



EUCI Presents:

# UIC2010: 6TH ANNUAL UTILITY INTEGRATION CONFERENCE

INTEGRATING DISTRIBUTED RESOURCES  
INTO SMART GRID

November 2-3, 2010 • Hyatt Regency Philadelphia • Philadelphia, PA

**Sponsored and  
Produced by:**



*Utility Integration Solutions, Inc.*

**Reception Sponsor:**



**Supporting Organizations:**



**Break Sponsor:**



PRE-CONFERENCE WORKSHOP

**INTEGRATING DEMAND RESOURCES  
(DR) INTO UTILITY OPERATIONS AND  
WHOLESALE MARKETS**

**NOVEMBER 1, 2010**

**SHARE EXPERIENCES OF  
INDUSTRY LEADERS**

BC Hydro  
California ISO  
Consolidated Edison NY  
Midwest ISO  
New York ISO  
PJM Interconnection  
Portland General Electric  
Southern California Edison  
Tennessee Valley Authority  
University of California San Diego  
Wabash Valley Power  
WECC

November 2 - 3, 2010

## INTEGRATING DISTRIBUTED RESOURCES INTO SMART GRID



Dear Colleague,

Utilities and ISOs need to integrate a rapidly growing number of distributed resources such as demand response, distributed renewable generation (e.g., solar, wind), and distributed storage in their operation and wholesale power markets. Integrating and managing the distributed resources are very different from managing central generation, and require advances in utility communication standards, integration standards, and business process management methods.

The objective of the 2010 Utility Integration Conference (UIC2010) is to share experiences and ideas on how to seamlessly integrate and efficiently manage distributed resources in the utility industry. Topics include:

- Distributed resources technologies
- Enabling technologies for distributed resources integration
- Microgrids
- Current and future state of utility industry structure and distributed resources presence
- Business and technical challenges
- Business and technical requirements for integration and management of distributed resources
- DR Management Systems (DRMS)
- DRMS integration with Distribution Management Systems (DMS)
- DRMS technology landscape
- Integration architecture
- Integration standards
- Case studies

UIC is a forum for sharing best practices for application of systems integration (SI) and business process management (BPM) in the utility industry. Since we organized our 1st annual UIC in 2004, the conference has showcased pioneering work of leading utilities who have applied systems and business process integration to improve processes such as outage restoration, asset management, maintenance management, work management, automated meter reading, demand response, and customer service. We dedicated the last UIC to case studies of "integrating the smart grid". By dedicating this year's conference exclusively to integration of distributed resources, we hope we can all learn about this timely topic from the leading experts who will be sharing their experiences.

I want to acknowledge the critical role that the UIC2010 Advisory Board members have played in shaping this year's conference. I am grateful to them for their invaluable contributions.

I invite you to join our quest for transforming the utility industry. I look forward to meeting you in Philadelphia at UIC2010.

**Ali Vojdani, Ph.D.**  
Conference Chair  
CEO, UISOL

## CONFERENCE TARGET AUDIENCE

You will benefit from attending this conference if you are from an electric or gas utility or an independent system operator (ISO) with responsibilities or involvement in the items mentioned below:

### UTILITY & ISO OPERATIONS

- Distributed Resources Integration Managers
- Demand Response Managers
- Smart Grid Implementation Managers
- Business Transformation Leaders
- Business Process Improvement Teams

### UTILITY IT INFRASTRUCTURE

- Systems Integration
- B2B Integration
- Business Process Management/Workflow
- Business Intelligence
- Implementation of Utility Industry Standards such as Common Information Model (CIM) and MultiSpeak

This conference will also be of interest to companies and consultants that assist the utility industry in implementing systems integration and business transformation solutions.

## UIC2010 ADVISORY BOARD

#	NAME	TITLE	ORGANIZATION
1	Alain Steven	CTO	Viridity Energy
2	Andy Ott	EVP	PJM
3	Dirk Mahling	CTO	CPower
4	George Arnold	Deputy Director, Technology Services	NIST
5	Ivo Steklac	EVP	Tendril
6	Jayant Kumar	Director	AREVA-T&D
7	Jim Schinski	CIO	PPL
8	Mark Bloomberg	Director	Progress Software
9	Mohammad Shahidehpour	Chairman EE Dept	Illinois Institute of Technology
10	Paul Feldman	Chairman of the Board	MISO
11	Ralph Masiello	EVP	KEMA Consulting
12	Richard Kalisch	Convenor	CIGRE 2.24
13	Scott Neumann	US Lead	IEC TC 57
14	Vidya Vankalaya	Chief Architect	BC Hydro

