6TH ANNUAL UTILITIES AND DATA CENTERS CONFERENCE

January 30 – 31, 2018
AT&T Executive Education and Conference Center
Austin, TX

2018 SPEAKERS

Bill Badger, Capital Construction Manager, CPS Energy
Jeff Brown, Director, Product Marketing, Windstream
David Coher, Commissioner, City of Pasadena, Former Principal, Reliability and Cybersecurity, Southern California Edison
Todd Gale, VP, Engineering, Peak10 + ViaWest
Michael Kearney, Director of Economic Development, Ameren Corporation
Tom Lambrecht, Manager, Economic Development Services, Great River Energy
William McCausland, Sr. Economic Development Market Specialist, Dominion Energy
Sheila A. Owens, Vice President Economic Development, ComEd/Exelon
Dan Pfeiffer, Senior Director, Corporate Economic Development, Xcel Energy
Clint Poole, SRP Telecom Manager, Salt River Project (SRP)
Phillip M. Sandino, Vice President, Data Center Operations, RagingWire Data Centers
Tod Sword, Economic Development Consultant, Southern California Edison
Bob Woolley, VP Critical Facility Engineering and Design, RagingWire Data Centers

PRE-CONFERENCE WORKSHOP

IoT and Smart Cities - Data Centers & Utilities Are We Ready For The Future?
TUESDAY, JANUARY 30, 2018

TAG US #EUCIEvents
FOLLOW US @EUCIEvents

SPONSOR

EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUs for the workshop
OVERVIEW

The explosion of digital content, big data, e-commerce and IoT along with the emergence of Smart Cities across the globe is making Data Centers one of the fastest-growing consumers of electricity in developed countries. Data Center Operators have a continued effort toward better efficiency with a push to utilizing more renewable power. As data center facilities are incredibly expensive to design, build, manage and maintain; attractive incentives, partnerships and sites are integral to the success of these projects. Utilities need to be prepared to address the needs of the data centers and the data center end users, while also internally preparing themselves for their own use of data centers for data storage and management, particularly as the inherent growth of smart cities infiltrate the power grid. Data Center operators have to be in tune with both the needs of their end user clients as well as with the benefits of working with utilities to build a successful data center.

The 6th Annual Utilities and Data Centers Conference will provide perspectives, case studies, stories from the entire data center “ecosystem” (including Utilities, Data Center Owners & Operators, End-Users and Service & Solution Providers). We will share journeys and best practices as to how the development of smart cities is affecting the data center landscape, what data centers need from their utilities to ensure they are providing the best product to their enterprise customers and how utilities are attracting and retaining data centers through mission-critical reliability standards.

LEARNING OUTCOMES

• Discuss the role data centers will play in the growth of smart cities
• Identify how IoT will impact the data center
• Review what makes a utility “data center friendly”
• Assess how to determine the best data center sites
• Enhance the performance & energy efficiency in legacy data centers
• Review innovative co-location
• Examine clean energy’s effect on data centers and utilities
• Discover strategies to reduce energy & maintenance costs while improving reliability
• Review disaster planning – creative back-up power solutions for today & tomorrow
• Creating partnerships amongst utilities, data centers, local governments and service providers
• Determine what end-users want from their data centers & how to deliver
• Establish effective corporate rate designs that work for everyone
• Review industry trends affecting the role of the utility, data center operator AND data center end-user
• Assess what utilities need to do to attract, retain and manage data center clients
• Review the needs and challenges data center operators are facing in terms of site selection, security, resiliency, energy efficiency and other key areas
• Share with utilities and data center operators what end-users really want from their data centers
• Discuss the perfect partnership between utilities, data center operators, local economic development entities and service providers
AGENDA

TUESDAY, JANUARY 30, 2018

12:00 – 12:30 pm  Registration

12:30 – 12:45 pm  Chairperson’s Opening Remarks

12:45 – 1:45 pm  Eliminating the Culture Clash: Defining a Data Center Friendly Utility
This interactive panel discussion will provide various perspectives and an open discussion as to what those throughout the “Data Center Ecosystem” feel constitutes a “Data Center Friendly Utility”.

Tod Sword, Economic Development Consultant, Southern California Edison
Tom Lambrecht, Manager, Economic Development Services, Great River Energy

1:45 – 2:30 pm  Distributed Generation: The Benefits of Data Centers and Utilities Working Together

Todd Gale, VP – Engineering, Peak10 + ViaWest

2:30 – 2:45 pm  Afternoon Break

2:45 – 3:30 pm  Integrating Your Utility Partner for Long-Term Success of Your Data Center
Power costs and reliability can make or break a data center’s bottom-line and reputation. Data Centers that treat their utilities as key business partners will be better positioned to leveraging the utility’s resources for your data center’s long-term success. We will discuss:

• What is your utility doing to maintain the power grid and circuits in your area?
• What types of energy efficiency plans do you have in place?
• How do you turn your utility into a strategic partner?
• Can you also use local governments as strategic partners?
• What types of technical and financial assistance can you receive from your utility partner?
• How often and how do you re-evaluate your partnership?

