

# GridForward

Promoting and Accelerating  
Grid Innovation



An industry association for utilities, technology providers, policymakers and other diverse stakeholders dedicated to smarter pathways for managing regional energy systems.

**FOCUS:** We provide information and community and expertise to help leaders promote and accelerate grid innovation via advanced technology, policy progress and business innovation.

Grid Forward brings together diverse stakeholders to educate and collaborate with one another to identify, replicate and scale successful approaches to modernizing our regional grid.

Our organization fosters grid innovation by:

- Encouraging investments into new technologies and models for advanced and optimal grid management techniques
- Accelerating transitions from demonstrations to larger scale deployment
- Defining regulatory and business model pathways to encourage best-in-class solutions for managing grid systems
- Supporting cultural change to help energy providers and their partners navigate evolving energy ecosystems



“We’re excited to be a member of Grid Forward as it focuses on issues that impact our utility, customer-owners and local communities. The work to accelerate grid innovation will be important as we pursue regional goals such as electrification and deep decarbonization, while continuing to deliver reliable, affordable power.”

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

Learn more at [GridForward.org](https://www.gridforward.org)



## Where New Technologies and Models Meet New Expectations

Radical changes in energy sources, regional markets, distribution systems, societal demands and consumer interests are transforming the electrical infrastructure.

Grid Forward has established a model for bringing together the various disciplines needed to tackle multiple dimensions related to progressing modernization on the electrical grid. We are committed to connecting all the stakeholders needed to define and implement optimal energy solutions for our region.

**Our membership-based 501(c)(6) organization is accelerating advanced technology, policy and business-model innovation.**



“GridForward is the gathering place for executives, innovators, and policymakers working to enable a decarbonized grid. It’s a true learning community that breaks down the silos between engineering, technology, business, and regulation to help us all get smarter, build connections, and row in the same direction towards our shared mission.”

– HANNA GRENE, DIRECTOR POWER & UTILITIES, MICROSOFT



Our members and event attendees dug deep into new industry ideas and best practices at our GridFWD event, numerous grid modernization tours and our Energy Resiliency Summit.



“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, EXECUTIVE, POWER & UTILITIES SOLUTIONS, AMAZON WEB SERVICES

Photo credits: Avista, GE Power, Portland General Electric, Powertech Labs, Seattle City Light and Terry Oliver.

**GridForward**  
GridForward.org

## Where Grid Operators, Innovators and Influencers Work Together

Grid Forward members represent all the key actors in the electrical grid:

- **Utility executives and practitioners** working to optimize energy systems. Grid Forward helps utilities share new approaches and compare results to improve confidence in moving ahead with various modernization solutions.
- **Executive and technical leaders of solution providers** developing new technologies and processes that modernize generation, transmission, distribution, and customer relationships through advanced sensing, controls, analytics and much more. Grid Forward gives technology providers a platform to meet and collaborate with customers and the broader influencers shaping the market.
- **Regulators and government officers** exploring bold ideas, opportunities and best practices that lead to more efficient, reliable, equitable and low-carbon power systems. Grid Forward provides a valued exchange of ideas and best practices, based on real-world results, to determine how models can evolve to meet increasing system needs.
- **NGOs, thought leaders and advocates** building the knowledge base and relationships to promote progress on regional energy systems. Grid Forward puts non-profits, educators, labs, investors, and others in the room with leading practitioners and decision makers to work together to craft solutions that lead to optimal outcomes for all.

Some of our members:



## Take Your Next Step Forward – Become a Member

Contact Sam Zuckerman for more information: [sam@gridforward.org](mailto:sam@gridforward.org)

Your organization can play a fundamental role in Grid Forward's mission to promote and accelerate grid modernization in our region. Your membership will serve your organization in several ways:

- **Engagement:** plug into regular communications, quarterly roundtables, shared-initiative working groups and members-only forums
- **Connection:** get facilitated introductions across our diverse member base including utilities, regulators, technology providers, implementers, advocates and more
- **Promotion:** build awareness of your projects and employment opportunities in the newsletter and at our events
- **Influence:** attend organization and industry planning meetings, be eligible to join the board of directors or advisors, and help drive key initiatives and events
- **Discounts:** get discounts for event sponsorship, special rates to partner events and other perks
- **Leadership:** demonstrate your industry thought leadership at key meetings and show influence in critical regional and national forums



