

# 9TH HAWAII ENERGY CONFERENCE

10 & 12 May, 2022 | VIRTUAL

## PRESS KIT

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- ✓ Who Attends

**On-Line:** <https://HawaiiEnergyConference.com>  
Program: <https://hawaiienergyconference.com/program/>  
Facebook: [hienergyconference](https://www.facebook.com/hienergyconference)  
Twitter: [@HIenergyconf](https://twitter.com/HIenergyconf)  
[#HEC2022](https://twitter.com/HIenergyconf)

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**Location:** Virtual – online using EventCadence platform

**Event Date:** May 10 & 12, 2022

# FAST FACTS

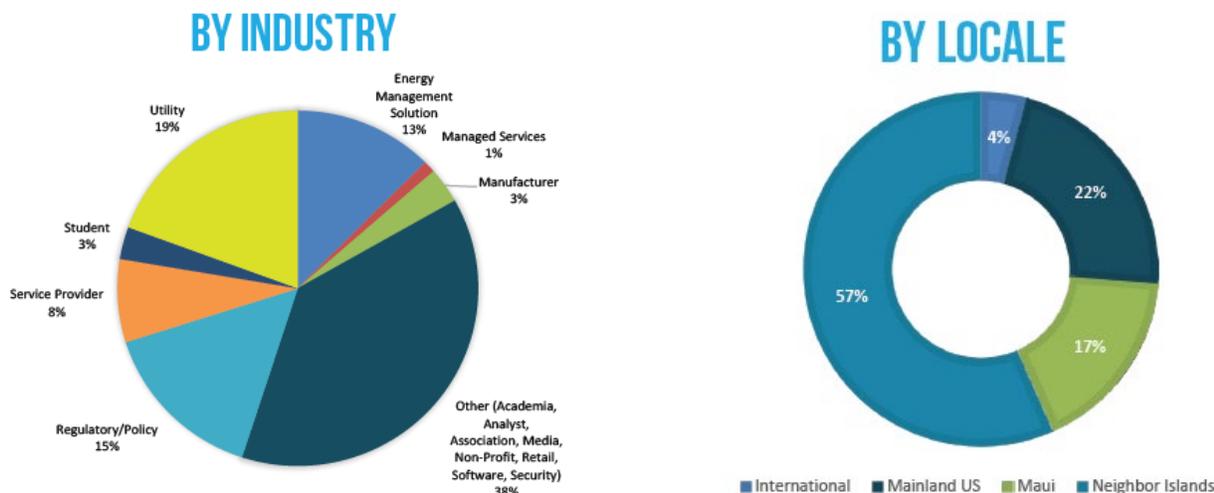


## History

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. In 2020 the conference went virtual due to COVID-19 extending our reach and increasing attendance to 649.

## 2021 Attendance



## 2022 HEC

### ***Electrification: Where are we now? What does the future hold?***

The 9th Annual Hawaii Energy Conference revisits the challenges of electrifying the grid and transportation – current successes, potential pitfalls, and future opportunities.

There is no doubt that the push to Electrification will affect our way of life.

A study by Princeton University predicts that by 2050 electrifying transport and buildings could double the amount of electricity consumption in the U.S. Amy Myers Jaffe, a research professor at Tuft's University, boldly declares in the Wall Street Journal, "The electrification of (almost) everything is coming, and we're just not ready for it."

Our communities will need to develop disciplined, proportional responses to the challenges Electrification poses. Strategies for energy efficiency and the equitable distribution of Electrification's benefits must balance building capacity for increased consumption.

## FAST FACTS - continued



Join us at the Hawaii Energy Conference for a two-day discussion that will review the issues surrounding electrification with the following thoughts in mind:

- How do we define “electrification” and is it the same everywhere?
- How are the community’s needs and concerns being addressed as the infrastructure for electrification become more prevalent?
- How is resilience being brought into the equation of electrification?
- What has been and will be the impact of COVID-19 on customers of the utility?
- What should the climate goals of electrification be – net zero carbon, net negative carbon, or zero emissions?
- What is the role of hydrogen in electrification? ...and more

### 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.

# FAST FACTS - continued



## Program Committee

**Colton Ching** | Senior Vice President, Planning & Technology, Hawaiian Electric

**Frank De Rego Jr.** | Co-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

**Jacqui Hoover** | Co-Chair, Conference Program Committee; Executive Director and COO Hawaii Island Economic Development Board (HIEDB); and President Hawaii Leeward Planning

