



ENTERPRISE
FORUM
ATLANTA

TAG | Smart Grid

JOIN TO
PRESENT

BRINGING INTELLIGENCE TO THE ELECTRIC GRID

A LIVE PROGRAM AND WORLDWIDE WEBCAST

ENTREPRENEURIAL COMPANIES
ARE DRIVING TECHNOLOGY
AND BUSINESS TO TRANSFORM
THE ELECTRIC GRID. SO HOW
ARE THEY DOING IT?

JOIN WITH OTHER INNOVATORS,
EXECUTIVES, ENTREPRENEURS,
AND ENGINEERS WORLDWIDE
TO GET THE CONVERSATION
STARTED.

The demands of cost, reliability, efficiency, safety, conservation, and decentralization are challenging our nation's electric grid, which has changed very little since its development more than a century ago.

The term "Smart Grid" refers to the modernization of the electricity delivery system so it monitors, protects, and automatically optimizes the operation of its interconnected elements. The Smart Grid encompasses the optimization of central and distributed power generation, renewable energy sources, energy storage, the high-voltage transmission network, distribution systems, industrial users, building automation systems, energy storage installations, end-use consumers and their thermostats, electric vehicles, appliances, and other household devices.

The Smart Grid, characterized by a two-way flow of electricity and information to create an automated, widely distributed energy delivery network, will expand alternative and decentralized energy sources while lowering customer costs.

Come join us to learn how energy, utility, and technology organizations in the Smart Grid ecosystem are innovating and accelerating economic development.

WEDNESDAY, OCTOBER 13, 2010

5:30 PM MEMBERS ONLY VIP RECEPTION
6:00 PM GENERAL RECEPTION AND NETWORKING
7:00 PM PROGRAM AND LIVE WEBCAST

REGISTER
TODAY

MITEFA

TAG SMART GRID

IN ATLANTA:

IBM HILLSIDE AUDITORIUM
4111 NORTHSIDE PARKWAY
ATLANTA, GA 30327

OUTSIDE ATLANTA:

JOIN VIA LIVE WORLDWIDE WEBCAST
(DETAILS PROVIDED AT REGISTRATION)

INFORMATION: VIRGINIA MARTIN +1 404.422.0330

A SPECIAL THANKS TO OUR PRESENTING SPONSOR



CHARLIE VARTANIAN, KEYNOTE SPEAKER

Charlie Vartanian is Director of Market Development at A123 Systems, a manufacturer of advanced Lithium-ion batteries and systems. Charlie focuses on grid application development and market access advocacy to expand the use of advanced storage technologies for grid benefit. Previously, he worked with Southern California Edison in Energy Resource Development, Transmission Planning, and Field Engineering. He also worked with the California Energy Commission, Enron Energy Services, and the U.S. Navy.

THOMAS NOONAN, PANELIST

Tom Noonan, president and CEO of JouleX, is also the former Chairman, President & CEO of Internet Security Systems, which was acquired by IBM in 2008. Noonan and Chris Klaus launched ISS in 1994, taking it from a startup to nearly \$400 million dollars at sale. Prior to ISS, Noonan held senior positions at Dun & Bradstreet Software, where he was vice president, Worldwide Marketing. Before joining D&B Software, he specialized in automated control systems for computer-integrated manufacturing.

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ALLAN SCHURR, PANELIST

Alan Schurr is Vice President, Strategy and Development for IBM Global Energy & Utilities Industry. He is responsible for IBM's market strategy, regulatory policy, and partner management for the global electric, gas, and water industries.

ANTHONY MAIELLO, PANELIST

Anthony Maiello, TAG Smart Grid Society Chairman of the Board; General Manager, Systems Engineering, General Electric Energy Group. In late 2005, two years after joining GE, Anthony developed and executed a vision to create a world-class global software architecture and engineering organization integrating Energy Services software capabilities. Prior to GE, Anthony served with Reuters, Prestige Software International, and Honeywell.

NATALIE ALLEN, MODERATOR

Natalie Allen is an anchor for CNN International and spent 10 years as an anchor for CNN domestic. She also served as News Anchor for MSNBC and as a correspondent for NBC. Beginning in 2007, Allen served as The Weather Channel's first full-time environment and climate correspondent and has traveled the country interviewing environmental pioneers and leaders in the green movement.