



E.V. ROAD MAP 3

Leading the Charge in 2011-2012

The next two-years will be a pivotal time in automotive history when a range of electric vehicles from a growing number of manufacturers enter the market. Meanwhile; significant clusters of charging infrastructure will become operational.

Portland State University and Portland General Electric; in partnership with the Portland International Auto Show; the Columbia Willamette Clean Cities Coalition; and the Oregon Department of Energy; are pleased to invite you to *E.V. Road Map 3*.

DATE; TIME AND PLACE

Friday; January 28; 2011 from 8:00 a.m. to 4:30 p.m.
Oregon Convention Center; 777 N.E. MLK Blvd.; Portland; Oregon

THE PROGRAM

- 8:00 a.m. Welcome
- 8:10 *Acting in Time: The Case for Transportation Electrification*
Jim Piro; President & CEO; Portland General Electric &
Wim Wiewel; President; Portland State University
- 8:30 *Let's Cut the 'OPEC Tax'*
Video message from The Hon. Jeff Merkley; U.S. Senator;
Oregon
- 8:45 *The Impending Dominance of the Electric Car and Why America Must Take Charge!*
Jim Billmaier; Charge Northwest
- 9:30 *Break*
- 10:00 *International E.V. Round Up: 2010 in Review; 2011 in Preview*
Panel with Charlie Allcock; PGE (moderator); Toshio Hirota; Visiting Professor; Waseda University &
Joachim Taiber; Clemson University International Center for Automotive Research
- 10:45 *Fleet Electrification Road Map*
Sam Ori; The Electrification Coalition
- 11:10 *Using Virtual EV Test Drive to Model Personal and Community-Level E.V. Opportunities*
Laura Schewel; Virtual Vehicle Company
- 11:30 *Leading the Charge in 2011-12: Capturing and Converting Your Good Ideas Into Action*
The Hon. Jeff Cogen; Chair; Multnomah County Commission & Chair; Oregon Transportation Electrification
Executive Council
- 11:50 *Lunch*
- 12:15 p.m. *Revenge of the Electric Car*
Chris Paine
- 1:15 *Breakout Sessions: Mobility Apps; Charging Infrastructure 2.0; Smart Grid and EVs; Urban Car of the Future;*
Public Information Campaign; Drive Oregon and Economic Development (including Ecotourism); Strategic
Partnerships; Electrifying the Fleet--Urban Freight and Service Vehicles; Cabs; Busses; Rental Cars; Zipcars
- 3:45 *Plenary Session: Reports and Leading Recommendations*
- 4:30 *Adjourn*



REGISTER TODAY!

Space is limited! Register online at <https://foundation.pdx.edu/way2go/>! Fee is \$89 with lunch; beverage service; and free admission to the Portland Auto Show! Information contact is George Beard (gbeard@pdx.edu) at 503-772-0222.