**Jonathan Koehn** | Chief Sustainability & Resilience Officer, City of Boulder

**Doug McLeod** | Chair, Conference Program Committee; Member, DKK Energy Services, LLC

**Robert "Rocky" Mould** | Executive Director, Hawaii Solar Energy Association

**Tricia Rohlfig** | Vice President of Finance, Hawaii Pacific Solar

**Maria Tome** | Managing Director, Energy Efficiency and Renewable Energy, Hawaii State Energy Office

## MAHALO TO 2022 SPONSORS

### Champion

HNEI

### Partner

Hawaiian Electric  
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### Stakeholder

Kauai Island Utility Cooperative (KIUC)

### Advocate

Burns & McDonnell  
Elemental Excelsior  
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Hawaii Energy  
Hawaii Gas  
Innergex  
Progression Hawaii Offshore Wind  
Shifted Energy

### Supporter

AES

## What will be the focus of the 2022 Hawaii Energy Conference?

The 2022 Conference will explore the theme Electrification: Where are we now? What does the future hold? Topics include:

- Electrification and Battery Storage
- The Impact of the Pandemic on Electrification programs
- Electrification and Carbon: It's a Math Problem
- Electrification and Hydrogen
- Electrification and Aviation: An Update
- Electrification and The Cost of Resilience: Are we prepared?
- The Community and Electrification

## Who are the keynote speakers?



**Commissioner Abigail Anthony, Rhode Island PUC**, will open the Hawaii Energy Conference on May 10

Abigail Anthony was appointed by Governor Gina Raimondo to the Rhode Island Public Utilities Commission in 2017. Commissioner Anthony is currently the Chair of the Commission on Energy Resources and the Environment of the National Association of Regulatory Utility Commissioners and the President of the Board of the New England Utility Cybersecurity Integration Collaborative. Previously, Commissioner Anthony was the director of Acadia Center's Grid Modernization and Utility Reform Initiative, and the organization's Rhode Island director. During her time as director of Acadia Center, she was appointed by Governors Carcieri and Chafee to the Rhode Island Energy Efficiency and Resource Management Council, where she served from 2010 to 2017 overseeing the implementation of the state's energy efficiency programs and policies.

Commissioner Anthony holds a PhD in Environmental and Natural Resource Economics from the University of Rhode Island. She received her MA and BA in economics from the University of Montana. Commissioner Anthony is a lifelong Rhode Islander and lives in Jamestown with her husband and three sons. Abigail is especially devoted to serving as the president of the congregation of Temple Shalom, in Middletown, Rhode Island.

## FAQS - continued



**Amy Meyers Jaffe, Research Professor and Managing Director of the Climate Policy Lab at the Fletcher School of Tufts University, will speak on Day 2 Hawaii Energy Conference**

Amy Myers Jaffe is Research Professor and Managing Director of the Climate Policy Lab. She was formerly the David M. Rubenstein Senior Fellow for Energy and the Environment and Director of the Program on Energy Security and Climate Change at the Council on Foreign Relations.

A leading expert on global energy policy and sustainability, Jaffe previously served as senior advisor for sustainability at the Office of the Chief Investment Officer at the University of California, Regents and as executive director for energy and sustainability at University of California, Davis where she led research on low or zero carbon fuels and transportation policy. Jaffe has taught energy policy, business, and sustainability courses at Rice University, University of California, Davis, and Yale University. Jaffe is widely published, including as co-author of *Oil, Dollars, Debt and Crises: The Global Curse of Black Gold*, with Mahmoud El-Gamal.

Her book *Energy's Digital Future: Harnessing Innovation for American Resilience and National Security* is published by Columbia University Press. She is chair of the steering committee of the Women in Energy Initiative at Columbia University's Center on Global Energy policy.

A frequent media commentator, Jaffe serves on the leadership council of the U.S. Association of Energy Economics and holds a Senior Fellow award from that organization for her career contributions to the field of energy economics.

Jaffe is a member of the Global Future Council on Net Zero Transition at the World Economic Forum (Davos).

### **What other activities will the Hawaii Energy Conference feature?**

In addition to panels and keynotes, the conference will feature interviews including short 'insight' videos to highlight Hawaii energy initiatives.

