

SPEAKER LUNCHEON

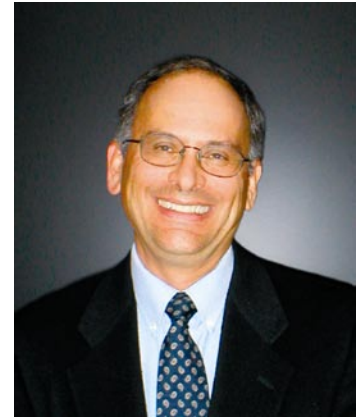
Tuesday, October 27, 12:15 pm

Speaker: Mr. Rick Bush

Editorial Director

Transmission & Distribution World magazine

Rick is the editorial director of *Transmission & Distribution World* magazine where he has worked since 1994. Rick is paid to express his opinions — something that got him in trouble in his earlier life as an engineer working in an investor-owned power company. He also has access to tap into thought leadership ideas driving the industry and will share his discoveries.



This year, Rick's duties are expanding as he works to direct the editorial efforts of the Penton Media portfolio of magazines to create an intelligent energy portal that includes energy generation, storage, energy consumption, energy load shaping, and even the selling of virtual energy. As to technical qualifications, Mr. Bush has a BSME and an MSME from Georgia Tech and is a senior member of IEEE.

Rick will share with us his perspectives on the megatrends that will drive our business and the fads that will cause our business to stumble:

- The legitimate need to retain dumb aspects of the grid.
- The impact of well designed pricing signals to set the drivers for sensible change.
- The likelihood of a canned utility demand side management initiative to make an order of magnitude of difference.
- Progress on interoperability standards on both sides of the meter.
- The ability of our grid to accommodate smart customers and smart generators.
- The inability of a delivery utility to remain dumber than generators or consumers.
- The role energy storage will play in the success or failure of the green energy movement.

Luncheon Registration

- Indicate your desire to attend the luncheon when you register on-line for the meeting.
- Indicate your meal selection (beef, chicken or vegetarian).
- Paper tickets will not be provided. Admission to the event and meal selection will be verified with a registration list at the door. We will begin seating around 12:05 pm.

Menu Options

Indicate your entrée selection when registering on-line for the meeting:

Beef: herb crusted strip beef loin

Chicken: flame grilled chicken breast with artichoke olive relish

Vegetarian: penne pasta with portabella mushrooms, oven dried roma tomatoes and spinach

Each selection is served with a classic caesar salad, chef's choice side vegetable and starch, freshly baked rolls and butter, caramel apple pie, and ice tea & coffee service.