponsorship
- Networking Reception Host
- Participating Sponsorship
- Luncheon Host
- Breakfast Host
- Networking Break Host
- Table Top Exhibits
- Lanyard Sponsorship
- Special Activity Host

Feature your company at this event. Confirm your sponsorship/exhibit by contacting Ashley Baptiste at (610) 325-4830 or via email at [ashley@conferencesconnect.com](mailto:ashley@conferencesconnect.com).

### Participating Sponsor

**NAVIGANT**



**Experience Valuable Lessons Learned in Utility Innovation! [Reserve Your Seat Today!](#)**

## Our Conferences are a Little Different. Here's What You Can Expect...

One room. Two days. 12-15 Speakers. 25-35 Utility Professionals.

**One Track:** You'll participate in two-days of general session discussion – that's one presentation at a time in a linear, single-track agenda. No break-outs, not separate tracks. Why? Because everyone participating in one conversation makes the discussion deeper, more relevant, more powerful, and more interactive.

**Connect:** Meet and connect with 30-40 utility professionals with the same or similar job title, challenges and company structure as you.

**Arrive as strangers, depart as friends:** We cap the number of registrants to create an intimate meeting setting. This "safe space" allows participants to open up about challenges, to share "here's what we tried," so you can learn first-hand from each other. You will meet everyone in the room.

**Facilitated Networking:** We kick off the event with a "round robin" session where everyone in the room introduces themselves and shares their biggest challenge. By stating "what I'm here to learn," relevant content is filtered accordingly, and everybody takes back what they need.

**Full Contact List:** Meeting your industry colleagues is great. Staying in touch is even better!

**Event Resources:** A few days post-conference, we send you a link to the conference "assets" – pdfs of the presentations, recommended books, videos, templates, and any other digital content shared at the conference.

**Fuel Your Growth:** Meeting for two days requires sustenance. We provide breakfast and lunch each day to make sure you can focus on the content.

**Discounted Hotel Rooms:** Why stay at the conference hotel? Enjoy the convenience of not having to leave the building and discounted guest room rates that help you keep to your budget.

**Don't Miss Out:** Register Yourself and Your Team Today!

### About Las Vegas

Aside from being an easy and convenient spot to meet, Las Vegas is home to great restaurants, entertainment, shows (if you've never seen Cirq du Soliel, take this opportunity), and nearby majestic mountain scenery. Las Vegas is a study in creative digital signage, merchandising and managing the customer experience on every level. Visit one of the many fashionable shopping malls, experience Ashley's favorite burger (the Farm Burger) at Gordon Ramsay's BurGR at Planet Hollywood, or take in a stellar art exhibit at the Gallery at Bellagio. Our conference hotel, The Hard Rock Hotel, is centrally located – just off-Strip – and reasonably priced to stick around for a day or two before or after the event. Learn more and plan your trip at [www.LasVegas.com](http://www.LasVegas.com)

*Are you interested to Participate? Sponsor? Send a Team?*  
Contact: Ashley Baptiste, 610-325-4830, [Ashley@UtilityEvents.com](mailto:Ashley@UtilityEvents.com)

Pending Doom or Opportunity? [Register Today](#) to Learn How Your Utility Peers View Innovation.

## Learning Outcomes

Consider this your **two-day business immersion** with utility and industry thought leaders on innovation, emerging technologies, and market disruption perspectives in their utilities!

**You'll hear:**

- **EV-Box, Greenlots, and CLEAResult** discuss the emergence of electric vehicles (EVs), the role EVs play in the utility's future, tipping points in the U.S. market, and the huge revenue opportunity EVs are for utilities.
- **ComEd's John Hepokoski** describe ComEd's Innovation Team, how it was established, how it is governed, and how it fosters a culture of innovation.
- **NiSource's Jason Jevack** share how its innovation in field training streamlines performance support and performance improvement, and it is now a model for internal innovation throughout the organization.
- **Idaho National Laboratory's Rita Foster** share cybersecurity research, a case study on automated response, and current research on protecting the grid against cyber attacks at the sub-station level.
- **E Source's Matt Burks** teach a session on **Design Thinking** to surface new ideas and unlock hidden value.
- **Kissimmee Utility Authority's Jef Gray** share how its innovation in workforce management – creating a program for work-from-home agents and mobilizing field services have benefits beyond what they expected in savings, time, and costs.
- And much, much more!

## Conference Location

**ADVANCE: The Power Conference for Women in Utilities** is located at the Hard Rock Hotel & Casino, 4455 Paradise Road, Las Vegas, NV 89169. For the full conference experience, stay at the conference hotel. We have secured a special group rate of \$109 for a limited block of rooms for the nights of Sunday, October 23 through Tuesday, October 25.



\$31 Resort Fee covers your:

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To reserve your guest room, email Ashley Baptiste – [Ashley@UtilityEvents.com](mailto:Ashley@UtilityEvents.com) with your arrival and departure dates. Due to the distances between hotel/casino properties in Las Vegas, **we highly recommend you stay at the conference hotel**. The Hard Rock is a great property, and your feet will thank you.

**How are Utilities Preparing for Disruption? [Register Today](#) to Meet Utility Peers on Innovation.**





October 23-24, 2017  
Hard Rock Hotel - Las Vegas



**Register Online:**

<https://events.bizzabo.com/utilityinnovation?promo=AGENDAPDF&isTracking=true>

**Register by Phone:** (610) 325-4830

**Register by Email:** [Ashley@ConferencesConnect.com](mailto:Ashley@ConferencesConnect.com)

**Register by Mail:** Conferences Connect, PO Box 32, Southeastern, PA 19399

**Register Me for:**

- ☐ **Innovation for Utilities Conference** Oct. 23-24, 2017: \$1895
- ☐ **Innovation for Utilities Conference** Oct. 23-24, 2017 Early Bird by 10/1/17: \$1695

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