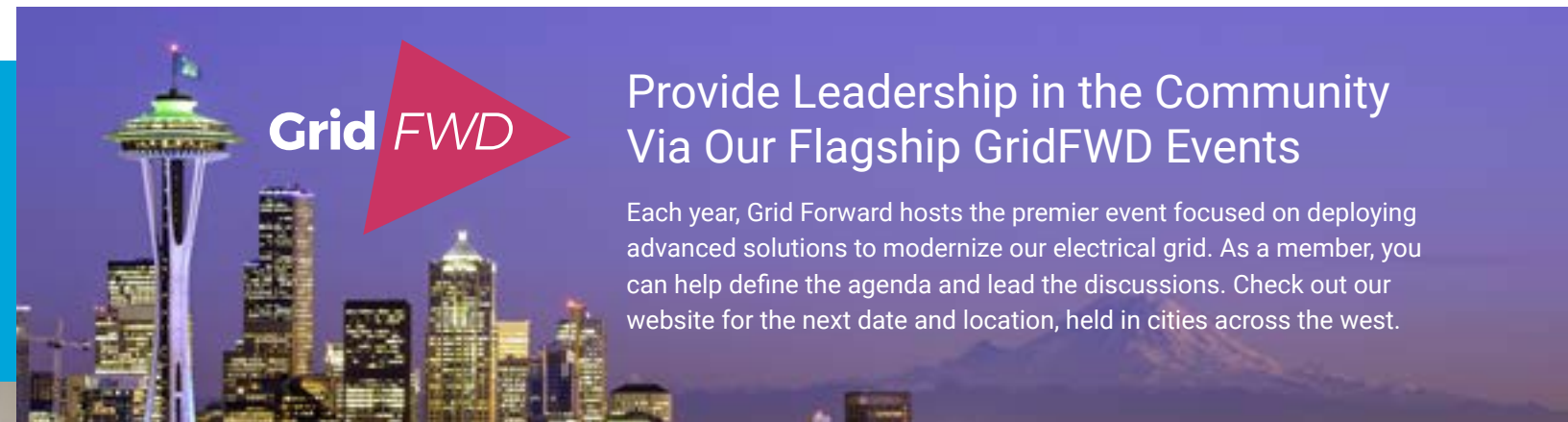
"Our long partnership with Grid Forward has helped us foster new partnerships, ideas and contributions around smart grid infrastructure innovations. We are pursuing a clean energy future that requires new technology and accelerated progress and we look forward to continuing our relationship with Grid Forward around this important work."

– LARRY BEKKEDAHL, SENIOR VICE PRESIDENT, ENERGY DELIVERY, PORTLAND GENERAL ELECTRIC

## Where the Modern Grid Connects with Regional Needs

Grid modernization is no longer an option: it's the proven path for utilities to build new capabilities and operational models to meet the needs of the regions they serve. Grid Forward will help all stakeholders pursue these goals:

- **Establish a more resilient, reliable and decarbonized energy system** that can minimize outages, restore service more rapidly, abate peak demand, optimize efficiency programs, and use resources effectively.
- **Integrate new energy resources** such as distributed renewables, dispatchable energy storage, automated demand response, transactive energy, smart homes/buildings, electrified transportation, and other emerging energy solutions.
- **Ensure energy affordability** by encouraging optimal grid investments and balancing energy supply and demand more dynamically with near real-time data.
- **Empower consumers** to make wise and economical decisions with easy-to-access, timely and accurate energy information.



## Provide Leadership in the Community Via Our Flagship GridFWD Events

Each year, Grid Forward hosts the premier event focused on deploying advanced solutions to modernize our electrical grid. As a member, you can help define the agenda and lead the discussions. Check out our website for the next date and location, held in cities across the west.



"Grid modernization is a complex, time-intensive journey that involves significant investment, risk and rapidly changing vendor landscape. It is a journey where one needs a guide or at least a fellow traveler to compare notes and share successes. Grid Forward is an organization that helps utilities in the region to pursue shared goals while helping the vendor community and other direct stakeholders stay aligned to where the value really is."

– VIDYA VANKAYALA, PH.D., DIRECTOR, GRID MODERNIZATION, POWERTECH LABS

Learn more at [GridForward.org](https://GridForward.org)



"In the energy industry, technology is advancing so rapidly and converging so fast that all organizations need to have access to the best resources to compete. The thought leadership and collaborations through Grid Forward are highly impactful to our company, sparking cross-border relationships that help us stand out on the global stage."

– MISCHA STEINER, CEO, AWESENSE

## Want to get more involved?

Contact Executive Director Bryce Yonker at [bryce@gridforward.org](mailto:bryce@gridforward.org)