# UIC2010: 6TH ANNUAL UTILITY INTEGRATION CONFERENCE INTEGRATING DISTRIBUTED RESOURCES INTO SMART GRID

November 2 - 3, 2010

## 6TH ANNUAL UTILITY INTEGRATION CONFERENCE (UIC2010)\* AT A GLANCE

TIME		DAY 1, TUESDAY 11/2/10	DAY 2, WEDNESDAY 11/3/10
7:30 - 8:00 AM		REGISTRATION & CONTINENTAL BREAKFAST	
8:00AM-12:00PM		<b>Opening Remarks</b> <i>Ali Vojdani, CEO, UISOL</i>	<b>Presentation:</b> A Report from NERC Integration of Variable Generation Task Force (IVGTF) <i>Dariush Shirmohammadi, Chief Consultant, Shir Consultants</i>
		<b>Presentation:</b> The Distributed Grid – Challenges and Opportunities <i>Paul Feldman, Chairman, Midwest ISO; Independent Director, WECC</i>	<b>Case Study:</b> Establishing Wholesale Standards for DR Communications and M&V <i>Donna Pratt, Demand Response Market Product Specialist, New York Independent System Operator</i> <i>Scott Coe, Vice President, UISOL</i>
		<b>Presentation:</b> The NIST Interoperability Framework for the Smart Grid <i>George Arnold, National Coordinator for Smart Grid Interoperability, NIST</i>	<b>Case Study:</b> Integrating Aggregations of Retail Customers into Midwest ISO's Wholesale Electricity Markets <i>Mike Robinson, Manager of Market Development, Midwest ISO</i>
		<b>Case Study:</b> Integrating Demand Resources into PJM's Wholesale Electricity Markets <i>Pete Langbein, Manager, Retail Demand Response Integration, PJM Interconnection</i>	<b>Case Study:</b> The Smart Grid Integration Lab <i>Stu Bresler, Vice President, Market Operations and Demand Resources, PJM Interconnection</i> <i>Scott Coe, Vice President, UISOL</i>
		<b>Case Study:</b> Transforming NYC Commercial Buildings into Virtual Generation Assets <i>Troy De Vries, Project Manager for DOE Smart Grid Demonstration Project, Consolidated Edison NY</i> <i>Alain Steven, CTO, Viridity Energy</i>	<b>Presentation:</b> Addressing the Cyber Security Issues of Smart Grid <i>Chris Smith, GM Utilities Line of Business and Smart Grid, Boeing Energy</i>
		<b>Case Study:</b> Microgrid Optimization for Demand Response <i>Byron Washom, Director, Strategic Energy Initiatives, University of California, San Diego</i> <i>Kevin Meagher, CTO, EDSA Micro</i> <i>Alain Steven, CTO, Viridity Energy</i>	<b>Case Study:</b> Wholesale Demand Response: The Art of Integrating Retail DR programs into Wholesale Supply Resources <i>G Muir Davis, Senior Project Manager, Demand Resource Integration, Southern California Edison</i>
12:00-1:00PM	REGISTRATION	GROUP LUNCHEON	GROUP LUNCHEON
1:00-5:00PM	<b>Pre-conference Workshop:</b> Integrating Demand Resources (DR) Into Utility Operations and Wholesale Markets <i>Scott Coe, Ph.D.</i> <i>Ali Vojdani, Ph.D.</i>	<b>Case Study:</b> Integrating Battery Energy Storage System (BESS) into Distribution Network <i>Helen Wittaker, Senior Strategic Technology Specialist, BC Hydro</i>	<b>Panel Session:</b> Technology Solutions for Distributed Resources Integration <ul style="list-style-type: none"> <li>• <i>Alain Steven, CTO, Viridity Energy</i></li> <li>• <i>Dirk Mahling, CTO, CPower Inc</i></li> <li>• <i>Ivo Steklac, Executive VP, Tendril</i></li> <li>• <i>Mark Bloomberg, Utility Practice Manager, Progress Software</i></li> <li>• <i>Patricia Yeska, Global Energy Practice Lead, TIBCO Software</i></li> <li>• <i>Rajan Chudgar, SunGard Consulting Services</i></li> </ul>
		<b>Case Study:</b> Integrating Proxy Demand Resources into California's Wholesale Electricity Markets <i>Jill Powers, Lead, Manager, Energy Measurement, Acquisition and Analysis, California ISO</i>	<b>Case Study:</b> Establishing Wholesale Standards for Integrating Electric Vehicles and Storage Technologies <i>Ken Huber, Manager Advanced Technology, PJM Interconnection</i>
		<b>Case Study:</b> Implementation of a Multiple-Organization MDM Solution for the Purpose of Developing DR Programs <i>Andrew Horstman, Manager of Load Response, Wabash Valley Power</i>	<b>Case Study:</b> Integrating Renewable Energy in Power Systems and Markets Operations <i>Lawrence E. Jones, Director, Strategy and Special Projects, AREVA T&amp;D Inc.</i>
		<b>Case Study:</b> Integrating Distributed Generation, Distributed Storage, and Demand Response to Create a Self-Healing, High-Reliability Microgrid at Portland General Electric (PGE) <i>Mark T. Osborn, Distributed Resources Manager, Portland General Electric</i>	<b>Case Study:</b> Microgrid (Perfect Power) Implementation at Illinois Institute of Technology <i>Mohammad Shahidehpour, Professor ECE Dept, IIT</i>
		<b>Case Study:</b> Demand Response at Tennessee Valley Authority (TVA) <i>Butch Massey – General Manager, Demand Response, Tennessee Valley Authority (TVA)</i>	<b>Case Study:</b> West Coast OADR vs. East Coast Reserve and Capacity Programs <i>Dirk Mahling, CTO, CPower Inc.</i> <b>Co-presenter:</b> TBD co-presenter representing a national retail chain
5:00-6:00PM		COCKTAIL RECEPTION	CONFERENCE ADJOURNS AT 4:30 P.M.

