



12th Annual Market Development Forum: Ensuring Reliability through Energy Storage

February 24-25, 2021

This MDF will focus on how we can intelligently integrate energy storage within CAISO, DSO markets and through IRPs to achieve a cleaner, more reliable grid.

About MDF

CESA's exclusive invitation-only Annual Market Development Forum brings together 200 executives (CESA members and special invited guests) for an intimate meeting focused on growing the ecosystem for grid connected energy storage in California. The meeting will take place on February 24-25, 2021 virtually using an innovative networking software, Hopin.

The MDF is intentionally structured to encourage out-of-the-box thinking and multi stakeholder collaboration among major California utilities, policy makers, and CESA Members.

Attendees include product manufacturers, developers, utilities, system operators, regulators, and policy makers. This premier event provides direct access to high-level executives from equipment manufacturers, project developers, CAISO, the CPUC, the CEC, and the major investor owned and publicly owned utilities, as well as California Community Choice Aggregators.

Event Summary

Day 1: Wednesday, February 24, 2021 from 8:30 AM-1:00 PM

Day 2: Thursday, February 25, 2021 from 8:30 AM-1:00 PM

**CESA All-Member Meeting: Thursday, February 25, 2021 from 1:30-3:30 PM
For Members and special invitees only.**

www.storagealliance.org/mdf2021

Agenda Day 1, February 24

Time	Session Title	Speakers	Learning Objectives
8:30 – 9:00 AM	Virtual Networking		
9:00 – 9:15 AM	Welcome	<ul style="list-style-type: none"> • Alex Morris, Executive Director, California Energy Storage Alliance (CESA) • Richard Brody, CESA Chair 	
9:15 – 10:00 AM	Introductions	<ul style="list-style-type: none"> • Board Members • Special Guests 	
10:00 – 10:45 AM	The DER End Game: What are we working towards?	<ul style="list-style-type: none"> • Alope Gupta, DER, CPUC • Anja Gilbert, Principal, PG&E • James Frasher, Sr. Strategic Business Planner, SMUD • Jin Noh, Policy Director, CESA (Moderator) 	<p>Understand the future vision for DERs- is DSO the way to go?</p> <ul style="list-style-type: none"> • What is the end state vision? <p>In this session we will distill several possible end state visions for DERS, and consider what we can do in the near term to make incremental change.</p>
10:45 – 11:15 AM	Sponsored Networking Break		
11:15 AM – 12:00 PM	The (Wholesale) Price of Reliability with Audience Q&A	<ul style="list-style-type: none"> • Mike Castelhana, Analyst, CPUC • Carrie Bentley, CEO, Gridwell • Dr. Scott Harvey, CAISO Market Surveillance Committee • Alex Morris, Executive Director, CESA (Moderator) 	<p>Envision the role of the wholesale electricity market to ensure real time reliability.</p> <p>Inform market design activity that ensures storage dispatch supports reliability.</p>
12:00 PM – 12:40 PM	Closing Keynote and Fireside Chat	<ul style="list-style-type: none"> • Elliot Mainzer, CEO, CAISO • Alex Morris, Executive Director, CESA (Facilitator) 	<p>Gain an understanding of the new CAISO CEO's vision for the role of CAISO in the western grid, from now until 2045.</p>
12:40 – 12:50 PM	Wrap-Up		

12:50-1:15 PM	1:1 Virtual Networking via Hopin
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Agenda Day 2, February 25

