



# MEDIA KIT

## CONTENTS:

- [Fast Facts](#)
- [FAQs](#)
- [Press Releases](#)
- [Who Attends – view here](#)

---

**On-Line:** <https://HawaiiEnergyConference.com>  
Program: <https://hawaiienergyconference.com/program/>  
Facebook: [hienergyconference](#)  
Twitter: [@HIenergyconf](#)  
[#HEC2020](#)

**Contact:** **Frank De Rego, Jr.**  
Vice Chair, Conference Program Committee; Director of Business Development  
Projects, Maui Economic Development Board  
1305 North Holopono Street, Suite 1, Kihei, HI 96753  
Office: 808-270-6807    Mobile: 765-430-3816  
Email: [frank@medb.org](mailto:frank@medb.org)    Website: [www.medb.org](http://www.medb.org)

**Location:** Online – Live Stream event

**Event Date:** July 30, 2020

**Registration:** Recognizing the importance of these issues across the globe, and as a Mahalo (Thank you) for all those who have supported the Conference in the past, admission for this three-hour event is free.

# FAST FACTS



**History:** The Hawai'i Energy Conference (HEC) brings together regional and national experts on energy policy, strategies, leadership and innovation. The first conference was held in 2014 to explore the challenges and opportunities in our nation's transition from fossil fuels to renewable energy.

Participation has grown from 281 participants the first year to 413 in 2019. Typically, 25% of attendees are from outside of Hawaii.

## 2019 Attendance



**2020 HEC:** The COVID-19 pandemic led to the cancellation of the in-person March 2020 event and the 7th Hawaii Energy Conference will now be online exploring the theme: **Imagining a Just Recovery. What would that look like for the grid?**

The three-hour presentation will feature keynotes and panels with a robust discussion of how the energy sector can and should respond to our current challenges by creating a “just” electrical grid.

The Hawai'i Energy Conference understands our energy systems do not exist in a vacuum. COVID-19 has laid bare the stark reality of pre-existing inequalities in our society. The elderly, the poor, and minorities have suffered tremendously in the pandemic's wake. Peaceful, sometimes violent, forms of protest make it painfully evident that an equitable or just recovery is the only path forward to heal our communities.

Not everything is bad news. The planet experienced an unexpected respite from air pollution, and a slowdown in carbon loading to the atmosphere. But the lessened impact to our ecosystem came at an extraordinary economic cost. As we move forward, what strategies will policy makers and regulators use to achieve results that benefit broad swaths of society? How will utilities and companies in the energy sector contribute?

## FAST FACTS – continued



**Presenters:** This event is presented by **Maui Economic Development Board** supported by the **County of Maui Office of Economic Development**.

The Maui Economic Development Board (MEDB) is a 501(c)(3) not-for-profit corporation established in 1982 with a mission to diversify Maui County's economy, building pathways to innovation, jobs and opportunity for our residents. Through partnerships with the public and private sector, MEDB undertakes projects that assists growth industries with navigating and thriving in our county, educates and trains residents for new careers, and engages our community in forums that determine future economic directions.

The Office of Economic Development is Maui County's center for advocacy for business development and entrepreneurship for all sectors of our economy. They are dedicated to creating synergy from government to the private sector in Energy, Agriculture, Tourism, Culture and Arts, Film, Workforce Development, and Business Development; and are a catalyst for diversifying Maui's economy.

### Program

**Committee:** **Caroline Carl** | Deputy Director, Hawaii Energy  
**Colton Ching** | Senior Vice President, Planning & Technology, Hawaiian Electric  
**Frank De Rego Jr.** | Vice Chair, Conference Program Committee; Director of Business Development Projects, Maui Economic Development Board, Inc.  
**Alex De Roode** | Energy Commissioner, Office of Economic Development County of Maui  
**William Giese** | Executive Director, Hawaii Solar Energy Association  
**Jonathan Koehn** | Senior Sustainability Policy Advisor, City of Boulder  
**Doug McLeod** | Chair, Conference Program Committee; Member, DKK Energy Services, LLC  
**Jennifer Potter** | Commissioner, Hawaii Public Utilities Commission  
**Tricia Rohlfing** | Vice President of Finance, Hawaii Pacific Solar

