



EUCI Presents a Web Conference on:

PLUG-IN ELECTRIC VEHICLE (PEV) CUSTOMER SUPPORT

STAKEHOLDER EDUCATION, CHARGING
STATIONS, AND INDUSTRY OUTREACH

March 18, 2010



2:30 – 4:00 PM Eastern Time



EUCI is authorized
by IACET to offer 0.1
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OVERVIEW

Plug-in Electric Vehicles (PEVs) are finally arriving. 2010 anticipates the beginning of the rollout of several models of PEVs. Utilities must take on a new role as transportation fuel providers, and must decide how to interact with dealers, municipalities, other utilities, charger equipment and service companies, and their own customers in supporting PEV purchasers. They must also maneuver regulatory controls and decide whether to invest in charging infrastructure outside of the home. This web conference will attempt to address these questions.

Austin Energy will discuss how a mid-size municipal utility prepares for the integration of PEVs with the grid. They will discuss the standards and demand management programs that they are developing to meet PEV charging requirements. Austin Energy will also address the educational needs for all stakeholders, and how they envision the role of a mid-size municipal utility in this process.

SDG&E will address customer support initiatives, The EV Project and the plan to develop and install approximately 2500 charging stations in residential, commercial and public settings. They will discuss the siting process for charging infrastructure, inclusion of regional planning agencies, and siting challenges posed by multi-unit dwellings. They will review public training and dealer awareness initiatives, and finally, the utility's PEV experimental rates project, and discuss penetration rate tools for PEVs.

WHO SHOULD ATTEND

- Electric distribution and delivery engineers and managers for utilities
- Managers of sales and marketing for electronics and software companies
- Managers of electric vehicle divisions for automotive companies
- Economists and economic development managers with utilities
- EV project managers and staff at utilities
- Asset managers of utilities
- Managers of renewables programs at utilities
- Business development and research or marketing analysts of 3rd party vendors in the PEV marketplace
- Regulators
- Consultants interested in the PEV/EV market
- Engineers involved with communication or hardware standards for PEV chargers

LEARNING OUTCOMES

- Review Austin Energy's plans for infrastructure, standards and demand management programs to meet PEV charging requirements
- Recognize the education needs for all stakeholders and Austin Energy's role in this process
- Discuss the EV Project and plan to develop and install approximately 2500 charging stations in residential, commercial and public settings
- Analyze the siting process for charging infrastructure, inclusion of regional planning agencies, and siting challenges posed by multi-unit dwellings
- Identify SDG&E's public training and dealer awareness initiatives
- Review SDG&E's PEV experimental rates project
- Appraise penetration rate tools for PEVs

IACET



EUCI has been approved as an Authorized Provider by

the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. In obtaining this approval, EUCI has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally.

As a result of their Authorized Provider membership status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

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Requirements for completing webinar: Participants must be logged in to the web conference for its entirety to receive continuing education credit.

Methods of Instruction: Web based PowerPoint presentation and on-line interactive question/answer session.

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PROGRAM AGENDA

- Austin Energy's initiatives to support electric-drive vehicles
- Austin Energy's plans in preparation for the integration of PEVs with the grid
 - Infrastructure, standards and demand management programs to meet PEV charging requirements
- The education needs for all stakeholders and Austin Energy's role in this process
- SDG&E's customer support initiatives
- The EV Project and plan to develop and install approximately 2500 charging stations in residential, commercial and public settings
 - The siting process for charging infrastructure, inclusion of regional planning agencies, and siting challenges posed by multi-unit dwellings
- SDG&E's public training and dealer awareness initiatives
- SDG&E's PEV experimental rates project
- Penetration rate tools for PEVs

INSTRUCTORS

Larry Alford is **Manager of Distributed Generation** at **Austin Energy**. Mr. Alford has over 38 years experience in the electric utility industry. Since January, 2001, as Manager of Distributed Generation in the Strategic Planning & Business Development Department at Austin Energy, he has been responsible for testing and developing distributed energy resources (DER) as they fit with the Austin Energy portfolio of assets and services.