There will also be a virtual exhibit hall with sponsors able to showcase their products or services through documents and/or videos. The virtual platform will be available up to a week prior and allows for exhibitors and attendees to chat and to set up 1-on-1 virtual meetings to provide the invaluable networking that the conference is known for.

## **FAQS** - continued

### **Why is this conference presented on/by Maui?**

Maui is 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. Hawaii is among the highest in the nation per capita for PV installations. Renewable energy accounts for more than 50% 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. The conference went virtual in 2020 in response to COVID-19 and is looking to forward to welcoming attendees back to Maui in 2022.

### **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/>

### **How is the conference reaching out to customers, who cannot attend this conference live?**

Maui Economic Development Board (MEDB) will be recording the conference proceedings for future broadcast on the conference website.

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# HAWAII ENERGY CONFERENCE PRESS RELEASES *(latest to earliest)*

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

## FOR IMMEDIATE RELEASE

### Keynote speakers announced for 9<sup>th</sup> Annual Hawaii Energy Conference

*KIHEI, Maui, Hawaii, April 19, 2022* –The 9<sup>th</sup> Annual Hawaii Energy Conference will feature two keynote speakers to headline each of the days of May 10 and 12 as it explores the theme “Electrification: Where are we now? What does the future hold?” The conference will open with Abigail Anthony, Commissioner, Rhode Island Public Utilities Commission speaking to the topic “When Tradewinds Blow: Maintaining Course during the Energy Transition.”

Commissioner Abigail Anthony is currently the Chair of the Commission on Energy Resources and the Environment of the National Association of Regulatory Utility Commissioners and the President of the Board of the New England Utility Cybersecurity Integration Collaborative. Previously, she was the director of Acadia Center’s Grid Modernization and Utility Reform Initiative, and the organization’s Rhode Island director. During her time as director of Acadia Center, Anthony was appointed to the Rhode Island Energy Efficiency and Resource Management Council, where she served from 2010 to 2017 overseeing the implementation of the state’s energy efficiency programs and policies.

On Day 2, Amy Myers Jaffe, Research Professor and Managing Director of the Climate Policy Lab at the Fletcher School of Tufts University will address the conference. Jaffe boldly declared recently in the Wall Street Journal, “The electrification of (almost) everything is coming, and we’re just not ready for it.”

A leading expert on global energy policy and sustainability, Jaffe previously served as senior advisor for sustainability at the Office of the Chief Investment Officer at the University of California, Regents and as executive director for energy and sustainability at University of California, Davis where she led research on low or zero carbon fuels and transportation policy. Jaffe has taught energy policy, business, and sustainability courses at Rice University, University of California, Davis, and Yale University.

Widely published, Jaffe is the author of “Energy’s Digital Future: Harnessing Innovation for American Resilience and National Security” and is co-author of “Oil, Dollars, Debt and Crises: The Global Curse of Black Gold.” She is chair of the steering committee of the Women in Energy Initiative at Columbia University’s Center on Global Energy policy and a member of the Global Future Council on Net Zero Transition at the World Economic Forum (Davos).

Presented by Maui Economic Development Board (MEDB) and supported by the County of Maui Office of Economic Development, the Hawaii Energy Conference will be virtual and in addition to the keynotes will feature panel discussions, interviews and exhibits over the two days.

The program includes a conversation with Shelee Kimura, newly-appointed President and CEO of Hawaiian Electric. Shelee previously served as senior vice president of Customer Service & Public Affairs and senior vice president of Business Development & Strategic Planning. She provided leadership for the company’s customer care initiatives through the COVID-19 pandemic and economic downturn, making equity and access a top priority while improving customer satisfaction and stakeholder engagement. She led the development of Hawaiian Electric’s 2015- 2020 Strategic Transformation Plan. During that period, she strengthened and grew the Hawaii market for affordable, clean energy resources and launched the electric transportation division, which will play a critical role to help decarbonize Hawaii’s economy.

Panel topics to be explored over the two days are:

- Electrification and Battery Storage

- The Community and Electrification
- Electrification and Energy Efficiency
- Electrification and Transportation
- Electrification and Carbon: It's a Math Problem
- Systemic Shocks and the Changing Pace of Electrification
- Electrification and the Cost of Resilience: Are We Prepared?

A study by Princeton University predicts that by 2050 electrifying transport and buildings could double the amount of electricity consumption in the U.S.

