

# enercom



CONFERENCE & EXHIBITION

**MARCH 29-31, 2010**

THE FAIRMONT  
ROYAL YORK HOTEL  
TORONTO, ON

\$5M

\$4M

\$3M

\$2M

\$1M

## The **Dollars & Sense** of a **Smarter/Greener** Energy Industry

Preliminary Program



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# The Dollars & Sense of a Smarter/Greener Energy Industry



ENERCOM 2010 will explore the economic impact of a smarter, greener energy industry on the Ontario market and the various players that will be affected by the Green Energy & Green Economy Act as well as other changes taking place in the energy market. Panel discussions and keynote presentations by experts will define the key elements of the evolving electricity market and provide strategies to meet new challenges and business opportunities in the Ontario market.

The 2010 Enercom Program also takes a unique look at how the smarter/greener energy industry will affect the consumer. Will it make sense and what are the opinions of key players and advocates of the Canadian consumer?

## FEATURED TOPICS

Leading industry experts will share their views on key issues such as:

- Charting Canada's Energy Future
- Smart Grid - The American vs. the Homegrown Experience
- The Sense of a Smarter/Greener Energy Industry - Consumers' Perspective
- Investment Plans for LDCs
- The Investors' Perspective on the Energy Industry
- The Future Vision of LDCs

## EXPERIENCE THE ENERCOM EXHIBIT HALL

Connect with key business partners in the Exhibit Hall. ENERCOM brings together senior executives from Canada's energy industry including generation, transmission, distribution, buyers, sellers and regulators to discuss and share their visions on strategic issues. Visit the new networking lounge in the Exhibit Hall and the Showcase of industry-related innovation by provincial colleges.

The ENERCOM conference will give you ample time to network with colleagues and reconnect with industry peers.

## FEATURE ADDRESSES BY;



Deirdre McMurdy, Leading Canadian  
Journalist in Business & Politics



Diane Francis, Editor-at-Large, National  
Post, Broadcaster & Author



Jeffrey Simpson, Globe & Mail's  
National Affairs Columnist

## SPEAKERS REPRESENTING THE FOLLOWING COMPANIES

- Burlington Hydro
- Canadian Federation of Independent Business
- DBRS Ltd.
- Horizon Utilities
- Hydro One
- IESO
- London Hydro
- Macquarie Infrastructure & Power Income Fund
- Ogilvy Renault
- PowerStream Inc.
- Spirae Inc.
- Toronto Hydro-Electric System Ltd.



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## TUESDAY, MARCH 30, 2010

- 7:30 AM** Registration - Concert Hall Foyer
- 
- 7:30 – 8:15 AM** Continental Breakfast - Exhibit Hall, Ballroom
- 
- 8:15 – 8:30 AM** **Opening Remarks** - Concert Hall  
David McFadden, Conference Co-Chair and Senior Partner, Chair of the National Energy and Infrastructure Industry Group, Gowlings Lafleur Henderson, LLP
- 
- 8:30 – 9:30 AM** **Opening Keynote Address – After Copenhagen: Next Steps to Address Climate Change in Canada**  
Deirdre McMurdy, Leading Canadian Journalist in Business & Politics
- 
- 9:30 – 10:15 AM** **The Sense of the Smarter/Greener Energy Industry - Part One**  
Elyse Allan, President & CEO, GE Canada
- 
- 10:15 – 10:45 AM** Refreshment Break & Visit to Exhibits - Ballroom
- 
- 10:45 – 11:15 AM** **The Sense of the Smarter/ Greener Energy Industry - Part Two**  
Satinder Chera, Director, Provincial Affairs for Ontario, Canadian Federation of Independent Business
- 
- 11:15 – 12:00** **A National Energy Strategy Perspective**  
Perrin Beatty, President, Canadian Chamber of Commerce
- 
- 12:00 – 1:30 PM** Lunch & Visit to Exhibits - Imperial Room, Ballroom
- 
- 1:30 – 2:15 PM** **Smart Grid - The American Experience**  
Dr. Sunil Cherian, President, Spirae Inc.
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- 2:15 – 3:15 PM** **Panel Discussion – Smart Grid: The Homegrown Experience**  
Gerry Smallegange, President & CEO, Burlington Hydro  
Carmine Marcello, SVP, Asset Management, Hydro One  
Paul Murphy, CEO, IESO
- 
- 3:15 – 3:45 PM** Refreshment Break & Visit to Exhibits - Ballroom
- 
- 3:45 – 4:30 PM** **Adam Beck in a Modern Context**  
Tom Mitchell, President & CEO, OPG
- 
- 4:30 – 4:45 PM** Closing Remarks David McFadden, Conference Co-Chair  
Lucky Draw
- 
- 4:45 – 5:45 PM** Reception - Ballroom