Mr. Alford is currently overseeing the testing and development of Plug-In Electric Vehicle technology for integration into the Austin Energy system, including the areas of smart charging infrastructure & communication, public charging, stakeholder issues, outreach & marketing, and business impacts.

Joel Pointon became the **Manager of Electric Transportation** for **Sempra Energy's San Diego Gas and Electric** when he was hired to "restart" their ET program in 2006. His background prior to this has been in the field of environmental health sciences, in which he has a Master's degree, and he has worked in government, private industry and as an independent consultant in that area for the prior 25 years before joining Sempra Energy. He currently serves on the Board of Directors for the California Electric Transportation Coalition (CalETC) and the Electric Drive Transportation Association (EDTA) as well as Chairperson for the Board of Directors for San Diego's Regional Clean City Coalition, and Vice Chair of the San Diego Regional Sustainable Partnership Transportation Committee. He is also an active participant in the Electric Power Research Institute's Infrastructure Working Council for Plug-in Electric Vehicles (PEVs). Joel currently helps to coordinate a national working group on "Multi-unit Dwelling, Workplace and Public Plug-in Vehicle Charging" for the GM/EPRI/Utility Coalition.

LOGGING IN TO THE WEB CONFERENCE

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an e-mail with appropriate login information and more information regarding the event 24 hours prior to the start of the event. To log on, you will need a Windows PC with a broadband connection and audio system.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conference. That connection is open to any number of users in a collaborative setting. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per participant significantly.

By purchasing a site connection, you can invite as many people as you would like to view and participate in the session from a single location. Set up the session in a conference room and project the presentation and chat on a large screen. You also have rights to distribute copies of the presentation materials to everyone involved. Please note that audio is received via the computer sound system and must be broadcast to your group.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of US \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way.

If you have any technical or purchasing questions, please contact us at (303) 770.8800

Start Time: 2:30 PM Eastern Time

United States Regional Start Times:

11:30 AM Pacific :: 12:30 PM Mountain :: 1:30 PM Central :: 2:30 PM

Use the time zone converter (<http://www.timezoneconverter.com/cgi-bin/tzc.tzc>) to find your correct start time.

Register Today! Call 303-770-8800 or visit www.euci.com

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REGISTRATION INFORMATION

Mail or fax this form along with payment. You will receive a confirmation and/or invoice within 48 hours. Make checks payable to EUCI.

MAIL DIRECTLY TO:

EUCI
4643 S. Ulster St., Ste. 350
Denver, CO 80237, USA

ONLINE:

www.euci.com

FAX TO:

(303) 741.0849

PHONE:

(303) 770.8800

REFUND / CANCELLATION POLICY

All cancellations received prior to February 26, 2010 will be subject to a US \$50 processing fee per webinar per registrant. Written cancellations received after this date will create a partial credit of the tuition good toward any other EUCI conference, publication or web conference. This credit will be valid for six months. No refunds will be given after February 26, 2010 in any case. In case of webinar cancellation, EUCI's liability is limited to refund of the webinar registration fee only.

PLEASE REGISTER THE FOLLOWING

- PEV Customer Support :: Stakeholder Education, Charging Stations, and Industry Outreach, March 18, 2010, Single Site Connection: US \$345
Early Bird on or Before March 17, 2010: US \$295

- Additional Connection: US \$245
Early Bird on or Before March 17, 2010: US \$195 each
Number of additional connections: _____

- Web Conference Presentations Available on CD:**
CDs are available 48 hours after the web conference is complete. The cost per CD is US\$295 [add US\$50 for international shipments]. Upon receipt of order and payment the CD will be shipped to you.

NOTE: All presentation CD sales are final and are non-refundable.

ENERGIZE WEEKLY

When you sign up for "Energize Weekly" you will receive a new conference presentation each week via email on a relevant industry topic. The presentations are selected from a massive library of over 1000 current presentations that EUCI has gathered during its 23 years organizing conferences.

- Sign me up for "Energize Weekly"**

How did you hear about this event?
(Direct email, Colleague, Speaker(s), etc.)

Name _____ Job Title _____

E-Mail _____

Company _____ Telephone _____

Address _____ City _____ State _____ Zip _____

PAYMENT METHOD

Please charge my credit card: Visa MC AMEX Discover Security Code _____

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