## **FAST FACTS** – continued



### **SPONSORS: CHAMPION**

Hawaii Clean Power Alliance  
Hawaii Natural Energy Institute  
Ulupono Initiative

### **STAKEHOLDER**

Hawaii Energy  
Hawaiian Electric

### **ADVOCATE**

Powin Energy  
Progression Hawaii Offshore Wind

### **SUPPORTER**

174 Power Global  
Burns & McDonnell  
Dudek  
Elemental Excelsior  
Greenlots  
Kauai Island Utility Cooperative  
Opus One Solutions  
Par Hawaii

# FAQS



## **What can attendees expect from a virtual presentation?**

The live stream presentation will use the BigMarker platform which will show the videos of the presenters. Participants will be able to engage via chat, Q & A and polling features. There will also be an online “Conference” site for the registrants to view the agenda, the sponsors and fellow attendees. Attendees can connect with each other and with sponsors.

## **Why does this conference happen on Maui?**

It is no coincidence that this conference is held on the island of Maui. Maui is already a locus for major energy initiatives. The island has attracted leading national and international energy players, and leads the nation with the highest density of EV usage, and is among the highest in the nation per capita for PV installations. Renewable energy accounts for more than 30% of total energy usage on Maui.

In 2019, the name was changed from Maui Energy Conference to Hawaii Energy Conference to reflect what it has always been, the premier Energy Conference in Hawaii focused on statewide interests as seen through the prism of national and international developments in energy.

## **What can we learn from these types of energy conversations?**

At the inaugural 2014 conference, more than 200 recognized policy makers from state and federal government and the private sector gathered to talk candidly about the country’s changing energy landscape and its implications for power utilities and consumers. The conference has since grown in scope, and size, and expects to welcome over 20% of its audience from international and U.S. mainland points. Past conference presentations and summary reports are found at: <https://hawaiienergyconference.com/proceedings/>

## **Will the conference be recorded for those who cannot attend live?**

Yes. Maui Economic Development Board (MEDB) will be recording the conference proceedings for broadcast beyond the live presentation.

# # #

# MEDIA RELEASES - VIRTUAL



Contact: Frank De Rego, Jr., Maui Economic Development Board, Inc.  
Ph: 808-270-6807 / Email: frank@medb.org

## FOR IMMEDIATE RELEASE

### 2020 Hawaii Energy Conference goes Virtual

*KIHEI, Maui, Hawaii – June 24, 2020*– A new date, a new program and an online venue has been set for the 2020 Hawaii Energy Conference. Presented by Maui Economic Development Board (MEDB) and supported by the County of Maui Office of Economic Development, the live stream presentation will explore the theme “Imagining a Just Recovery. What would that look like for the grid?”

The in-person event was postponed mid-March, just one week before the scheduled date, due to the escalating risks and ongoing uncertainty surround COVID-19. Alternative presentation methods were explored to continue the important discussions around equity and energy in 2020.

The Hawaii Energy Conference understands our energy systems do not exist in a vacuum. COVID-19 has laid bare the stark reality of pre-existing inequalities in our society. The elderly, the poor, and minorities have suffered tremendously in the pandemic’s wake. Peaceful, sometimes violent, forms of protest make it painfully evident that an equitable or just recovery is the only path forward to heal our communities.

Not everything is bad news. The planet experienced an unexpected respite from air pollution, and a slowdown in carbon loading to the atmosphere. But the lessened impact to our ecosystem came at an extraordinary economic cost. As we move forward, what strategies will policy makers and regulators use to achieve results that benefit broad swaths of society? How will utilities and companies in the energy sector contribute?

"This Program is a free three-hour event designed to give a sample of what the discussion is like at the leading energy conference in Hawaii," said Doug McLeod, Conference Chair. "Scott Seu, the new President and CEO of Hawaiian Electric will begin the live stream discussion at 9am HST. Those joining us will hear what he and the other speakers have to say as part of our discussion of a Just Recovery."

