



## A Smart Grid for Oregon

Smart Grid Oregon is a trade association that will enable, promote, and grow the smart grid industry and infrastructure in the State of Oregon.

An effective smart grid doesn't happen on its own. Whether you and your organization build, use, advocate for, or directly benefit from the smart grid, your membership in Smart Grid Oregon will help Oregon's smart grid industry grow and prosper. Your involvement in Smart Grid Oregon will also help make Oregon one of the nation's leaders in realizing the many exciting possibilities the smart grid holds for our collective energy future.

As a trade association, Smart Grid Oregon has two major goals:

- **Advocacy/public policy.** Smart Grid Oregon will work with smart grid stakeholders to craft and advocate for effective public policies that promote and grow Oregon's smart grid industry and infrastructure.
- **Business promotion/networking.** Through informational events, conferences, and other forums, Smart Grid Oregon will be a catalyst for smart grid entrepreneurs and leaders to meet, interact, compare notes, and work together to grow and promote the industry in Oregon and the Pacific Northwest.

To our knowledge, Smart Grid Oregon is the first state smart grid trade association in the U.S. While our initial focus will be Oregon, Smart Grid Oregon will seek other appropriate opportunities and partners within the Pacific Northwest and beyond to expand our reach and promote the smart grid.

## Why join Smart Grid Oregon?

For years, Oregon has been a model for effective conservation and renewable resource use. Smart Grid Oregon's intent is to advance Oregon's smart grid industry to achieve the same prominence. Rapid progress is happening in the Northwest. For example, this past January, Battelle NW received an \$88 million grant from the U.S. Department of Energy for smart grid initiatives with BPA and other partners. In addition to abundant hydropower, burgeoning wind and solar industries, and a long-standing conservation ethic, Oregon and the Pacific Northwest are home to a growing number of companies and organizations dedicated to fostering smart grid technologies.

Smart Grid Oregon will help participants capitalize on this remarkable foundation and accelerate the smart grid industry's growth and reach. Virtually every other state and region hopes to do the same; through an effective Smart Grid Oregon trade association, Oregon and the Northwest have a genuine chance for regional and national leadership.

For more information,  
call or email:

**Ashley Henry**  
[ashley@smartgridoregon.org](mailto:ashley@smartgridoregon.org)  
(503) 866-9191

### What is the smart grid?

The smart grid is the application and networking of technologies and strategies to make the electricity system more reliable, more efficient, and less costly. The smart grid empowers consumers to actively manage their energy use, and allows the optimal integration and use of conservation and renewable energy resources to reduce fossil fuel reliance and greenhouse gas emissions. In short, the smart grid is the "brain" at the center of Oregon's energy future.

## Benefits and Activities

Founding members of Smart Grid Oregon have already begun to influence Oregon state smart grid policy, presenting ideas to the 2010 Interim Legislative Session and becoming visible with the Oregon Congressional Delegation. A Policy Committee is working to craft specific policy proposals for Board approval, followed by presentation to the Governor, state lawmakers, the Oregon Public Utility Commission (PUC), and other local, state, and federal officials.

Benefits of membership include:

- Actively participate in timely and important discussions to help drive new Smart Grid – friendly policies and business opportunities;
- Directly influence and shape key policy decisions affecting the Smart Grid, at the local, state and federal levels;
- Meet and network with key decision-makers and potential business partners;
- Help raise awareness, visibility, and support among citizens, elected officials, and key business leaders for Smart Grid initiatives that benefit all of us.

Smart Grid Oregon is planning a series of events to bring industry leaders together for educational and networking purposes.

## Initial Board

Smart Grid Oregon’s board, which is currently in formation, will eventually consist of approximately 25 smart grid entrepreneurs, service providers, and business leaders, as well as non-profit organizations and educators dedicated to the growth and promotion of Oregon’s smart grid industry. The board is balanced so that it consists of no more than 50% industry representatives; no more than 20% utility representatives; and no more than 15% from service providers, and the education/non-profit sector, respectively.

An initial board of approximately 20 members will serve for the first six months, after which elected board members will serve staggered terms of 1-2 years.

## Join Smart Grid Oregon Today

*The annual membership is company or organization-based, with five distinct categories of membership based on the number of Oregon employees. Your membership and active involvement in Smart Grid Oregon will play a critical role in making our events and policy agenda successful. We hope you are able to join. Smart Grid Oregon is a recently formed, nonprofit corporation applying for tax-exempt status under IRC 501 (c) (6). For more information contact Ashley Henry at ashley@smartgridoregon.org.*

Company Name: \_\_\_\_\_ Contact Name at Company: \_\_\_\_\_

Industry Type: \_\_\_\_\_ Email: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Phone: \_\_\_\_\_

**Mail or Fax completed form to:** Smart Grid Oregon; 111 SW 5th Avenue, Suite 120; Portland, OR 97204 FAX: (503) 228-5411

Category/Size	Industry	Utilities	Service Providers	Education	Non-Profit/Government
1-15	\$250	\$250	\$500	\$2500	\$250
16-100	\$1000	\$1000	\$2000	\$2500	\$250
101-500	\$2500	\$2500	\$5000	\$2500	\$250
500+	\$5000	\$5000	\$5000	\$2500	\$250

## Smart Grid Oregon Information

- Smart Grid Definition and Summary
- Smart Grid Oregon Overview
- Smart Grid Oregon Legislative Agenda

*To download this information, visit [www.smartgridoregon.org](http://www.smartgridoregon.org)*

## Board Members

*Through October 15, 2010*

Lisa Adatto	Michael Jung
Joe Barra	Phil Keisling
George Beard	James Mater
Angus Duncan	Roby Roberts
Tom Foley	Dexter Turner
Robert Frisbee	Carolyn Vogt
Roy Hemmingway	Bryce Yonker
Mike Hoffman	