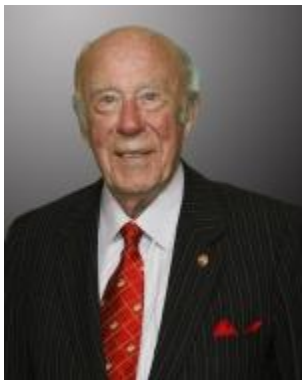




WCA Smart Grid SIG presents: Electric Vehicles In The Smart Grid

Special Speaker:

The Honorable George Schultz, Former US Secretary of State



George P. Shultz is the Thomas W. and Susan B. Ford Distinguished Fellow at the Hoover Institution. He was sworn in on July 16, 1982, as the sixtieth U.S. secretary of state and served until January 20, 1989. In January 1989, he rejoined Stanford University as the Jack Steele Parker Professor of International Economics at the Graduate School of Business and as a distinguished fellow at the Hoover Institution.

He is a member of the board of directors of Fremont Group and Accretive Health. He is advisory council chair of the Precourt Institute for Energy Efficiency at Stanford University, chair of the MIT Energy Initiative External Advisory Board, and chair of the Energy Task Force at Hoover Institution.

He was awarded the Medal of Freedom, the nation's highest civilian honor, on January 19, 1989. He also received the Seoul Peace Prize (1992), the Eisenhower Medal for Leadership and Service (2001), and the Reagan Distinguished American Award (2002). He is the recipient of the Elliot Richardson Prize for Excellence and Integrity in Public Service, the James H. Doolittle Award, and the John Witherspoon Medal for Distinguished Statesmanship. The George Shultz National Foreign Service Training Center in Arlington, Virginia, was dedicated on May 29, 2002. Shultz was named a distinguished fellow of the



Special Speaker (cont.):

American Economic Association in 2005. He received the American Spirit Award from the National World War II Museum in 2006 and the Truman Medal for Economic Policy in 2007. He received the Rumford Prize from the American Academy of Arts & Sciences in 2008 and the Commandant's Leadership Award from the Marine Corps-Law Enforcement Foundation in 2009.

Shultz graduated from Princeton University in 1942, receiving a B.A. degree in economics. That year he joined the U.S. Marine Corps and served through 1945. In 1949, Shultz earned a Ph.D. degree in industrial economics from the Massachusetts Institute of Technology.

Moderator:

John Addison, Publisher and Editor, Clean Fleet Report



John Addison is the author of the new book *Save Gas, Save the Planet*. Millions are spending less on gasoline, helping our country become energy secure, and reducing emissions. Every day, more people are riding clean, riding less, and riding together. The book details the new clean vehicles that are becoming available and affordable including electric vehicles, plug-in hybrids, hydrogen vehicles, turbo diesels, and new cars with great mileage. See how the best employers promote flexible work and commute programs. Learn how families and friends are taking new approaches to sharing gas misers, gaining free time in the process.

John also publishes the Clean Fleet Report which contains over 100 original articles and reports about new vehicles, new fuels, and how major fleets are leading in the implementation of new technology, Car 2.0, and multi-modal transportation.



Moderator (cont.):

John is a popular speaker who has conducted over 1,000 workshops in Europe, Asia, and the Americas. His speeches have been hosted at conferences including the Renewable Energy Finance & Investment Summit, Fuel Cell 2008, the Association of Strategic Alliance Professionals, the American Society of Training and Development, and Earth Day at the San Jose Museum of Science.

Panelists:

Rob Bearman, Director of Global Alliances, Energy & Utilities Group, Better Place



Rob Bearman is a member of the Better Place Global Alliances team, focusing his efforts on originating and developing strategic partnerships with business ecosystem players in the electric energy sector.

Bearman has extensive experience in engineering and business development in the cleantech industry. He began his career as a building and industrial process energy efficiency engineer and photovoltaic system design engineer at kW Engineering in Oakland, Calif. Prior to joining Better Place, he spent two years building and running Village Green Energy, an industry thought leader in the voluntary Renewable Energy Certificate and Carbon Permit business.

Bearman holds a bachelor's of Science Degree in Energy, Science and Technology from Stanford University and a master's of Science Degree in Energy Systems Engineering, also from Stanford University.