Commissioners from four states will engage in a live discussion on how the pandemic has changed the priorities for Public Utility regulation across the West. Hawaii PUC Commissioner, Jennifer Potter, will moderate the discussion with Clifford Rechtschaffen (California), Mark Kolesar (Alberta) and Mark Thompson (Oregon).

The Executive Director of the Hawaii Solar Energy Association, Will Giese, will lead another panel discussion on how jobs in solar and other parts of the “clean” energy sector can contribute to a Just Recovery.

Rachel James, Attorney with the Hawaii PUC, will lead a panel titled “Develop with Us, Not for Us.” This panel will welcome both policy and pragmatic perspectives centered on how to design and develop WITH and not just FOR communities. Panelists will discuss how societal harms exacerbated by ill-informed energy development can be remedied through co-creative clean energy design.

The final panel will explore “Leadership towards a Just Grid”. Jonathan Koehn, Chief Sustainability and Resilience Officer for the City of Boulder will lead a discussion on the big opportunities that can arise from big issues. How can we use the pain from the last few months to create a grid that works for more of society?

With the Hawaii Energy Conference going virtual it is anticipated to attract a bigger and broader audience than its traditional base of energy industry leaders from Hawai’i, Continental US, Japan and Europe. The conference serves to exchange ideas on how to better serve customers in the Islands’ rapidly changing energy environment.

Recognizing the importance of these issues across the globe, and as a Mahalo (Thank you) for all those who have supported the Conference in the past, admission for this three-hour event will be FREE. This is a unique opportunity to hear from a industry leader and innovators.

For information on how to register and other details, visit:  
[www.hawaiienergyconference.com](http://www.hawaiienergyconference.com).

###

**PHOTO**



**CAPTION:** Scott Seu, President and CEO of Hawaiian Electric, will speak at the Live Stream 2020 Hawaii Energy Conference

# MEDIA RELEASES – PRE-MARCH

Contact: Frank De Rego, Jr., Maui Economic Development Board, Inc.  
Ph: 808-270-6807 / Email: frank@medb.org

## FOR IMMEDIATE RELEASE

### **Equity and Electrification to be explored at the 2020 Hawai'i Energy Conference**

*KIHEI, Maui, Hawaii – November 7, 2019* – The 7<sup>th</sup> annual Hawai'i Energy Conference will explore the timely issues of beneficial electrification and the design of an equitable energy transition. The dates are March 18 and 19, 2020. Presented by the Maui Economic Development Board (MEDB) and supported by the Mayor's Office of Economic Development, the Hawai'i Energy Conference is the leading energy conference in the islands and brings together regional and national experts on energy policy, strategies, leadership and innovation.

Participants will take a deep dive into how electrification can be “beneficial”. As more functions are served by electricity, demand for electricity will rise. This opens pathways for more deployment of renewable generation, which supports the sort of ambitious decarbonization goals that state legislatures throughout the nation are enacting.

“Keynote and panel presenters will attempt to answer a number of questions regarding the benefits, challenges, and practical limits of electrification”, said Doug McLeod, Conference Chair. “How can this concept have meaning so that ‘beneficial’ does not become another throwaway word like ‘clean’ or ‘green’? How does beneficial electrification differ from low cost energy and ideas of what is just?”

Given the wildfire issues affecting the West, will there be the same access to electricity for those who cannot afford microgrids or DERs? Can an electrified system be more resilient and efficient? What are the alternatives to electrification?

When exploring equity, the conference will consider how we can break through economic, cultural and linguistic barriers to ensure that we have an energy system that works for everyone. Where should we invest and put equity into equity? What does an equitable energy transition look like? Is it possible to create a transition that respects local cultures, is socially just, and protects our most vulnerable?

“These topics are not unique to Hawai'i,” says Frank De Rego, Jr., Director of Business Development Projects at MEDB and Program Committee Vice-Chair. “Whether someone lives on an island or not, they will benefit from participating in the conversation to explore pathways to creating an equitable, resilient energy system of the future.”

