



**May 19, 2015**  
 The City Club  
 San Francisco, CA

**REGISTRATION FEES:**

**PANC Members:** \$125/person  
**Non-Members:** \$175/person

*\$10 Late Fee after May 18th or at the door. VISA and MasterCard accepted.*

*\*No Refunds after May 18th\**

**The City Club of San Francisco**

155 Sansome Street  
 San Francisco, CA 94104

The City Club of San Francisco is located at 155 Sansome Street (between Bush & Pine) in downtown San Francisco. The Seminar will be held in the Main Dining Room –located on the 11<sup>th</sup> Floor. For driving directions and parking information, please visit: [www.cityclubsf.com](http://www.cityclubsf.com)



**PARKING**

We recommend **St. Mary's Square Garage** located on Kearny Street with entrances on Kearny, Pine and California Streets. The cost is \$4 per hour from 9-3pm.

**PROGRAM AGENDA**

8:00am	Check-In / Continental Breakfast	10:50am	Break
8:30am	Welcome & Opening Announcements	11:00am	<b>PANEL 2:</b> <b>Implementation: How Will California Achieve Its Policy Goals?</b> (Moderator: Rand Havens, Shell North America)  <i>Notwithstanding how good or bad policies may be, customer involvement is essential for California's policy goals to be met. Properly structured programs will create customer demand for change that takes California in the right direction regardless of most policy. But with incorrectly structured programs, we could be inviting a revolt.</i>  ALISTAIR ONO, Regional Sales Manager EnerNOC, Inc.  MATEO JARAMILLO, Dir. Powertrain Dev. Tesla Motors  DAWN WEISZ, Executive Director Marin Energy Authority
8:45am	<b>WELCOME ADDRESS:</b>  PATRICK REITEN Chief Executive Officer PacifiCorp Transmission	12:30pm	Luncheon / Networking
9:15am	<b>PANEL 1:</b> <b>California Energy Policy Challenges</b> (Moderator: Doug Davie, Wellhead Electric)  <i>The status quo is not an option if California is to make progress in achieving its environmental policy goals. Key areas of potential policy change include: increasing renewables, behind the meter resources, distributed generation, avoiding over-generation, transportation systems electrification, customer choice, micro-grids, distribution system reliability, rate structuring, relevance of the utility model, ramping and other reliability requirements.</i>  STEVE CHADIMA SVP CA Initiatives Advanced Energy Economy  KAREN EDSON Vice President California ISO  GARY STERN Director, Regulatory Policy Southern California Edison  MARK TONEY Executive Director The Utility Reform Network (TURN)	1:30pm	<b>CLOSING ADDRESS:</b>  LIANE RANDOLPH Commissioner CA Public Utilities Commission  <i>Commissioner Randolph will give her vision as a new member of the CPUC on the direction she would like to see the utility industry move to achieve the Governor's ambitious goals while retaining its relevance and financial viability.</i>
		2:15pm	Seminar Adjourns

**RESERVATIONS REQUIRED by May 18<sup>th</sup>**

Name \_\_\_\_\_ First Name (for badge) \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

*If paying by check, please mail to:*

**Power Association Of Northern California**  
 356 Montserrat Drive  
 Redwood City, CA 94065



Reservations also accepted by **Phone:**

**(650) 591-7262 (PANC)**

**ADDITIONAL REGISTRANTS:**

Name \_\_\_\_\_ First Name (for badge) \_\_\_\_\_

Name \_\_\_\_\_ First Name (for badge) \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_  VISA  MasterCard

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name (on card) \_\_\_\_\_ Signature \_\_\_\_\_

**FAX** reservation form to: **(650) 654-2075**