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Continuing the Conversation

Panelists:

Carmen Best, California Public Utilities Commission

Rich Barnes, DNV KEMA

Mike Messenger, Itron

Moderator:

Sara Van de Grift, Illume Advising

Introduction and Overview

- Panelist Introductions
- “Burning Questions” from the Closing Plenary
- Additional Questions from the Brown Bag participants

“Big Data”

- Q1. What kind of data do you wish that you had more access to as”
 - Commission Staff
 - Implementer
 - Evaluator

“Big Data”

- How do you weigh the cost of data acquisition against the value of the data?
How do you prioritize your data needs?

Marketing

- Q1. What are the Commission views on marketing vs. customer education and outreach?

- Q2. How do you evaluate the effectiveness of marketing? Is it solely impacts only or does the softer side matter too?

Marketing

- Q3. How do you reach out to customers who are not tech-savvy?

Future of the Industry

- **Future of the Industry**
- Q1. What do you see as the biggest positive trends driving the utility industry in the 21st century?

Future of the Industry

- Q2. How will these trends affect our industry? Are we prepared and if not, what should we be doing?

Additional Questions



Panelists' Contact Information

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QUESTIONS

Type Your Questions in the Chat Box



Save the Dates

Jan. 27-30, 2014

AESP's National Conference
San Diego, CA

May 12-14, 2014

AESP's Spring Conference
Baltimore, MD

Aug. 4-6, 2014

AESP's Summer Conference
San Francisco, CA

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