Phillip M. Sandino, Vice President, Data Center Operations, RagingWire Data Centers
Bob Woolley, VP Critical Facility Engineering and Design, RagingWire Data Centers

3:30 – 4:15 pm  Enhancing the Performance & Energy Efficiency in Legacy Data Centers
Energy efficiency is of the utmost importance for all organizations, particularly data centers. The typical mission-critical facility is a large energy consumer absorbing a large share of facility operating costs. However, reliability and availability requirements often slow down efforts to improve energy efficiency. Obviously, the new and improved energy-efficiency strategies for a data center are easiest to implement in new construction, however, knocking down the old and building new is not always an option. In this session, we will examine how executives responsible for 10+ year old data center facilities can win in the energy efficiency game by pursuing a variety of energy-saving techniques to optimize the performance of your legacy data center infrastructure.

Bill Badger, Capital Construction Manager, CPS Energy

4:15 – 5:00 pm  Innovative Co-location: How Utility Providers are Defining a New Model for Grid-Connected Colocation
Salt River Project (SRP) has created a revolutionary grid connected data center, DataStation, with the goal of supporting increasing edge IT demand. In this session, Clint Poole will discuss drivers for data centers and IT on the edge, why utility providers are uniquely positioned to enable the colocation data center industry’s expansion to the edge, and how SRP’s innovative DataStation will enable this vision.

Clint Poole, SRP Telecom Manager, Salt River Project (SRP)
TUESDAY, JANUARY 30, 2018 (CONTINUED)

5:00 – 5:45 pm  Hybrid Cloud: What it Means for Multi-Tenant Data Centers and Utilities
The hybrid cloud model appears to be gaining traction with enterprises. This session will discuss how the emergence of hybrid cloud is impacting data center providers' ability to attract enterprise business and what this change can mean for utilities.
Jeff Brown, Director, Product Marketing, Windstream

5:45 – 6:00 pm  Chairperson's Day One Closing Remarks

6:00 pm    Day One Adjourns

WEDNESDAY, JANUARY 31, 2018

7:30 – 8:00 am   Continental Breakfast

8:00 – 8:15 am   Chairperson's Opening Remarks

8:15 – 9:00 am   Site Selection 2017: Identifying Key Factors to Determining Best Data Center Sites
The data center real estate selection process is a critical aspect for all data center operators and corporate clients. This session will take a look at what factors affect site selection and how to determine whether or not a location is suitable for data center construction. We will look at a variety of perspectives on issues like:
• Risks, costs and benefits of the geographic location
• Assessing markets for growth
• Determining how business-friendly a location is
• The demographics of the local workforce
• Access to local utilities
  o Easy accessibility to electricity
  o Cooling procedures
  o Back-up power generation
  o Ability to keep up with projected and unexpected expansion
• Availability of clean energy
• Red flags to look for when determining site locations
William McCausland, Sr. Economic Development Market Specialist, Dominion Energy

9:00 – 9:50 am   Clean Energy – Can We Give Them What They Want?
Companies like Google and Apple and other larger tech companies want to use clean energy and green power initiatives to power their huge data centers. And as other enterprise clients are focused on CSA efforts, what can utilities do in their renewable energy efforts to meet these needs and wants? This session will take a look at perspectives to include –
• Examining what tech companies and data centers want and need in terms of renewable/clean energy
• Identifying Clean Energy's impact on data center site selection
• Understanding utilities' clean energy purchasing programs and what they are doing to work with their local governments' policies
• Identifying alternative energy solutions to power the massive needs of data centers
Tod Sword, Economic Development Consultant, Southern California Edison

REGISTER TODAY! CALL 303-770-8800 OR VISIT WWW.EUCI.COM
AGENDA

WEDNESDAY, JANUARY 31, 2018 (CONTINUED)

9:50 – 10:30 am  Data Center Security and Risk Management: Ensuring your Resiliency Procedures Meet the Needs of your Customers
As security breaches continue to occur, it's imperative that data centers be constructed with close consideration to resiliency, redundancy and liability. But it isn't just the data center operators that need to be ready, today's Utility needs to be prepared to handle any and all security and risk management breaches that could occur in any data center in their region. This session will discuss what best practices utilities and operators are employing to meet the needs of their customers.