Time	Session Title	Speakers	Learning Objectives
8:30 – 9:00 AM	Virtual Networking		
9:00 – 9:15 AM	Welcome, Introductions, Ground Rules, Reflections on Day 1	<ul style="list-style-type: none"> • Alex Morris, Executive Director, CESA 	
9:15 – 9:45 AM	Fireside Chat with Ed Randolph	<ul style="list-style-type: none"> • Ed Randolph, Deputy Executive Director for Energy and Climate Policy, CPUC 	<p>Understand how CPUC plans to handle challenges in the future:</p> <ul style="list-style-type: none"> • Summer outages- how can we avoid that in the future? • How will CPUC navigate through this? <p>Understand the steps to help the CPUC succeed:</p> <ul style="list-style-type: none"> • What changes can we take to ensure that the PUC excels in their large responsibilities?
9:45 – 10:30 AM	Distribution Resiliency	<ul style="list-style-type: none"> • Forest Kaser, Supervisor of Resiliency and Microgrids, CPUC • Quinn Nakayama, Director of Integrated Grid Planning and Innovation • Jana Kopyciok-Lande, Senior Policy Analyst, MCE • Jin Noh, Policy Director, CESA (Moderator) 	<p>Consider the following questions:</p> <ul style="list-style-type: none"> • Why is there so much hesitancy and complexity around microgrids? • What barriers are necessary to overcome for the Commission and utilities?

10:30 – 11:00 AM	Sponsored Networking Break		
11:00 AM – 12:00 PM	Building a Storage Portfolio	<ul style="list-style-type: none"> • Monica Padilla, Director of Power Resources, Silicon Valley Clean Energy • Delphine Hou, Director of CA Regulatory Affairs, CAISO • Nathan Barcic, Supervisor of IRP, CPUC • Alex Morris, Executive Director, CESA (Moderator) 	<p>Determine next steps for ensuring the right portfolio for energy storage resources is deployed in California.</p> <ul style="list-style-type: none"> • What deployments will be needed when? • How will diverse durations be compensated? • What needs to be communicated with the LSEs? • How do we build contracts with fair billing structures?
12:00-12:30 PM	Wrap Up and Reflection	Alex Morris, Executive Director, CESA (Facilitator)	
12:30-1:00 PM	Virtual Networking via Hopin		

2020 Event Attendees

174 Power Global, Director, Energy Storage
8minute Solar Energy, Senior Director, Storage Engineering
8minute Solar Energy, Senior Director, Finance & Technology
8minute Solar Energy, Director of Origination
8minute Solar Energy, Senior Policy Advisor
8minute Solar Energy, VP of Storage Solutions
8minute Solar Energy, VP IV Dev & Storage Integration
Amber Kinetics, Inc., Associate Product Manager
Amber Kinetics, Inc., Associate Product Manager
Amber Kinetics, Inc., Director, Product Management
American Energy Society, President
American Honda Motor Company, Inc., Paratelic Systems
Apparent, Director of Business Development and Commercial Strategy
Avangrid Renewables, Research Director

Bibb Engineers, Vice President
Bright Energy Storage Technologies
Broad Growth Reach, Partner
CalCCA, Executive Director
California Energy Commission, Vice Chair
California Environmental Associates, Senior Associate
California Independent System Operator Corporation
California Independent System Operator Corporation, Sr. Stakeholder Engagement & Policy
California Municipal Utilities Association (CMUA), Manager of Energy Regulatory Policy
California Public Utilities Commission, Analyst
California Public Utilities Commission, Utilities Engineer
California Public Utilities Commission, Advisor
California Public Utilities Commission, Regulatory Analyst
California Public Utilities Commission, Analyst
California Public Utilities Commission, Manager
California Public Utilities Commission, Commissioner
California Public Utilities Commission, Regulatory Analyst
CES Limited / IESA, Manager, Emerging Technologies
CES Limited / IESA, Senior Advisor
CES Limited / IESA, Director of Market Services - CAISO
City of Fremont
Communities For A Better Environment, Legal Director
Dimension Renewable Energy, Business Development Analyst
DNV GL, Senior Consultant
Douglass & Liddell, Principal
E.ON Climate & Renewables, Vice President Energy Marketing
Eagle Crest Energy, President
Earthjustice, Staff Attorney
East Bay Community Energy, Power Resources Manager
East Bay Community Energy, Principal Regulatory Analyst
EDF Renewables, Director West
EDF Renewables, Associate Director Business Development
EDF Renewables, Sr. Technical Manager of Energy Storage and Microgrids
EDF Renewables, Sr. Project Manager
Enel X, Sr. Director, Regulatory Affairs
Energy Storage Association, Director of Policy
Energy Vault, Chief Product Officer
Energy Vault, Director of Marketing
Energy Vault, Product Marketing

