



October 2020  
Seattle, WA

# Grid *FWD* 2020

Accelerating the path  
for solutions that  
transform the regional  
energy system

Presented by:



**Prospectus**

#GridFWD [www.gridfwd.com](http://www.gridfwd.com)

# Bringing Together the Community of Leaders Who Are Reshaping the Regional Electrical Grid

Grid modernization transcends the fundamental role of utilities to provide reliable, affordable power to communities. It encompasses broader societal goals of decarbonization, resilience to extreme events, and greater equity in the benefits of a decentralized power infrastructure. GridFWD 2019 brought a wide range of representatives from utilities, industry, government and communities to explore and collaborate on solutions to pursue these goals. GridFWD 2020 will build on and enhance this model to help visualize the way forward in the next decade.

## Stakeholders from across the region gather at GridFWD

**Utility executives and practitioners**—learn and share new sources of value and best practices for advanced grid modernization solutions that deliver more flexibility, resiliency and sustainable energy systems.

**Executive and technical leaders of solution providers**—collaborate with key power sector stakeholders to deploy new technologies and processes that modernize distribution systems in the region, as well as innovative solutions for transmission, microgrids and more.

**Regulators and government officers**—explore the latest ideas, opportunities, deployments and best practices that point the way to economic, equitable and efficient power systems and workforce development in the new energy age.

**NGOs and advocates**—build the knowledge base and relationships to influence new programs that promote progress on regional energy systems.



“The power of Grid Forward is connecting people. This includes connecting people in the utility industry with the technology providers that enable our strategic priorities in serving our customers and communities. To me that’s huge.”

– JOHN HAARLOW, CEO AND GENERAL MANAGER  
SNOHOMISH COUNTY PUD

## Building on the Energy of GridFWD 2019

More than 400 executives and technical leaders from around the grid modernization ecosystem came together at GridFWD 2019 -- a 50% increase over the prior year's attendance. This highly diverse group included the top leadership from a dozen regional utilities, state legislators, solution experts, municipal representatives and key media partners. GridFWD 2020 will expand on what worked best to make this a stand-out event.

## GridFWD 2019 Highlights

**400+**  
Attendees

**50%** Attendee Increase  
Over GridFWD 2018

  
12 Utility CEOs and GMs  
Presenting

**120+ Speakers**

**97%**

of respondents said GridFWD  
2019 was a good or  
somewhat good use of  
their time

**25+** Sessions and Plenaries

**12**

Speed Pitch Utilities &  
Emerging Companies

## Focused Networking

Our 2019 event welcomed:

### UTILITIES & POWER PROVIDERS

Avista • BC Hydro • BPA • Con Ed  
• Duke Energy • EWEB • Energy  
Northwest • ENGIE • ENMAX •  
HECO • Holy Cross Energy • Idaho  
Falls Power • LA DWE • Mason Co.  
PUD No. 3 • NV Energy • Portland  
General Electric • PacifiCorp • Puget  
Sound Energy • Rocky Mountain  
Power • SCE • Seattle City Light •  
Sempra • Snohomish County PUD

### TECHNOLOGY COMPANIES

Amazon • AutoGrid • Awesense •  
Black & Veatch • Burns & McDonnell  
• CLEAResult • DVI • Ecobee • Enbala  
• Enel X • GE • Google • Greenlots  
• Honeywell • Itron • Landis & Gyr •  
LO3 Energy • Microsoft • Opus One •  
Oracle • OSII • Samsung Electronics  
• sonnen • SunPower • Sunverge •  
TROVE • Uplight • UtilityAPI

### REGULATORS, GOVERNMENTS, NGOS AND CONSULTANTS

Accenture • Alberta UC • BPA •  
CA ISO • Clean Energy Transition  
Institute • City of Fort Collins •  
City of Seattle • DNV GL • Electrify  
America • EPRI • Illinois CC • King  
County • McKinstry • Naigant •  
NWPPA • OpenADR • OR DOE • OSI  
Digital • PNNL • POWER Engineers  
• Powertech Labs • Regulatory  
Assistance Project • Rocky  
Mountain Institute • TRC • UW • WA  
Air National Guard • WA DOC • WA  
State Senate and Congress • West  
Monroe Partners

### MEDIA

Bloomberg NEF • Clearing Up •  
Utility Dive • Wood Mackenzie



“GridFWD brings together an important and diverse audience that is working to figure out what roles advanced technologies and solutions will play as they come on the energy system. Even though we are on the front lines working on these topics in Hawaii, we learned a lot by participating in the event and look forward to contributing to the discussion in years ahead.”