*David Coher, Commissioner, City of Pasadena, Former Principal, Reliability and Cybersecurity, Southern California Edison*

10:30 – 10:50 am  Networking Break

10:50 – 11:35 am  Meeting Demand for the Growing Cloud
Utilities are going through a revolutionary change, particularly in their distribution systems. As Data Centers have always posed a challenge for distribution, utilities and data centers must find ways to partner and support one another. In this session, we will look at things such as:
- The cost of grid redundancy
- Reliability and resiliency in back-up power
- Sustainability
- Procuring renewable energy
- Areas of opportunity such as: Direct Access

*Dan Pfeiffer, Senior Director, Corporate Economic Development, Xcel Energy*

11:35 – 12:20 pm  Designing and Operating Highly Efficient, Low PUE Data Centers and the Impact on Utilities and the Environment

*Todd Gale, VP – Engineering, Peak10 + ViaWest*

12:20 am – 1:30 pm  Group Luncheon

1:30 – 2:15 pm  The Perfect Partnership: Identifying Manners Utilities, Local Governments, Operators and Service Providers Should Work Together to Create the Best Data Center Experience
Creating the best “data center experience” means that utilities, governments, operators and service providers need to work together and function as a cohesive unit and provide complementary offerings to make a data center a true “one-stop-shop”.

This interactive panel discussion will bring together executives from all groups to discuss their best practices in creating an effective working relationship and a true partnership in order to project a fantastic experience.

*Sheila A. Owens, Vice President Economic Development, ComEd/Exelon*

2:15 – 3:00 pm  Next Generation Data Centers: Examining the Network of the Future to Support Next Gen Data Centers
As cloud computing becomes the dominant form of IT, data centers of the future will need to take into consideration the various kinds of applications, users and business units accessing data center resources. What does this mean to you? We will examine:
- What does a Next Generation Data Center look like?
- What type of architecture is needed to support this growth?
- What is needed to allow data centers to be agile?
- What additional pulls on the power grid will this have?
- What type of resources and controls can be put in place?
3:00 – 3:30 pm  Disaster Planning: Creative Back-Up Power Solutions for the Data Center of Today & Tomorrow
Data center resiliency is a planned part of a facility’s architecture and is associated with other disaster planning and recovery considerations such as data protection. Data center resiliency is often achieved through the use of redundant components, subsystems, systems or facilities and is so seamless users and clients will never know a disruption occurred; and oftentimes consists of having two separate utility feeds from different utility providers or utilizing hot sites. In this session, we will examine various resiliency techniques employed by data centers and how they are working with utilities to offer seamless resiliency. We will look at issues such as:
• Understanding mission-critical workloads
• Designing comprehensive data center resiliency procedures
• Utilizing hot sites to support data center collocation-shifting
• Managing two different utility providers
• Utilizing natural gas instead of diesel to power generators
• Recognizing the benefits of renewable energy to resiliency and back-up

3:30 – 4:15 pm  Incentives: Effective and Appropriate Incentive Programs to Attract Data Centers
This interactive session will take a look at what incentives are the most attractive to data centers. In addition, we will examine best practices that utilities and state and local governments have created to incentivize data centers to their regions.
Tom Lambrecht, Manager, Economic Development Services, Great River Energy

4:15 – 5:00 pm  Artificial Intelligence: Can AI and Machine Learning Assist in Reducing Power Consumption at your Data Center?
Tech companies have been battling the amount of energy big data centers consume for years. Keeping the servers cool as they crunch the “energy numbers” is a massive industry challenge. Recently organizations have been putting artificial intelligence to use by using AI and machine learning to manage power usage. In this session, we will take a look a case studies as to how AI tech can successfully reduce the amount of electricity needed for the cooling of data centers. We will also answer questions such as:
• Is AI technology ready to be implemented throughout the data center and utility relationship?
• How will it impact data center design and operations?
• How will AI and machine learning affect human capital?
• Can AI be applied to other challenges in the data center environment?

5:00 – 5:15 pm  Chairperson’s Closing Remarks

5:15 pm  Conference Adjourns
PRE-CONFERENCE WORKSHOP
IoT and Smart Cities - Data Centers & Utilities
Are We Ready For The Future?

TUESDAY, JANUARY 30, 2018

7:30 – 8:00 am  Registration & Continental Breakfast
8:00 – 11:30 am  Workshop Timing

OVERVIEW

Smart cities are no longer the wave of the future. They are here now and growing quickly as the Internet of Things (IoT) expands and impacts municipal services around the globe. In fact, the smart city industry is projected to be a $400 Billion market by 2020 with 600 cities worldwide; this means that Data Centers and Utilities have to be ready for what will come.

In this interactive and discussion-driven multi-part workshop, we will tackle a variety of issues as to how data centers need to change to handle IoT, what a utility needs to be prepared for when it comes to being part of a smart city and how data centers and utilities can collaborate to ensuring they are ready to forge ahead in the growth and development of smart cities.