\* Program subject to change.

Register Today! Call 303-770-8800 or visit [www.euci.com](http://www.euci.com)

# UIC2010: 6TH ANNUAL UTILITY INTEGRATION CONFERENCE INTEGRATING DISTRIBUTED RESOURCES INTO SMART GRID

November 2 - 3, 2010

## PRE-CONFERENCE WORKSHOP INTEGRATING DEMAND RESOURCES (DR) INTO UTILITY OPERATIONS AND WHOLESALE MARKETS

**MONDAY NOVEMBER 1, 2010**

Registration: 12:30 - 1:00 p.m.

Workshop Timing: 1:00 - 5:00 p.m.

Presented by:



*Utility Integration Solutions, Inc.*

## LEARNING OBJECTIVES

- Understand the issues and solutions for integrating retail DR in FERC mandated wholesale DR markets
- Understand the issues and solutions for scaling isolated DR pilot programs into an integrated, future-proof, enterprise capability

## KEY DISCUSSION TOPICS

- Integrating DR into wholesale markets
  - Wholesale DR concepts and business drivers
  - Measurement and verification (M&V) standards
  - Wholesale demand response business processes
  - Comparison of wholesale DR markets in North America
  - Linking retail and wholesale DR resources
- Integrating DR into utility operations
  - Challenges of DR integration and management
  - Cataloguing, diagnosing, and optimizing DR processes
  - Enabling technologies for DR management and integration

## WORKSHOP INSTRUCTORS

**Scott Coe, Ph.D.**, is a vice president at UISOL. He has over a decade of experience in wholesale electricity markets, and his background includes a wide range of experiences from process improvements to highly technical design. For the past several years, Scott has been assisting the ISO/RTO Council (IRC) develop standards for a variety of initiatives, including demand response measurement and verification standards at NAESB and application communication standards at CIGRÉ. Scott holds a M.S. in engineering physics from Rensselaer Polytechnic Institute and a Ph.D. in physics from Yale University.

**Ali Vojdani, Ph.D.**, is the CEO and co-founder of UISOL. He has 30 years of experience in utility-industry focused on business integration services. In the demand response area, he has managed the implementation and demonstration of the California Demand Response Business Network (DRBizNet) in California. He has authored more than 60 technical articles and reports. He has been the chairman of the Utility Integration Conference (UIC) since 2004. He has a Ph.D. in electrical engineering from McGill University in Canada.

