



## The CE Industry meets the Smart Grid: Opportunities and Challenges Abound

An intimate breakfast discussion hosted by Control4 about the role CE manufacturers can play in supporting and advancing the smart grid and extending its benefits to all consumers. Moderated by Jesse Berst, founding Editor of SmartGridNews, the discussion will address standards, security, innovation to drive adoption, support requirements and new business opportunities among other topics.

Panelists include:

Allan Schurr, VP Strategy and Development, Global Energy and Utilities, IBM

Steve Hauser, VP Grid Integration for the National Renewable Energy Laboratory

John Preiner, Director of Merchandising, Magnolia Home Theater at Best Buy

Chris Walker, Sr. Manager Product Planning and Marketing, Pioneer Electronics

Patrick James, Director Smart Grid Technologies, TXU Energy

Will West, Chief Executive Officer, Control4

For a Control4 press kit or to watch a video replay of the event please visit: [www.control4.com/CES](http://www.control4.com/CES)

**Control**   
Energy Systems



**Jesse Berst**  
**Managing Director**  
**GlobalSmartEnergy**

Jesse Berst is one of the pioneering thought leaders of the smart grid, and head of GlobalSmartEnergy (GSE), an internationally known consulting firm. GlobalSmartEnergy is a recognized authority on the smart energy revolution and the market opportunities it represents. Clients include BAE Systems, Lockheed Martin, the U.S. Department of Energy, Global Environment Fund, the GridWise Alliance, Avista Utilities, Southern California Edison, the State of New Mexico, the Province of British Columbia, and Prize Capital.

Jesse is the Founding Editor of SmartGridNews.com, the sector's oldest, largest and highest-ranked site for information about the ongoing \$1 trillion remake of North America's electric power infrastructure. He is the co-author of the forthcoming book ELECTRONOMICS – Creating Wealth and Prosperity from the Transition to the Electricity Economy.

GSE services include strategic research, white papers, mergers and acquisitions advisory and management of regional and national projects. Over the past few years, Jesse has led projects such as:

- Constructing a national communications campaign for the National EnergyTechnology Laboratory's Modern Grid Initiative.
- Building an energy & environment strategy for the X PRIZE Foundation. XPF is the world's pre-eminent prize institute whose mission is to bring about radical breakthroughs for the benefit of humanity.
- Creating a strategic plan for a regional coalition of economic development agencies to find jobs and economic development in the smart energy sector.
- Chairing the Advisory Council of Pacific Northwest National Laboratory's Energy & Environment Directorate, where more than 1,000 scientists and staffers work to uncover solutions to the nation's energy, environmental and climate issues.

In the '80s and '90s, Jesse was one of the country's best-known technology analysts. He was a featured columnist at leading magazines, including Computerworld, Computer Reseller News, InformationWeek and PC Week, authoring more than 700 columns and articles analyzing technology and business trends. He authored or co-authored ten books on personal computing and software, and one on high-tech business concepts, titled The Magnet Effect (McGraw-Hill, 2001).

During this period, Jesse founded or co-founded three high-tech publishing companies, which were acquired by large publishers. He then became a Vice President and "intrapreneur" at Ziff-Davis, where he conceived and founded "AnchorDesk," which became the company's most popular and profitable Internet property, reigning for many years as the world's largest email newsletter with nearly 3,000,000 daily subscribers.

Jesse was born in eastern Washington and graduated with highest honors from the University of Puget Sound with a degree in business administration.



**Steve Hauser, President Emeritus  
Vice President, Grid Integration  
National Renewable Energy Laboratory**

Steve Hauser is Vice President of Grid Integration for National Renewable Energy Laboratory (NREL) and is responsible for creating new programs and partnerships to lead national efforts to create a smarter grid. He has been nationally recognized for more than 25 years as a leader in clean energy technology development efforts. He has been featured in numerous conferences and popular articles describing the concepts and benefits of a Smart Grid.

Steve was the driving force behind the creation of the GridWise® Alliance. Since 2000, he has brought together more than 200 companies to create a broad industry vision to transform energy systems, markets and technologies. Steve has also led the creation of new national brands like GridWise® and GridWeek™ significantly raising the visibility of these issues with federal and state policy makers.

Previously, Steve has held various senior management positions at GridPoint, Battelle and SAIC. During his career he has served as an advisor to numerous clean energy organizations and is former Chairman of the World Renewable Energy Congress.

