

CMUA 2017 Annual Customer Engagement Summit

Conference Agenda

Tuesday, October 24, 2017

5:30 – 7 p.m. Registration and Opening Reception
Venue: Terrace Room

Day 1 Wednesday, October 25, 2017 (River City Ballroom)

7:30 – 8:30 a.m. Conference Sign In / Networking Breakfast

8:40 – 8:45 a.m. Welcome
Rachel Radell-Harris (SMUD)

8:45 – 9:15 a.m. Opening Remarks
Barry Moline (CMUA) and Arlen Orchard (SMUD)

9:15 – 9:45 a.m. CMUA Legislative Update: Jonathan Young (CMUA)
and Justin Wynne (Braun Blasing Smith Wynne, PC)

9:45 – 10 a.m. Logistics and Golden 1 Center Videos

10 – 10:15 a.m. Break

10:15 – 11:15 a.m. CTA-2045 and the Connected Home
Christopher Dymond (NEEA)

11:15 – 11:45 a.m. Group Activity: Icebreaker

11:45 a.m. – 1 p.m. Lunch
Venue: Terrace Room

1 – 1:45 p.m. Commercial Grow Houses
Nick Collins (ERS)

1:45 – 1:55 p.m. Activity: Stretch Break

1:55 – 3:15 p.m. **Electric cars — biggest opportunity since the light bulb?**
Panelists: Dr. Eric Cahill, Joel Levin,
Katherine Stainken (Plug In America)
and David Bradford (City of Roseville)
Moderator: Subid Wagley (SMUD)

3:15 – 3:30 p.m. Break

3:30 – 4:30 p.m. CCAs: Cousin or Competition
Beckie Menten (MCE Clean Energy)
Rachel Radell-Harris (SMUD)

4:30 – 4:45 p.m. First Day Wrap Up / Logistics (Rachel Radell-Harris / Dave Roland)

5 – 6:30 p.m. Evening Networking Reception
Venue: Terrace Room

7 – 9 p.m. Dinner: Hosted by SMUD
Venue: Rio City Cafe

Day 2 Thursday, October 26, 2017 (River City Ballroom)

7 – 8 a.m. Networking Breakfast

8:30 – 10 a.m. VIP Tour of Golden 1 Center

10 – 10:30 a.m. Return from Golden 1 Center

10:30 – 11 a.m. The Benefits of Customer Segmentation
Eric Krause (SMUD)

11 – noon Utility Culture: Optimizing Your Human Operating System
Eryc Eyl (E Source)

Noon – 1 p.m. Buffet Lunch in Atrium

1 – 2 p.m. **Keynote Speech: Energy Storage Success in Europe**
Olaf Lohr (sonnen, Inc.)

2 – 2:30 p.m. Close of Meeting
Election of next Vice Chair