The HEC consistently attracts energy industry leaders from Hawai'i, the Mainland, Japan and Europe to exchange ideas on how to better serve customers in the Islands' rapidly changing energy environment. Participants can take advantage of the ample networking time and have access to the leading experts in the state.

Registration for the March event, held at the Maui Arts and Cultural Center in Kahului, will be launched in December. For more information please visit:  
[www.hawaiienergyconference.com](http://www.hawaiienergyconference.com)

###

## PHOTOS

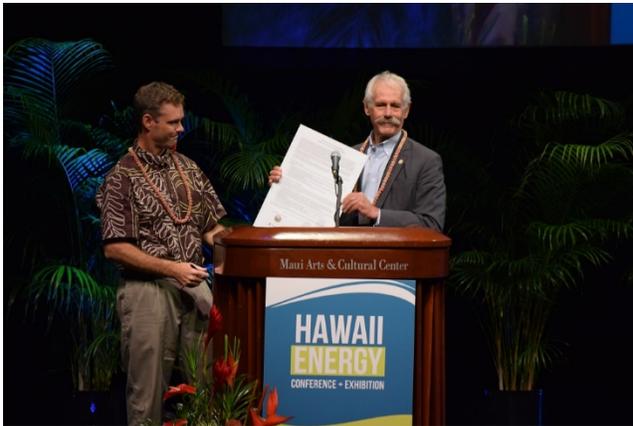
Photo credit for all images: Maui Economic Development Board

*If you require higher resolution images, please email [annette@medb.org](mailto:annette@medb.org)*



### PHOTO 1-Caption

Energy industry leaders participated in a panel at the 2019 Hawaii Energy Conference L to R: Abigail Anthony, Rhode Island PUC; Michael Picker, President of the California PUC; Governor David Ige; Jennifer Potter, Hawaii PUC; with moderator Matthew McDonnell, Navigant Energy Practice.



### PHOTO 2 - -Caption

The 2019 Hawaii Energy Conference featured an MOU signing with PUC's of Hawaii and California. L to R: James Griffin, Chairman Hawaii PUC; Michael Picker, President California PUC

Contact: Frank De Rego, Jr., Maui Economic Development Board, Inc.  
Ph: 808-270-6807 / Email: frank@medb.org

## **FOR IMMEDIATE RELEASE**

### **Newly appointed President of Hawaiian Electric to Speak at 2020 Hawaii Energy Conference**

*KIHEI, Maui, Hawaii – January 20, 2020*– Scott Seu, the new President and CEO of Hawaiian Electric Company, will be the featured speaker at the Hawaii Energy Conference on March 19, 2020. The conference will take a deep dive into how electrification can be “beneficial” and what is required to design an equitable energy transition.

In a “Conversation with Scott Seu,” he will share his views on the direction of Hawaiian Electric – including how the company will effectively modernize the electrical grid to meet the state’s 100% renewable energy portfolio standards by 2045 and the outreach necessary to balance the needs of a diverse customer base, particularly the most vulnerable in our community.

Outgoing president Alan Oshima remarked on the transition in leadership in a recent statement by Hawaiian Electric, “We have the plans in place to significantly reduce greenhouse gas emissions and our use of fossil fuels over the next decade and with his unique experience in operations and working with the community, I know Scott is the right person to get it done. This leadership transition ensures that our pace continues accelerating toward our clean energy goals.”

Seu has also helped lead the company’s resilience initiatives, focusing on community awareness and building stronger relationships with key public and private stakeholders. Hawaiian Electric was named “Utility of the Year” for 2019 by Utility Dive, a leading energy industry publication.

“Growing up in Hawaii and in the company, I feel a profound sense of duty to help chart the course for our future generations,” Seu said. “This is a critical time in our state’s clean energy transformation and as I talk to people it’s clear that there are many different visions of the best way forward. That means our work isn’t just about technology, but about pulling together as a community to collaborate and understand the choices we can make. I am humbled and honored to serve our community, our customers, and our employees as the next leader of Hawaiian Electric.”