Steve holds an M.S. in chemical engineering from the University of Washington and a B.S. in engineering physics from Oregon State University.



**Allan Schurr  
Vice President, Strategy and Development  
IBM Global Energy & Utilities Industry**

Allan Schurr is responsible for IBM's market strategy, regulatory policy, and partner management for the global electric, gas, and water industries. IBM's solutions for these utility clients include offerings in customer management, advanced metering infrastructure, and work & asset management that integrate the breadth of IBM hardware, software, and service offerings.

In addition, Allan leads IBM's utility initiatives for emerging solutions targeting the role of energy in a Smarter Planet, supported by a broad ecosystem. In this role, Allan works with utility companies to accelerate the development of Smart and the integration of renewable energy sources and distributed energy assets like plug-in vehicles.

Allan is a frequent industry speaker and a 25-year veteran of the energy industry spanning generation, delivery, marketing, technology, strategy and regulatory affairs. Allan also held management positions at Pacific Gas and Electric (PG&E) Company, and at PG&E Energy Services. He holds a patent on "System and Method for Energy Usage Curtailment".

Allan received his Bachelors degree in mechanical engineering from University of California, Davis and his Masters in business administration from St. Mary's College. He is a registered engineer in the State of California. Schurr serves on the board of directors of the MedicAlert Foundation International and lives in Castle Rock, Colorado.



**Will West**  
**Chief Executive Officer**  
**Control4**

Will West is chief executive officer of Control4. Since co-founding the company in March of 2003, he has led the company's efforts to create a revolutionary line of affordable automation solutions.

Will has raised more than \$300 million in private capital to start his last three companies. In 1998, he co-founded STSN (now iBAHN), the worldwide leader in broadband services for business travelers serving millions of customer in thousands of hotels. Prior to founding STSN, Will was CEO, and co-founder of PHAST Corporation. Under his leadership, PHAST became the leading manufacturer of high-end home automation equipment.

Will serves as chairman of the board of the Utah Capital Investment Corporation (the State of Utah's "Fund of Funds"). He also served as chairman of the board for Utah Technology Council (UTC). He is currently on Utah Business Magazine's list of the 100 Most Influential People in the state, and on Connect Magazine's Top 25. He was named Utah Valley Entrepreneur of the year in 2004 and in 2006 he was named the Ernst & Young Master Entrepreneur Of The Year® in the region. In 2008 he was named the Utah CEO of the Year by the Utah Technology Council.

Will holds a degree in Finance from the University of Utah, and an MBA from the Wharton School at the University of Pennsylvania. He also holds the CFA designation.



**Chris Walker**  
**Sr. Manager of Product Planning**  
**Pioneer Electronics**

Chris joined Pioneer Electronics in January of 1994 and has held various positions including Public Relations, New Business Development and Training. Chris is currently responsible for the planning and development of Pioneer's Optical Disc Products including Blu-ray Players, DVD Players, and Pioneer's upcoming Networked Entertainment Tap platform.

Chris's department is also responsible for product strategy and direction for the networked home including 3rd party control system compatibility/integration, DLNA and other home networking initiatives.

Chris resides in Orange County, California with his wife and two children.

**John Preiner**  
**Director of Merchandising**  
**Magnolia/BestBuy**

John Preiner joined BestBuy 12 years ago and serves as the Director of Merchandising for Magnolia and Magnolia Home Theatre stores. He has held multiple positions during his time with the company, mainly in merchant roles in computing, computer software, and also was Senior Merchant in TV and the Director of TV and DVD.

Prior to working with BestBuy, John held in-store retail management positions with Herbetger's Department Store and Old Navy.

John earned a degree in Marketing from Winona State University.

**Patrick James**  
**Director of Smart Grid Technologies**  
**TXU Energy**

Patrick James has 20 years of electric utility experience and has worked in the Texas deregulated market for nearly 9 years. Currently Patrick is the Director of Smart Grid Technologies for TXU Energy and is responsible for the design, development and commercialization of the first two-way demand response program in the Texas deregulated market. During his 9 years with TXU Energy, Patrick has served in a variety of leadership roles including Marketing, Channel Sales, P&L, Direct Mail and Product Development. Prior to joining TXU Energy, Patrick spent 12 years with FPL in South Florida.

Patrick has a B.S. Degree in Mechanical Engineering from Clemson University and is originally from West Virginia.