– JENNIFER M. POTTER, COMMISSIONER, HAWAII PUC

# GridFWD 2019 Highlights

## Just a Few of the Plenary Sessions

**Aligning Modernization Efforts to Overall Utility Strategy** with Snohomish PUD, Tacoma Public Utilities and Seattle City Light

**Capturing the Promise of Electrification** with Seattle City Light, Avista, Portland General Electric and Greenlots

**Digital Strategy and Innovation Applied** with Sempra Energy

**Avoiding Death by Pilot** with ConEd

**DeepMind and AI for Grid Decarbonization** with Google

**Models that Embrace the Best Solutions** with Rhode Island PUC, Illinois Commerce Commission, AEE and Utility Dive

**Lessons from Public Power on Deep Modernization** With Burbank Power and Water, NWPPA, Flathead Electric and the City of Fort Collins

## A Sample of our 2019 Speakers



**Jeff Cook**  
BPA



**Anita Decker**  
NWPPA



**John Haarlow**  
SnoPUD



**Jackie Flowers**  
Tacoma Public Utilities



**Josh Gould**  
ConEd



**Mark Kolesar**  
Alberta Utility Commission



**Vidya Vankayala**  
Powertech Labs



**Carl Linville**  
Regulatory Assistance Project (RAP)



**Emeka Anyanwu**  
Seattle City Light



**Juliet Rothenberg**  
Google



**Heather Rosentrater**  
Avista



**Brien Sheahan**  
Illinois Commerce Commission



**Debra Smith**  
Seattle City Light



**Wade Troxell**  
City of Ft Collins



**Sen. Reuven Carlyle**  
WA State Senator



**Gabe Mika**  
Sempra



**Devin Hampton**  
UtilityAPI



**Elta Kolo**  
Wood Mackenzie



**Mary Kipp**  
Puget Sound Energy



**Herman Trabbish**  
Utility Dive



**Lincoln Bleveans**  
Burbank Water and Power

# 2019 Conference Themes & Topics

GridFWD 2019 comprises three interwoven themes that explore grid modernization across multiple dimensions: **Best Practices in techniques and technology**; **Culture of Innovation**, to create an environment that welcomes and accelerates new ways of working; and **Markets & Models**, to define regulatory and business frameworks that unleash the promise of new technologies and organizations.

**Modernization Best Practices** - Success is out there. We'll bring the best together under this theme: recent industry insights, successes and concerns. The sessions will start with the broad assessment across transmission and distribution, and then dive into the current state of DERMS, DERs, interoperability, cybersecurity and more.

- Transformative trends in **transmission & distribution**
- Competing forces driving to a real **DERMS**
- Maximizing the value of **DERs for customer satisfaction**
- Mechanisms for increasing the **resiliency** of the grid
- Progress towards **Interoperability** standards
- Strategies for deep **decarbonization**
- **Cybersecurity** in a distributed energy world

**Culture of Innovation** - You *can* teach an old dog new ways to match customer expectations with organizational priorities. This theme will walk the walk, exploring ways of creating a culture that embraces and supports innovation, including discussions on how to shape the right teams and drive successful pilots into full deployment. Come share and delve into specific topics such as:

- How to shape the **right team and skills**
- **Centralized and decentralized approaches** to implementing change across an organization
- Expanding successful **pilot projects into full deployments**
- Leveraging data analytics to **embrace the voice of the customer**
- How **large-scale users** have transformed transmission & distribution operations
- **Aligning planning and operations** in the face of big data

**Markets & Models** - takes more than software, sensors and switches to run the digital utility. External factors in the market impact progress for grid modernization and these dynamics are leading to developments in the ways that business is conducted. Take part in an exploration of the latest trends in business models and energy markets that support grid modernization, the expansion of renewable energy commitments, and the evolution of regulatory frameworks.