Presented by Maui Economic Development Board in collaboration with the County of Maui Office of Economic Development, the 7<sup>th</sup> Annual Hawaii Energy Conference will explore the theme “Electrification and Equity.” The program includes keynote speakers, panel discussions and case studies.

Panel topics include:

- Defining Beneficial Electrification. What Would an Equitable Energy System Look Like?
- Who Benefits from Beneficial Electrification? Making It Real for Renters
- Resilience – How to Apply Principles of Equity

- Moving Beyond “Cost-Benefit” And Valuing Non-Monetary Benefits
- Project Siting for Utility Scale Projects – How Can We Meet Demands for Just and Equitable Impacts?
- Inclusive Efficiency – How to Benefit Different Groups
- The Equity in Equity: An Investing Panel

and more.

The conference consistently attracts energy industry leaders from Hawai‘i, Continental US, Japan and Europe to exchange ideas on how to better serve customers in the Islands’ rapidly changing energy environment. Participants can take advantage of the ample networking time and have access to the leading experts in the state.

Early Bird rates for the Conference expire on January 31, 2019. This is a unique opportunity to hear from an industry leader and innovator.

For information on how to register and other details, visit:  
[www.hawaiienergyconference.com](http://www.hawaiienergyconference.com).

###

#### **PHOTO**



**CAPTION:** Scott Seu, President and CEO of Hawaiian Electric, will speak on Day 2 at the 2020 Hawaii Energy Conference

Contact: Frank De Rego, Jr., Maui Economic Development Board, Inc.  
Ph: 808-270-6807 / Email: frank@medb.org

## **FOR IMMEDIATE RELEASE**

### **Keynote speaker, MOU Signing and more at the 2020 Hawaii Energy Conference**

*KIHEI, Maui, Hawaii – February 10, 2020*– The Director of Energy Strategy, Research and Development for Sacramento Municipal Utility District (SMUD), Rachel Huang, will be the Keynote speaker for the 7<sup>th</sup> Annual Hawaii Energy Conference (HEC) on Day 1. Presented by Maui Economic Development Board (MEDB), the two-day conference is on March 18 & 19 at the Maui Arts and Cultural Center.

The HEC will take a deep dive into how electrification can be “beneficial” and what is required to design an equitable energy transition. SMUD, a nonprofit power company, is on the forward edge of power-grid technology, successfully integrating distributed renewable-energy resources into its energy mix.

In her role at SMUD, Huang oversees the development of strategy for new business models, demonstrations, and evolution of utility functions in the face of an increasingly distributed energy future. Her responsibilities include the development of the strategic roadmap for distributed energy resources, the research and demonstration of innovative and emerging technologies, and the coordination of their execution across the enterprise.

Jennifer Potter, member of the Hawai‘i Public Utilities Commission, observed, “Rachel Haung hired me at SMUD 10 years ago as a demand side specialist. Under her leadership, I developed a deep understanding of what it means to provide outstanding service our community thorough programs and services developed for every customer, in every sector. She is a beacon of light for our industry.”

Huang also serves on the board for the Consortium for Energy Efficiency (CEE) and represents Region 6 on the American Public Power Association’s Demonstration of Energy & Efficiency Development (DEED) Program Board.

“For more than a decade, Rachel Haung has been a thought leader for customer focused programs and services,” remarked Frank De Rego Jr, Vice Chair of the Conference and MEDB’s Director of Business Development Projects. “She has led numerous teams at SMUD that have developed innovative solutions that streamline interconnection practices for DERs, advanced programs that provide services to underserved communities, and effectuated SMUD’s research and development DER activities.”

The HEC program will also feature a signing of a Memorandum of Understanding (MOU) with California on climate change. “Hawaii will be the sixth state to join the Western Public Utility Commissions’ (PUC) Joint Action Framework on Climate Change,” said Potter. The MOU affirms a commitment to ensure that investor-owned utilities operate in a manner that protects human health and safety, the environment, and ratepayers from risks related to carbon pollution.

