

If you are planning to attend the **Energy Storage North America conference** in San Jose at the end of this month, we would like to recommend you consider attending the **Customized Energy Solutions workshop on energy storage markets**.

**ESNA 2014 Pre-Conference Workshop:**

**“Valuing Energy Storage Services in U.S. Wholesale Market”**

**Tuesday morning, September 30, 2014 - 9:00 am -12:00 pm**

**Overview**

Grid scale energy storage has been described as the “next big thing” that some have projected to be a \$20 billion market by 2022. There is a growing consensus that energy storage will be essential to the integration of wind and solar renewable energy.

This workshop will review the present and changing markets for energy storage applications in the North American ISOs and RTOs.

**What You Will Learn**

- Wholesale electricity markets in US
- The variety of markets open to storage today
- Emerging applications and markets for storage
- Insights on the influence of state and federal regulators, grid operators
- A practical case study on how the same service can be much different in each of the ISOs/RTOs

**Agenda**

- 1) Introduction and overview
- 2) Energy Storage Applications and FERC Orders
- 3) FERC Order 794 – potentially creating a new market for storage
- 4) PJM markets
- 5) ERCOT markets and their significant market changes
- 6) CAISO markets and the CPUC mandates
- 7) NYISO markets and the potential changes mandated by the NYPSC
- 8) MISO markets
- 9) SPP, ISONE markets
- 10) Case Studies - Frequency Regulation Modelling

**Workshop Presenters**

**Jacqueline M. DeRosa, Director of Regulatory Affairs - West  
Customized Energy Solutions, Ltd.**

As the Director of Regulatory Affairs for Customized Energy Solutions, Jacqueline works with organizations who are integrating new technologies into the wholesale markets. Prior to

joining Customized Energy Solutions, she worked for the California ISO in the areas of market design and account management. She has also managed energy assistance programs for USAID, and worked in project development for an independent power producer. She began her career at FERC.

**Bill Capp, President,  
Grid Storage Consulting**

Bill Capp, President Grid Storage Consulting Bill founded Grid Storage Consulting, LLC in 2012. GSC Provides expertise to utilities, grid operators and equipment manufacturers interested in improving the operation of electrical systems with advanced energy storage systems and understanding markets for grid storage based services. Before founding GSC, he was President and CEO of Beacon Power Corporation for 10 years. He led the development of Beacon's flywheel energy storage technology while simultaneously working with the FERC, grid operators, and public service commissions to create the market for energy storage based frequency regulation.

**Mike Berlinksi, Senior Consultant  
Customized Energy Solutions, Ltd.**

Mike joined Customized Energy Solutions as a Senior Consultant in 2014. Mike assists clients with market intelligence, analysis, and consulting on energy storage and emerging technologies. He has experience in bringing new energy storage projects online, including developing operating strategies, and has assisted with the operational and financial management of projects. Previously, Mike was Manager of Regulatory Affairs at Beacon Power and was very active in promoting rules for energy storage.

**Raj Chintapalli, Senior Energy Consultant  
Customized Energy Solutions, Ltd.**

Raj joined Customized in August 2004. In his current role, Raj covers ongoing developments in the policies and rules of the Ontario Electricity Markets. Raj is involved in developing analytical models for evaluation of market potential for emerging technologies including energy storage, and optimization of multiple value streams for these technologies in various competitive markets. Raj has been involved in development of the Compressed Air Energy Storage optimization tool using Analytica as the decision support platform.