

IEEE POWER & ENERGY SOCIETY WEBCAST ALERT

Power and energy professionals from around the world are invited to participate in an important live webcast on Monday, July 26, 2010 from 8:00 AM to 11:30 AM Central Time.

The webcast will originate from the Opening Session at the 2010 IEEE Power & Energy Society General Meeting. The meeting carries the theme, *Power Systems Engineering in Challenging Times* and is being held at the Minneapolis Convention Center in Minneapolis, Minnesota, USA. On the day of the event, you may log on to the web cast at the following URL starting at 7:45 AM (Central Time) or at any time during the presentation:

<http://assets.pes-store.org/videos/pes/GM-2010/Plenary/Player.html>

The Opening Session will comprise the PES Members' Meeting from 8:00 AM to 9:00 AM and the Plenary Session from 9:00 AM to 11:30 AM,

The Membership Meeting will include brief statements from three candidates who are seeking office as IEEE Division VII Director-Elect for 2011 as well as comments about the current status and progress of the Society from Alan Rotz, PES President.

Immediately following the Membership Meeting, attendees and webcast participants will hear from four recognized speakers in the Plenary Session. The four speakers will focus their remarks on energy policy and infrastructure issues. Webcast participants are invited to participate in the Q&A session that follows the plenary.

The plenary speakers and their presentations are listed below:

Jerry Jackson, PhD.
Texas A&M University

What Economics Really Tells Us about our Energy Future

This presentation examines the question: What will the economic recovery mean for future oil, natural gas and electricity prices and how do issues like resource scarcity, technology development, and carbon taxes impact the familiar energy demand and supply model? It will provide a primer on economic principles and a discussion of other issues that call traditional model forecasts into question.

Ken Rose, PhD

Institute of Public Utilities, Michigan State University

The Big Picture View from the Dismal Science

This presentation reviews electricity supply and demand characteristics, the resources used to generate it and how resource limits (including environmental constraints) may change our working assumptions in the electric supply industry. The demand for electricity is also considered for its unique characteristics that make changing consumer behavior difficult. Finally, resource substitutes that are emerging to generate electricity will be considered and the role they may play in the future.

Steve Caldwell

Pew Center for Global Climate Change

Electricity Demand in a Low-Carbon Energy Future

This presentation includes information about the current trends that may significantly affect future electricity demand include reforms to utility regulation (e.g., decoupling), new efficiency standards, and increased and novel methods for educating consumers about their consumption and its impacts.

Giuliano Monizza, PhD

ABB Europe

Enabling the Future Sustainable Energy System

This presentation discusses the three forces needed to enable the future sustainable energy system: 1. Technology push through R&D funding for key technologies, and funding for full scale demo projects. 2. Market pull through reliable long term investment incentives, and growth in public acceptance and awareness. 3. Dialogue and cooperation between politics, industry, and NGOs manifested as legislation at the EU and national level