- Getting started in the **Energy Imbalance Market** - updates from the field
- How **renewable energy commitments** are shaping markets
- Grid modernization and the **platform economy** - how new investments are reshaping market structures for utilities
- The new **infrastructure investment landscape** - how non-wire alternatives compare with traditional investments
- **Regulation and innovation** - the latest in the push to evolve regulatory frameworks to embrace grid modernization



“GridFWD is the event to join where forward thinkers are working to accelerate an efficient economy powered by a clean and modern grid.”

– ENGINEERING  
MANAGER,  
BONNEVILLE  
POWER  
ADMINISTRATION

“Grid Forward is an excellent place to participate in the thriving energy innovation ecosystem of the region. Through our involvement Amazon Web Services has made numerous connections with thought leaders, some that were right in our own backyard. The resulting AWS-cloud-enabled pilots and projects will deliver real value to the electricity grid.”

– RALPH KAPPELHOFF, AMAZON WEB SERVICES

# Sponsor the Premier Regional Event Focused on Moving Grid Modernization Forward



Become a sponsor for the 2020 GridFWD event Oct 2019 in Seattle. You'll have the chance to help shape the agenda about how to build a more resilient and efficient modern grid for our region. Raise the level of awareness for what your organization is planning and doing in demand management, system flexibility, analytics, automation and other grid modernization efforts.

## Three Levels of Sponsorship

Being a sponsor is the best way to ensure you have access to the people, content and ideas at the GridFWD event. Planning begins early so now is the time to lock in your place. Email Bryce at [by@gridforward.org](mailto:by@gridforward.org).

### LEAD – \$10,000

- 6 registration passes to the event
- Top recognition at event and in marketing materials (brochure, signage, website, emails, etc.)
- Preferred display table space/signage (Details TBD)
- Mention during introduction, lunch and plenary sessions
- Mutually determined prominent speaking opportunity at event
- Invitation to VIP activity (Details TBD)
- Invitation to core event steering committee
- List of attendees (before and after event)

### PREMIER - \$6,500

- 4 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD)
- Opportunity for speaking position on event session
- Invitation to VIP activity (Details TBD)
- List of attendees (before and after event)

### SUPPORTING - \$4,000

- 2 event registration passes
- Recognition at event and in marketing materials
- Display table space (Details TBD)
- List of attendees (after event)

**Additional sponsorship opportunities are available for the networking reception, lunches, breakfasts, the VIP Dinner and more.**



**Lock in your sponsorship today**

Contact Bryce Yonker at [by@gridforward.org](mailto:by@gridforward.org)

**“Many utilities in the region are going through similar efforts right now. Its very useful to come together to share lessons and think about creative solutions. Grid Forward has done an excellent job with its convened activities in recent years and we have gained a lot by being involved. GridFWD has taken the conversation to the next level.”**

– JOSH KEELING, LO3 ENERGY, FORMERLY PGE

# Thank You to Our 2019 Sponsors

Would you like to support GridFWD 2020?

Contact Bryce Yonker at [by@gridforward.org](mailto:by@gridforward.org)

## Lead



## Premier



## Supporting

Autogrid  
Avista  
Awesense  
CLEAResult  
Community Energy Labs  
Google Nest  
Itron

Opinion Dynamics PNNL  
Snohomish County PUD  
TRC  
Trove  
Utilidata®, Inc.



Grid FWD 2020

#GridFWD

# Go Forward

October 2020  
Seattle, WA

Presented by:

  
**GridForward**



## Contact:

**Bryce Yonker**  
Executive Director &  
CEO Grid Forward  
Producer of GridFWD  
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“ Seattle is pleased to host the 2020 GridFWD conference. We look forward to the diverse audience coming together who are all working on opportunities for smarter management of regional energy systems. And we will be happy to share many of the lessons we are learning on our pathway to modernization. ”

– DEBRA SMITH, GENERAL MANAGER  
& CEO, SEATTLE CITY LIGHT

## Why attend GridFWD 2020?

- Plenaries with utility and national leaders
- Perspectives from the region and beyond
- The latest grid technologies and practices
- Unique insights into evolution of culture and business models
- Interactions across industry boundaries
- Deep-dive small-group discussions
- Grid modernization tours and workshops
- Facilitated networking opportunities



**Grid** *FWD*  
**2020**