“There is no doubt that the push to Electrification will affect our way of life,” stated De Rego. “Electrification demands attention, among other things, to upgrading the grid, working out a reasonable and responsive regulatory framework, and responding to community needs and concerns.”

The virtual venue will be open up to a week in advance, encouraging attendees to network to connect and build important relationships prior to, during and after the conference. They will be able to visit the virtual exhibit hall where companies showcase their products and services and can connect with attendees via chat or video.

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

Reference: Princeton Study <https://www.princeton.edu/news/2020/12/15/big-affordable-effort-needed-america-reach-net-zero-emissions-2050-princeton-study>

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## PHOTO



CAPTION: Commissioner Abigail Anthony, Rhode Island PUC, will open the Hawaii Energy Conference on May 10



CAPTION: Amy Myers Jaffe, Research Professor and Managing Director of the Climate Policy Lab at the Fletcher School of Tufts University, will speak on Day 2 Hawaii Energy Conference



CAPTION: A Conversation with Shelee Kimura, President and CEO, Hawaiian Electric will feature on Day 2

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## **FOR IMMEDIATE RELEASE**

### **Hawaii Energy Conference returns virtually to explore Electrification**

*KIHEI, Maui, Hawaii, February 22, 2022* – Amy Myers Jaffe, a research professor at Tuft’s University, boldly declared in the Wall Street Journal, “The electrification of (almost) everything is coming, and we’re just not ready for it.” The 9<sup>th</sup> Annual Hawaii Energy Conference will explore the theme “Electrification: Where are we now? What does the future hold?” as it revisits the challenges of electrifying the grid and transportation – current successes, potential pitfalls, and future opportunities.

Presented by Maui Economic Development Board (MEDB) and supported by the County of Maui Office of Economic Development, the conference will again be virtual and will feature keynotes, panel discussions, interviews and exhibits over two days – May 10 and 12.

The concept of electrification usually refers to a loosely defined slogan – the “electrification of everything,” explained Frank De Rego, Jr., Director of Business Development Projects, MEDB, and Co-Chair of the Program Committee. “In essence, electrification means all the energy we rely on to power our homes, offices, industries, and transportation will eventually come from electricity. For a growing number of states in the U.S. that energy must be produced by 100% clean, renewable sources by a date certain – for Hawaii it’s the year 2045.”

Electrification has created the potential for new technologies associated with the production and use of hydrogen as an alternative fuel source and has necessitated innovations in battery storage for utilities and transportation. Electrification also demands attention, among other things, to upgrading the grid, working out a reasonable and responsive regulatory framework, and responding to community needs and concerns.

“There is no doubt that the push to Electrification will affect our way of life,” stated De Rego. “A study by Princeton University predicts that by 2050 electrifying transport and buildings could double the amount of electricity consumption in the U.S.”

He continued, “Our communities will need to develop disciplined, proportional responses to the challenges Electrification poses. Strategies for energy efficiency and the equitable distribution of electrification’s benefits must balance building capacity for increased consumption.”

The two-day discussion will review the issues surrounding electrification with the following thoughts in mind: How do we define “electrification” and is it the same everywhere? How are the community’s needs and concerns being addressed as the infrastructure for electrification become more prevalent? How is resilience being brought into the equation of electrification? What has been and will be the impact of COVID-19 on customers of the utility? What should the climate goals of electrification be – net zero carbon, net negative carbon, or zero emissions? What is the role of hydrogen in electrification? ...and more

With in-person gatherings still impacted by COVID-19, the virtual presentation allows the energy industry leaders from Hawaii, the Continental U.S., Japan and Europe to continue to exchange ideas on how to better serve the community in today’s rapidly changing power generation and delivery environment.

The conference will also include a virtual exhibit hall for companies to showcase their products and services and connect with attendees. The virtual venue will be open up to a week in advance, encouraging attendees to network to connect and build important relationships prior to, during and after the conference.

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

Reference: Princeton Study <https://www.princeton.edu/news/2020/12/15/big-affordable-effort-needed-america-reach-net-zero-emissions-2050-princeton-study>

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## PHOTO



CAPTION: Frank De Rego, Jr.(pictured right) Director of Business Development Projects, MEDB and Co-Chair of Conference Program Committee hosts the 2021 Hawaii Energy Conference with former Chair, Doug McLeod.



CAPTION: The 9<sup>th</sup> Hawaii Energy Conference will be virtual on May 10 and 12.