## ABOUT UISOL

Utility Integration Solutions, Inc. ([www.UISOL.com](http://www.UISOL.com)) is the systems integration specialist of the utility industry and the leading provider of demand response management systems (DRMS). The UISOL award-winning DRMS, DRBizNet, has been in production at the largest power market in the world, PJM Interconnection, where some 750 users in 200 market participant organizations are using it to enable more than 7,500 MW of demand response in PJM energy, capacity, or ancillary services markets, representing approximately 450,000 end-use customers. The software is also licensed to a number of other DR service providers, utilities, and ISOs collectively covering over half of the states in the U.S.

Register Today! Call 303-770-8800 or visit [www.euci.com](http://www.euci.com)

## PROGRAM AGENDA

### DAY 1 TUESDAY, NOVEMBER 2, 2010

**7:30 - 8:00 a.m.** Registration & Continental Breakfast  
**8:00 a.m. - 6:00 p.m.** Day 1 Conference Timing  
**12:00 - 1:00 p.m.** Group Luncheon

#### Opening Remarks

*Ali Vojdani, CEO, UISOL*

#### The Distributed Grid – Challenges and Opportunities

- The evolving electrical grid
- Technology and cultural considerations
- Perspectives on change from the bulk power system to the end user
- Challenges and Opportunities

*Paul Feldman, Chairman, Midwest ISO;  
Independent Director, WECC*

#### The NIST Interoperability Framework for the Smart Grid

- Overview of the NIST Release 1.0 framework
- Smart grid interoperability panel
- Current status of the standards and key issues being addressed
- Cyber security

*George Arnold, National Coordinator for Smart Grid Interoperability, NIST*

CASE STUDY

#### Integrating Demand Resources into PJM's Wholesale Electricity Markets

- Current demand response markets at PJM
- Demand Response 3.0: How dynamic pricing offers new opportunities
- Designing performance evaluation methods to fit a wide selection of resource types
- Ideas to increase participation by demand in ancillary service markets

*Pete Langbein, Manager, Retail Demand Response Integration, PJM Interconnection*

CASE STUDY

#### Transforming NYC Commercial Buildings into Virtual Generation Assets

- Project overview and objectives
- Commercial buildings as virtual distributed generators in the wholesale market
- Commercial buildings optimization for load relief
- Solution approach
- Preliminary results

*Troy De Vries, Project Manager for DOE Smart Grid Demonstration Project, Consolidated Edison NY  
Alain Steven, CTO, Viridity Energy*

CASE STUDY

#### Microgrid Optimization for Demand Response

- Overview of the University of California San Diego's microgrid
- Objectives of the RESCO project
- Definition and role of a master controller in a microgrid
- Security-constrained optimal dispatch of microgrid distributed energy resources
- Results and next steps

*Byron Washom, Director, Strategic Energy Initiatives, University of California, San Diego  
Kevin Meagher, CTO, EDSA Micro  
Alain Steven, CTO, Viridity Energy*

**12:00 - 1:00 p.m.**  
GROUP LUNCHEON

CASE STUDY

#### Integrating Battery Energy Storage System (BESS) into Distribution Network

- Overview of BESS project
- Business case
- Design challenges
- Project challenges
- System studies and results

*Helen Wittaker, Senior Strategic Technology Specialist, BC Hydro*

## PROGRAM AGENDA

### DAY 1 (CONTINUED)

#### CASE STUDY

#### Integrating Proxy Demand Resources into California's Wholesale Electricity Markets

- Developing additional opportunities for demand response resources
- Comparison between participating load and proxy-demand resource
- Process and application implementation for the deployment of PDR
- Leveraging PDR for future demand response programs

*Jill Powers, Lead, Manager, Energy Measurement, Acquisition and Analysis, California ISO*

#### CASE STUDY

#### Implementation of a Multiple-Organization MDM Solution for the Purpose of Developing DR Programs

- Integrating multiple AMI technologies into a single MDM
- Integration standards: Do they work?
- Integration of multiple CIS into a single MDM
- Data sharing and privacy across multiple organizations
- Developing and managing DR resources across utility boundaries

*Andrew Horstman, Manager of Load Response, Wabash Valley Power*

#### CASE STUDY

#### Integrating Distributed Generation, Distributed Storage, and Demand Response to Create a Self-Healing, High-Reliability Microgrid at Portland General Electric (PGE)