James Griffin, Chairman of the Hawaii PUC will be joined on stage by Clifford Rechtschaffen, Commissioner for the California PUC, for the formal signing of the MOU. Rechtschaffen will also speak on a panel titled 'Catching up with the Commission. Hawaii PUC Initiatives such as Performance Based Regulation.' Moderated by Potter, the other two panelists will be Cara Goldenberg of the Rocky Mountain Institute and Mark Kolesar, Chair of the Alberta PUC.

Other confirmed speakers on the program include: Governor David Ige; Scott Seu, President of Hawaiian Electric; Jenna Tatum, Director, Building Electrification Initiative; Nate Hix, Founder, Living Wage Hawaii; Nicole Velasco, NORESO and Murray Clay of Ulupono Initiative.

Panels on electrification will answer the questions -- What are the benefits, challenges, and practical limits of electrification? Given the wildfire issues affecting the West, will there be the same access to electricity for those who cannot afford microgrids or DERs? Can an electrified system be more resilient and efficient? What are the alternatives to electrification?

Regarding equity, panels will explore what does an equitable energy transition look like? How can we break through economic, cultural and linguistic barriers to ensure that we have an energy system that works for everyone? Where should we invest and put equity into equity? Is it possible to create a transition that respects local cultures, is socially just, and protects our most vulnerable?

"I enjoy the lively debates among panelists," said Tricia Rohlfing, 2020 HEC Program Committee member and Vice President of Finance at Hawaii Pacific Solar. "I can recall one particular panel discussing the future of battery storage where panelists had very different takes on how that might look. Those differing opinions are important for everyone to hear and contemplate, especially those setting policy."

The conference consistently attracts energy industry leaders from Hawai'i, Continental US, Japan and Europe to exchange ideas on how to better serve customers in the Islands' rapidly changing energy environment. Participants can take advantage of the ample networking time and have access to the leading experts in the state.

The Hawaii Energy Conference is supported by the County of Maui Office of Economic Development and Sponsors: Hawaii Clean Power Alliance, Hawaii Natural Energy Institute and Ulupono Initiative; Hawaii Energy; Hawaii State Energy Office; Hawaiian Electric, Johnson Controls, Powin Energy; 174 Power Global; Burns & McDonnell; Carbon Lighthouse; Kauai Island Utility Cooperative, Opus One Solutions and Society of Petroleum Engineers.

For information on how to register and other details, visit:  
[www.hawaiienergyconference.com](http://www.hawaiienergyconference.com).

###

**PHOTO**



CAPTION: Rachel Huang, Director of Energy Strategy, Research and Development for Sacramento Municipal Utility District (SMUD), will be the keynote speaker at the 2020 Hawaii Energy Conference



CAPTION: The 2019 MOU signing between California and Hawaii committing to 100-percent clean-energy goals. L to R: James Griffin, Chairman Hawaii PUC; Michael Picker, President California PUC

Contact: Leslie Wilkins, Maui Economic Development Board, Inc.  
Ph: 808-875-2300/ Email: leslie@medb.org

## **FOR IMMEDIATE RELEASE**

### **2020 Hawaii Energy Conference Postponed**

*Kihei 3/13/20* - With the ongoing uncertainty surrounding COVID-19 and the escalating risks, the decision has been made to postpone the 7th Annual Hawaii Energy Conference. Presented by Maui Economic Development Board (MEDB) and supported by the County of Maui Office of Economic Development, the Hawaii Energy Conference was scheduled for next week, March 18 and 19 at the Maui Arts and Cultural Center.

The conference team had been closely monitoring the main advisories from national, state and local sources as well as input from our major stakeholders. The concerns of speakers and attendees, both local and travelling (from Continental USA, Canada and Australia), were all taken into consideration.

“Our highest priority is the health and wellbeing of our community and conference attendees and we believe postponing is the best option.” said Leslie Wilkins, President and CEO of MEDB. “We express our thanks to the hard work of the Program Committee in putting together the conference and appreciate the speakers who were committed to coming to Maui to join in the important discussions around electrification and equity.”

The program was to explore the timely topics of beneficial electrification and the design of an equitable energy transition.

A new date will not be set until more is known about the impact of the virus on Hawaii.