WORKSHOP AGENDA

Part One: Understanding the Basic Principles of the IoT and the Benefits of a Smart City
IoT has almost achieved “celebrity” status which is making it difficult to discern its actual efficacy. The first part of this interactive workshop will review the basic principles of the Internet of Things while examining how they apply to the benefits of a smart city, such as:
• Improved city planning and forecasting
• Real-time reporting on infrastructure conditions
• Increased ability to predict and prevent problems & deploy resources more efficiently
• Automated maintenance and better ability to reduce maintenance costs
• And more

Part Two: Identifying How IoT will Impact the Data Center
It is anticipated that by the year 2020, more than 24 Billion IoT devices will exist worldwide. This includes everything from smartphones, to cars, refrigerators, parking sensors, smart street lights and more. These devices mean that there is an ever-increasing amount of data that is being produced which not only will change our applications and devices, but also how data centers operate. During part two of this interactive workshop, we will take a look at how the IoT revolution will impact data centers going forward and will include us examining such things as:
• Data center design and hyper-scale data centers
• Data center deployment is set for future growth in terms of space, power and density
• Security & resiliency
TUESDAY, JANUARY 30, 2018 (CONTINUED)

Part Three: City and Utility Partnerships to Make Smart Cities a Reality
Energy infrastructure is being transformed and the electric grid of the future will be a two-way, technology enabled system to accommodate greater generation needs. In this section of our workshop we will look at how cities and utilities can work together to accelerate smart city growth and progress.

Part Four: Utilities and Data Centers Collaborate with Smart City Vision
We will end our interactive workshop with a discussion as to how utilities and data centers must work together in order to move forward in an innovative manner to ensure that smart cities are a focus in their regions. In this session, we will examine the integration of the utility, data center and smart city networks and look at answers to questions, such as:
• What is the best way for a data center and utility to work together and integrate for better smart city networks
• Can a data center become a net contributor to a power grid?
• Will the roll-out of edge strategies be defined by future power grids?
During this final part of the workshop, you will have the opportunity to bring your perspectives and thoughts to the table.

WORKSHOP INSTRUCTORS

David Coher  
Commissioner, City of Pasadena

David currently serves as Planning Commissioner for the City of Pasadena, California, where he works to drive further progress on Pasadena’s well-earned reputation as a civic community supportive of innovation in technology and urban design. From his time as a Capitol Hill staffer to his recent work securing the Smart Grid with one of the Nation’s largest utilities, David has nearly 20 years of experience in the technology policy arena. Throughout, David has sought to break otherwise complicated problems into simple, discrete issues that can be addressed and solved with less hand waving and more action.

David has also led teams handling regulatory and compliance matters for SCE’s participation in energy commodities markets, work that required leading a team seeking to reconcile state and Federal regulation from nearly a dozen regulatory bodies with competing goals and political directives. Before joining SCE management, David served as legal counsel to these and related matters.

Michael Kearney  
Director of Economic Development, Ameren Corporation

As Director of Economic Development, Ameren Corporation, Michael is responsible for Ameren’s business and community development activities throughout its Illinois and Missouri service territory.

Initially employed in 1986 by the Central Illinois Public Service Company (CIPS), a predecessor to Ameren, Michael has held several positions in industrial services and marketing programs prior to assuming his current duties in St. Louis.
INSTRUCTIONAL METHODS

Case studies and PowerPoint presentations will be used at this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference for continuing education credit.

IACET CREDITS

EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.4 CEUs for the workshop.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

A room block has been reserved at the AT&T Executive Education & Conference Center, 1900 University Ave, Austin, TX 78705, for the nights of January 29-30, 2017. Room rates are US $219 plus applicable tax. Call 1-512-404-1900 or click here for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is January 16, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

SPONSORSHIP OPPORTUNITIES

Do you want to drive new business through this event’s powerful audience? Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including: Platinum, gold, or VIP sponsor, Reception host, Networking break host, Tabletop exhibit, Workshop sponsor, Lanyard sponsor, Luncheon host and Breakfast host.

Please contact Amanda Jorgensen at ajorgensen@euci.com or 561-372-4033 for more information.
A room block has been reserved at the AT&T Executive Education & Conference Center, 1900 University Ave, Austin, TX 78705, for the nights of January 29-30, 2017. Room rates are US $219 plus applicable tax. Call 1-512-404-1900 or click here for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is January 16, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

EUCI’s Energize Weekly e-mail newsletter compiles and reports on the latest news and trends in the energy industry. Newsletter recipients also receive a different, complimentary course presentation every week on a relevant industry topic. The presentations are selected from a massive library of more than 1,000 current presentations that EUCI has gathered during its 30 years organizing courses.

Sign me up for Energize Weekly