- How PGE has integrated and dispatched customer owned backup generators for the last 10 years
- An overview of PGE's project for the Pacific Northwest Smart Grid Demonstration Project with Battelle
- Planned integration and dispatch of distributed storage and demand response within the distribution grid
- Implementing a modern, distributed energy resources management system in real-time

*Mark T. Osborn, Distributed Resources Manager, Portland General Electric*

#### CASE STUDY

#### Demand Response at Tennessee Valley Authority (TVA)

- Challenges of implementing demand response programs at a non-vertically, integrated utility
- Pilot programs
- Technology challenges of working with 155 local distributors

*Butch Massey – General Manager, Demand Response, Tennessee Valley Authority (TVA)*

**5:00 - 6:00 p.m.**  
COCKTAIL RECEPTION

## PROGRAM AGENDA

### DAY 2 WEDNESDAY, NOVEMBER 3, 2010

7:30 - 8:00 a.m. Continental Breakfast  
8:00 a.m. - 4:30 p.m. Day 2 Conference Timing  
12:00 - 1:15 p.m. Group Luncheon

#### A Report from NERC Integration of Variable Generation Task Force (IVGTF)

- Impact of large penetration of variable generation on power system planning and operations
- Recommendations on system planning practices to address large penetration of variable generation in power system
- Recommendations on system operations practices to address large penetration of variable generation in power system

*Dariush Shirmohammadi, Chief Consultant, Shir Consultants*

#### CASE STUDY

#### Establishing Wholesale Standards for DR Communications and M&V

- The relevance of NIST's Priority Action Plans to wholesale markets
- Demand response communication standards
- Demand response M&V business practice standards
- Moving toward adoption: Necessary steps

*Donna Pratt, Demand Response Market Product Specialist, New York Independent System Operator  
Scott Coe, Vice President, UISOL*

#### CASE STUDY

#### Integrating Aggregations of Retail Customers into Midwest ISO's Wholesale Electricity Markets

- Dealing with a multi-state footprint with varying view of demand participation
- Key concepts of accurate settlements between demand response providers and load serving entities
- Challenges of proper modeling of distributed demand resources

*Mike Robinson, Manager of Market Development, Midwest ISO*

#### CASE STUDY

#### The Smart Grid Integration Lab

- Smart grid integration lab concept
- The role of smart communications protocols in the lab
- The role of smart technologies in the lab
- Results from the Price-Responsive Demand (PRD) demonstration with PJM

*Stu Bresler, Vice President, Market Operations and Demand Resources, PJM Interconnection  
Scott Coe, Vice President, UISOL*

#### Addressing the Cyber Security Issues of Smart Grid

- Enabling a secure, distributed control system architecture
- Creating a hybrid of hierarchical control and distributed architecture with fault and intrusion design
- Leveraging best of breed from DOD experience
- Analysis of existing vulnerabilities
- Implications of new smart grid technologies

*Chris Smith, GM Utilities Line of Business and Smart Grid, Boeing Energy*

#### CASE STUDY

#### Wholesale Demand Response: The Art of Integrating Retail DR programs into Wholesale Supply Resources

- Demand response provider – Load-serving entity, direct participation
- Retail relationships – What do customers really want?
- Stakeholders
- Desirable resources
- Smart grid impact on demand response

*G Muir Davis, Senior Project Manager, Demand Resource Integration, Southern California Edison*

## PROGRAM AGENDA

### DAY 2 (CONTINUED)

**12:00 - 1:00 p.m.**  
GROUP LUNCHEON

PANEL SESSION:  
**Technology Solutions for Distributed Resources Integration**

- Alain Steven, CTO, Viridity Energy
- Dirk Mahling, CTO, CPower Inc
- Ivo Steklac, Executive VP, Tendril
- Mark Bloomberg, Utility Practice Manager, Progress Software
- Patricia Yeska, Global Energy Practice Lead, TIBCO Software
- Rajan Chudgar, SunGard Consulting Services

CASE STUDY

**Establishing Wholesale Standards for Integrating Electric Vehicles and Storage Technologies**

- Experience with grid storage and electric vehicles in today's grid
- Opportunities for fleets of electric vehicles to accelerate integration
- The emergence and role for the storage and electric vehicle aggregator
- Projections for impact on grid reliability and wholesale markets

*Ken Huber, Manager Advanced Technology, PJM Interconnection*

CASE STUDY

**Integrating Renewable Energy in Power Systems and Markets Operations**

- Operational vs. informational integration
- Solutions for managing uncertainty and variability
- Integrating renewable energy forecast
- Smart grid applications (e.g. DR, DLR, PMU) that can enable renewable integration
- Case studies from Denmark, France, Hawaii, and Ireland

