WORKSHOP AGENDA - “Between the Lines and Outside the Box: Cutting Edge Technologies and Market Trends in the Texas Market”
Tuesday, September 29th ~ 1:00 PM - 4:30 PM

The Texas motto says “wide open for business” but the reality is that Texas market design didn’t anticipate some new innovations which are now challenged to participate in the ERCOT market. On top of that, more and more customers are adopting solar, electric vehicles and energy management programs, all of which impacts the traditional utility business model. How will the market adapt to embrace the opportunities brought by new players and new business models? This workshop explores both the challenges and opportunities associated with these cutting edge technologies and market adoption trends, and how to make sure that we read between the lines and think outside the box.

Workshop Host: Vijay Betanabhatla, Sr. Operations Engineer, ERCOT

1:00  Session I: Unlocking the Door to Welcome DERs and Micro-Grids
Distributed Energy Resources (DERs) and micro-grids are coming, there’s no doubt. Utilities across the country are evaluating distributed resources and micro-grids on the “edge” of the grid to determine the right mix and location for deployment. Current Texas regulations and ERCOT market requirements affect the pace at which they are getting adopted in Texas. Learn about what ERCOT is doing to adapt its requirements and procedures to address the momentum in growth for DERs and micro-grids and how DERs and micro-grids can interface with the larger grid system.

Moderator: Chad Blevins, Sr. Consultant, The Butler Firm, PLLC; Chair, Emerging Technologies Working Group, ERCOT
Speakers:
Jaclyn Harr, Lead Analyst, Grid Engineering Solutions, SolarCity
Hugo Mena, COO, Electric Power Engineers, Inc.
Shane O’Quinn, Vice President - Business Development, Enbala
Greg Thurnher, General Manager, Regulatory Policy, Shell Energy North America (U.S.), L.P.

2:00  Session II: Capturing Value Streams and Overcoming Split Incentives
Some new technologies offer promising results but companies can’t act because, under current Texas law, they are not able to capture all the potential revenue streams needed to make the investment case viable. This panel will address the legal and market structure changes necessary to make such investments feasible.

Moderator: Jess Totten, Principal, Stratus Energy Group
Speakers:
Dennis Quinn, COO, Joule Assets Inc.
Todd Ryan, Director of Regulatory Affairs, Smart Wires
Ron Van Dell, President & CEO, ViZn Energy Systems, Inc.

3:00  BREAK

3:30  Session III: What Customers Want: The Evolution to Value-Added Services
There’s momentum building rapidly. Consumers are making new choices every day, in every market structure, that impacts the electricity business as we know it. With the onslaught of the Internet of Things and the Smart Home, consumers are now being offered many options to help them manage their energy use. Many of these service offerings are not coming from utilities. Learn about the market forces driving consumers to choose value-added energy management services.

Moderator & Lead Presenter: Tom Kerber, Director of Research, Parks Associates
Speakers:
Scott Hinson, Director, Pike Powers Commercialization Lab, Pecan Street, Inc.
Dave Oberholzer, Vice President, WeatherBug Home

4:30  ADJOURN