Panelists (cont.):

Richard Lowenthal, Founder & CTO, Coulomb Technologies



Richard Lowenthal is the CTO of Coulomb Technologies, which he co-founded in 2007. From 1998 until 2007 he was instrumental in starting several companies, including Lightera, Pipal Systems and Procket Networks. From 1996 to 1997, Mr. Lowenthal was vice president and general manager of Cisco's WAN Access Products Division. From 1990 through 1995, Mr. Lowenthal was vice president of research and development for StrataCom, a telecommunications equipment company. Prior to StrataCom, Mr. Lowenthal was co-founder and vice president of engineering for Stardent Computers, and vice president of engineering for Convergent Technologies. Mr. Lowenthal is also a former Mayor of Cupertino, California, and has been heavily involved in the non-profit world. He has a BS degree in Electrical Engineering from UC Berkeley.



Panelists (cont.):

Trae Vassallo, Partner at Kleiner Perkins Caufield & Byers and Board Member at Fisker Automotive



Trae Vassallo is a partner at Kleiner Perkins Caufield & Byers. Since joining the firm in 2002, she has put her technical and entrepreneurial background to work with companies in two main areas of focus, greentech and consumer Internet. Trae works closely with the management teams of OPOWER, a customer engagement platform for utilities that drives cost-effective energy efficiency savings; Stealth Efficiency Co., a new consumer efficiency company coming to residences soon; RecycleBank, a green rewards and loyalty network; Altarock Energy, a geothermal development company; Fisker Automotive, an extended electric luxury automotive company; and Aggregate Knowledge, a data-management and ad-optimization platform. Trae helped sell Ausra, a utility-scale solar thermal development company, to Areva in 2010. She currently focuses on smart grid and efficiency opportunities.

Before joining KPCB, Trae was a co-founder of Good Technology, a KPCB portfolio company (acquired by Motorola) that provides an end-to-end wireless corporate e-mail solution. While at Good Technology, Trae helped orchestrate the development of the G100 handheld device. Earlier in her career, Trae worked as a design engineer at IDEO Product Development, where she developed a range of products including the PalmV and the Dell Latitude Docking station. Trae holds 13 patents.

Trae earned a bachelor's degree and master's degree in mechanical engineering with honors from Stanford University and an M.B.A. from the Stanford Graduate School of Business.



Panelists (cont.):

Mike Wojcik, Enterprise Data Sales Director, Verizon Wireless



Mike has been with Verizon Wireless since 2000. He has more than ten years of experience in the telecommunications industry, primarily working with Utilities. Formerly as a Manager of Vertical Solutions in Verizon Wireless' Enterprise Data Sales organization, Mike developed, sold, and implemented custom solutions for metering, field force automation, machine to machine, business continuity and Smart Grid solutions to Utilities in the Western United States. Mike currently leads the national Utility & Industrial Enterprise Data Sales Team.



Panelists (cont.):

Saul Zambrano, Senior Director of Integrated Demand Side Management Product Portfolio, PG&E



Mr. Zambrano is Senior Director of Products within Pacific Gas and Electric Company's Customer Energy Solutions organization. Mr. Zambrano's team is responsible for developing new products and delivery programs to create value for commercial and residential customers based on their specific energy needs. Product management responsibilities include energy efficiency, demand response, solar, distributed generation/storage, energy management systems, pricing, home area networks and electric vehicles.

In addition to his duties at Pacific Gas and Electric Company, Mr. Zambrano serves on the Board of Directors for the Electric Drive Transportation Association and the California Electric Transportation Coalition. Additional duties include primary business owner for the electric vehicle and home area network technical standards roadmap.

Prior to Pacific Gas and Electric Company, Mr. Zambrano has worked with several Fortune 10 global utility, telecommunication, finance and information technology firms in the delivery of product, business development, finance, sales and strategy solutions. Previous employers include Intel, Nortel Networks, IBM and Carlson Wagonlit Travel.

Mr. Zambrano graduated from Southern Methodist University with a Masters in Business Administration and the University of Texas in El Paso with a Bachelor of Business Administration in Economics.