*Lawrence E. Jones, Director, Strategy and Special Projects, AREVA T&D Inc.*

CASE STUDY

**Microgrid (Perfect Power) Implementation at Illinois Institute of Technology**

- Essence of a perfect power system
- Smart switches for enhancing reliability
- Master controller for a microgrid
- Demand response in a perfect power system
- Sustainable generation in a perfect power system

*Mohammad Shahidehpour, Professor ECE Dept, IIT*

CASE STUDY

**West Coast OADR vs. East Coast Reserve and Capacity Programs**

- Automated Demand Response (DR), a reaction to behavioral DR
- OpenADR, a standard for automating DR
- Elements of capacity and reserve programs
- What OpenADR does not cover
- Running OADR and other DR programs across a national account

*Dirk Mahling, CTO, CPower Inc.  
Co-presenter: TBD co-presenter representing a national retail chain*

**4:30 p.m.**  
CONFERENCE ADJOURNS

## PROCEEDINGS

A copy of the conference proceedings will be distributed to attendees at the event. If you are unable to attend or would like to purchase additional copies, flash drives are available 2 weeks after the conference is complete. The cost per Flash Drive is US \$395 (add US \$50 for international shipments). Flash Drives include visual presentations only. Upon receipt of order and payment, the Flash Drive will be shipped to you.

NOTE: All presentation flash drive sales are final and are non-refundable.

## CONFERENCE LOCATION

A room block has been reserved at the Hyatt Regency Philadelphia, 201 S Columbus Blvd, Philadelphia, PA 19106, for the nights of October 31-November 2, 2010. Room rates are \$185, plus applicable tax. Call 215-928-1234 for reservations and mention the EUCI course to get the group rate. Make your reservations prior to September 13, 2010. There are a limited number of rooms available at the group rate. **Please make your reservations early.**

## REGISTRATION INFORMATION

### REMEMBER, EVERY FOURTH REGISTRANT IS FREE

For instant registration, call 303-770-8800 or fax the registration form to 303-741-0849.

Register Three, Send Fourth Free!

Any organization wishing to send multiple attendees to this course may send one FREE for every three delegates registered. Please note that all registrations must be made at the same time to qualify.

All cancellations received on or before October 1, 2010 will be subject to a \$195 processing fee. Written cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event or publication. This credit will be good for six months. In case of event cancellation, Electric Utility Consultants' liability is limited to refund of the event registration fee only. For more information regarding administrative policies such as complaints and refunds, please contact our offices at 303-770-8800.

EUCI reserves the right to alter this program without prior notice.

### MAIL DIRECTLY TO:

Electric Utility Consultants, Inc. (EUCI)  
5555 Preserve Drive  
Greenwood Village, CO 80121

### FAX TO:

303-741-0849

### PHONE:

303-770-8800

## PLEASE REGISTER THE FOLLOWING

- Discounted Registration Fee for attending UIC2010 Conference and Pre Conference Workshop, November 1-3, 2010, \$1895  
**Early Bird Before October 22, 2010, \$1695**
- UIC2010: 6th Annual Utility Integration Conference: Integrating Distributed Resources into Smart Grid, November 2-3, 2010, \$1495  
**Early Bird Before October 22, 2010, \$1295**
- I'm sorry I cannot attend, but please send me the conference and workshop proceedings at \$395.  
(Please add \$50 for international shipping)

### ENERGIZE WEEKLY

When you sign up for "Energize Weekly," you will receive a new conference presentation each week via e-mail on a relevant industry topic. The presentations are selected from a massive library of more than 1,000 current presentations that EUCI has gathered during its 23 years organizing conferences.

Sign me up for "Energize Weekly"

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.) \_\_\_\_\_

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Name Preferred for Badge \_\_\_\_\_ E-Mail \_\_\_\_\_

Company \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## PAYMENT METHOD

Please charge my credit card:  Visa  MC  AMEX  Discover Security Code \_\_\_\_\_

Visa and MC cards have a 3 digit code on the signature panel on the back of the card, following the account number. American Express cards have a 4 digit code on the front of the card, above the card number.

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

**OR** enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ persons.

Check here if you have any dietary or accessibility needs. We will contact you for more details.

W1009