Engie, Applications Engineer
EPRI, Sr. Technical Leader
esVolta, Director
Fluence Energy, Western US Market Director,
Form Energy, CEO
GACC West, Manager Innovation Solutions
GE Renewable Energy (Hybrids) CEO, Energy Storage
General Electric Corporation, Sales
Grafton Capital Corp, Operations manager
Gridworks,
Hecate Grid, Development Manager
Highview Power, Director of Project Development
Highview Power, VP, US
Impact Energy Consulting, Founder
international trade administration, Senior International Trade Specialist
Jensen Hughes, Inc., Associate Director, Industrial + Process Safety
Jensen Hughes, Inc., Practice Leader - Power
Jensen Hughes, Inc., Chief Technical Officer
KPMG International Cooperative
LG Chem, Senior Sales Manager C&I ESS
LG Chem, Power Sales Director
Lockheed Martin, Sales Manager
Lockheed Martin, Head of Analytics
**Lockheed Martin Advanced Energy Storage, Energy Storage Marketing and Strategy
Manager**
Los Angeles Department of Water and Power, Director, Clean Grid LA Strategy Division
LS Power, Executive Vice President
LS Power, Director of Origination & Power Marketing
LS Power, Manager, Energy Storage System
Macquarie Group Limited, Vice President
Malta, VP Commercialization
MCE, Senior Policy Analyst
MCE, COO
NEC Energy Solutions, Vice President, Marketing and Strategy
NEC Energy Solutions, Director of Sales
New Energy Nexus, Program Manager, Energy Storage Program
Nexceris, CCO & Managing Partner
Nexceris, Director, Sensors Business Unit
NRDC
Pintail Power, President

PolyJoule, CEO
PXiSE Energy Solutions, Head of Strategy and Partnerships
Quidnet Energy, CEO
Recurrent Energy, Development Manager
Recurrent Energy, Director of Development
Recurrent Energy, Energy Storage Business Development
Recurrent Energy, Managing Director - EPC
Recurrent Energy, Development Analyst
Recurrent Energy, Analyst
Recurrent Energy, Storage Engineer
Recurrent Energy, Senior Analyst
Recurrent Energy, Manager, Origination & Structuring
Recurrent Energy, Development
Reimagine Power, Chief Strategist
Russel Sigler, Regional Sales Manager
RWE, Director of Energy Storage - West Coast
San Diego Gas & Electric, Point person for storage
SoCalGas, Technology Solutions
Solar Frontier, Director of Procurement
Southern California Edison, Sr Advisor, Trading and Market Operations
Southern California Edison
Southern California Edison, Director, Trading & Market Operations
SPower (Sustainable Power Group), Senior Analyst
Stem, Inc., Senior Director- Product Marketing
Stoel Rives LLP, Partner
Strategen, Director of Marketing
Strategen, Manager
SunRun, Senior Manager of Public Policy
SunRun, Director of Legislative and Regulatory Policy
sv-pathfinders.com, Founder
Tenaska, Senior Vice President Strategic Development & Acquisitions Group
Tesla Energy, Associate Manager, Business Development and Policy
Tesla Energy, Associate Manager, Business Development & Policy
The Cazalet Group
The Climate Center
UL LLC, Business Development Manager
United Technologies, Strategic Accounts for State, Local, and Utility Programs
Viridity, Senior Business Analyst
Wellhead, Managing Director - Energy Storage
Wellhead Electric, President & Founder



Zitara Technologies, CEO