

**Energizing the Midwest:
Technology, Policy, and You**
November 7, 2008
Agenda

This conference is being organized by and will be attended primarily by students. The event will be discussing issues that face the future of energy in the Midwest and will offer the attendees an opportunity connect with other individuals in the energy community. It will be held at the Fluno Center in Madison, WI.

- 6:30 - 7:00 am** Sponsors setup information tables for Industry Showcase
- 7:00 - 7:45 am** Private breakfast for Sponsors, Energy Hub Executives, and Poster Presenters
- 7:00 - 8:15 am** Registration and Continental Breakfast along with Industry Showcase
- *Attendees will have the opportunity to learn about and converse with our sponsors*
- Morning Session:** The morning panels will familiarize students with the current state of energy production, technology and distribution.
- 8:15 - 8:30 am** Welcome from the UW Energy Hub
- 8:30 - 9:30 am** Morning Key Note Speaker
*Patrick Moore, Clean and Safe Energy Coalition, Co-Chair
Greenpeace, Co-Founder and Former Leader*
- 9:30 - 10:00 am** Structure of the Energy Industry: An Overview
The current technologies, policies, and economics of the Midwest energy industry.
- *Dr. Paul Meier, UW-Energy Institute, Director*
- 10:00 - 10:30 am** Coffee Break
- 10:30 - 11:00 am** Morning Key Note Speaker
Lauren Azar, Wisconsin Public Service Commission, Commissioner
- 11:00 - 12:30 pm** Panel: Potential Futures for the Energy Industry
Where is the Smart Money and what are the Smart Technologies for the future of energy? A hard look at some of the more controversial but potentially beneficial technologies.
Moderator: Brad Oachs, Minnesota Power, Vice President of Power Delivery and Transmission
- *Ed Tirello, Berenson & Company, Managing Director and Senior Power Strategist*
- *Dennis Ray, Power Systems Engineering Research Center, Executive Director*
- *Jim Meister, Exelon Nuclear, Vice President of Operations Support*
- 12:30 - 1:15 pm** Lunch
- 1:15 - 1:30 PM** Welcome from the University
Chancellor Carolyn Martin, University of Wisconsin-Madison

Afternoon Session: These panels will discuss actions being taken by local and state government as well as various other organizations within the Midwest to promote conservation and a realistic energy future.

1:30-3:00 pm Panel: Achieving Environmental Compliance in Wisconsin
A discussion of how environmental regulations, current and future technologies, and consumption behaviors will affect Environmental Compliance goals in Wisconsin.
Moderator: Barbara Nick, Wisconsin Public Service Corporation, Senior Vice President of Energy Delivery and Customer Service

- **Roy Thilly, Governor's Task Force on Global Warming, Chairman**
- **Bill Saxonis, New York Department of Public Service, Utility Analyst**
- **Kathy Lipp, Alliant Energy, Chief Environmental Officer**

3:00-3:30 pm Coffee Break

3:30-5:00 pm Panel: Demand Side Management - How the Midwest is Doing Its Part
This panel will showcase how the university, state, and individuals are implementing Demand Side Management.
Moderator: UW Energy Hub Student Representative

- **Faramarz Vakili, WE Conserve, Program Director**
- **George Edgar, Focus on Energy**
- **Jerry Akers, Herman Miller, Energy Manager**

Reception & Dinner: The pre-dinner reception will give students the opportunity to showcase the work and research they have done in a poster session forum. This reception will also function as a "Job Fair in Reverse" where industry members will be welcome to peruse prospective employees. Dinner and a keynote speaker will complete the day.

5:00-5:45 pm Poster Session and Reception
Students will present their own research projects. Food and drinks will be available.

5:45 pm Dinner

6:30 pm Dinner Keynote Speaker
Wisconsin Lieutenant Governor Barbara Lawton

7:30 pm Adjourn

This is a tentative schedule and is subject to change. If you have any questions please contact David Donovan at dcdonovan@wisc.edu.