

The Palo Alto Area Bar Association proudly co-sponsors:



SVASE & GABA Present the BIGs Clean Tech

SVASE BIG Event, January 27

The Smart Green Dividend – Leveraging IT in the Energy Revolution

Join Peter Tertzakian, best selling author of ***A Thousand Barrels a Second*** and ***The End of Energy Obesity***, and industry experts as they decipher the myths and realities of today's headlines about the energy industry. With a reported \$3.4 billion in smart grid project grants to help prime the pump, the emergence of the "smart grid" is being touted as capable of producing huge benefits, from distributed energy generation from a variety of sources to energy consumption management to maximize efficiency, all while reducing costs. Yet few fully understand the true meaning of how information technology can be integrated in to power generation and distribution, and how it will deliver energy more efficiently.

Peter is the Chief Energy Economist of ARC Financial Corporation, one of the world's leading energy investment firms. His background in geophysics, economics and finance, combined with his entrepreneurial spirit, helped him rise from the trenches of hands-on oil exploration fieldwork to become an internationally recognized, top-ranked expert in energy matters.

Come hear a special presentation from Peter Tertzakian followed by a discussion with our distinguished panel exploring the future of information technology in the clean tech revolution.

The Panel:

- Jim Fulton, Jr., Partner, Cooley Godward Kronish LLP
- Leon Grekin, Director, Customer Business Transformation, Voice Technology Group, Cisco Systems
- Peter Tertzakian, Chief Energy Economist and Director, ARC Financial Corporation

Moderator: Dale Edmondson, Director, Palo Alto Area Bar Association

When: Wednesday, January 27

6:00 – 7:00 pm: Networking and Business Showcase

7:00 – 8:15 pm: Panel discussion and Q/A

8:15 – 8:30 pm: Additional networking

Location: Cooley Godward Kronish LLP, 3175 Hanover Street, Palo Alto, CA 94304

Register at <http://www.acteva.com/booking.cfm?bevaaid=196453> for the PAABA discount.

Pre-registered Rates (All Rates Include Hors D'oeuvres):

PAABA discounted rate: \$29

Pre-registration closes at 9 PM the day before of the event

Walk in Rates Add \$10.00 to listed price

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Seating is limited, so early registration is recommended to avoid disappointment on the day.