## WEDNESDAY, MARCH 31, 2010

- 7:30 AM** Registration - Concert Hall Foyer
- 
- 7:30 – 8:15 AM** Continental Breakfast - Ballroom
- 
- 8:15 – 8:30 AM** **Opening Remarks** - Concert Hall  
Gord McBrien, Conference Co-Chair and Director, Strategic Business Relationships, Ontario Power Generation Inc.
- 
- 8:30 – 9:30 AM** **Opening Keynote Address - The Energy Sector and Your Business**  
Diane Francis, Editor-at-Large, National Post, Broadcaster & Author
- 
- 9:30 – 10:30 AM** **Panel Discussion – The Investors’ Perspective on the Energy Industry**  
Michael Bernstein, President & CEO, Macquarie Power & Infrastructure Income Fund  
Michael Caranci, MD Energy, DBRS Ltd.  
Dave Dal Bello, Managing Director, Corporate Finance-Energy Group, RBC Capital Markets
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- 10:30 – 10:45 AM** Refreshment Break - Concert Hall Foyer
- 
- 10:45 - 11:45 AM** **Panel Discussion – Investment Plans for LDCs**  
J.S. Couillard, CFO, Toronto Hydro  
John Basilio, Sr. Vice President & CFO, Horizon Utilities  
Sandy Struthers, SVP & CFO, Hydro One
- 
- 11:45 - 1:00 PM** **Panel Discussion – Putting It All Together: The Future Vision of LDCs**  
Moderator - Richard King, Partner, Lawyer, Ogilvy Renault  
Brian Bentz, Incoming EDA Chair, President and CEO, PowerStream  
Anthony Haines, President & CEO, Toronto Hydro  
Vinay Sharma, CEO, London Hydro
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- 1:00 - 2:30 PM** **Lunch & Closing Keynote Address – How to Get Smarter/Greener Industries** - Ballroom  
Jeffrey Simpson, Globe & Mail’s National Affairs Columnist
- 
- 2:30 PM** Closing Remarks & Lucky Draw

**Join key sector executives and policy makers for an exclusive gala evening to mark the official opening of ENERCOM 2010**

- Monday March 29, 2010 at 7:00 pm
- Reception starts at 5:30 pm

### EXHIBIT DATES & TIMES

Monday, March 29 5:30 - 7:00 pm  
Tuesday, March 30 7:30 - 5:45 pm

### CONFERENCE DATES & TIMES

Tuesday, March 30 8:15 - 4:30 pm  
Wednesday, March 31 8:15 - 2:30 pm

# The **Dollars & Sense** of a **Smarter/Greener** **Energy Industry**



## **Sponsorship Opportunities**

Sponsorship of the 2010 ENERCOM conference is a unique and exciting opportunity to reach Canada's senior executives in the energy industry as well as bring your company to the forefront of the Ontario electricity sector.

All ENERCOM 2010 sponsorships have been enhanced and in addition, there are several new sponsorship opportunities for consideration.

Some of the benefits of becoming a sponsor are:

- introducing your company to prospective new customers
- reinforcing your image with your current customers
- reaching new contacts outside your normal business circles
- recognizing your company as a leader and supporter of the Ontario electrical energy industry
- raising your profile at this prestigious annual energy event

## **Exhibitor Opportunities**

Exhibiting at the 2010 ENERCOM conference is a unique and exciting opportunity to reach potential customers such as Canada's senior executives in the energy industry as well as bring your company to the forefront of the Ontario electricity sector.

Some of the benefits of becoming an exhibitor are:

- introducing your company's products/services to prospective new customers
- reinforcing your image with your current customers
- reaching new contacts outside your normal business circles
- recognizing your company as a leader and supporter of the Ontario electrical energy industry
- raising your profile at this prestigious annual energy event

**For complete details visit [www.enercom.to](http://www.enercom.to)**