



HISPANICS IN ENERGY

Hispanics In Energy

2017 California-Mexico Clean Energy Summit Energizing & Engaging Latinos

September 5-6, 2017 – Sacramento, CA 95814

CONSULATE GENERAL
OF MEXICO
SACRAMENTO



PRO México
Trade and Investment

Tuesday – Sept 5 – UC Davis Energy Efficiency Center
Wednesday – Sept 6 – CA Museum – 1020 O Street, Sacramento





HISPANICS IN ENERGY

Mission

Hispanics In Energy (HIE) is a community-driven, non-profit organization designed to facilitate Hispanic inclusion in America's energy industry. It is a resource for the energy industry, utility companies, municipalities, elected or appointed officials with oversight responsibility of energy related policies and practices, and communities on comprehensive energy matters pertaining to:

- Public Policy (Legislative and Regulatory)
- Governance (Corporate Board and Officers)
- Employment (Jobs and Workforce)
- Procurement (Supplier Diversity)
- Philanthropy (Community Contributions)
- Customer Service and Marketing (Language Access)

MEMBERSHIP BENEFITS

Individual Benefits

- Network with energy-focused individuals and organizations from top executives to community advocates to academia
- Become involved in energy policy issues affecting the Hispanic and other diverse communities.
- Increase your energy literacy and engagements
- Discover opportunities in today's energy sector
- Grow your professional and leadership capacities.

Corporate Benefits

- Eligible to attend and participate in HIE meetings
- Company logo and link to HIE website
- VIP access to all HIE events and activities
- Eligible for appointment to participate in committees or ad hoc projects
- Access to information concerning HIE issues, services and projects
- Listed in the annual HIE membership directory
- Discounts for HIE Events



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AGENDA

TUESDAY SEPTEMBER 5th



Meeting Location for Shuttle: Consulate General of Mexico, 2093 Arena Blvd, Sacramento CA 95834

1:45 PM Corporate Shuttle Departure for **Tour UC Davis Energy Efficiency Center**

(Tour begins at 2:30 PM - 1605 Tilla Street, Suite 100, Davis, CA)

This tour provides participants with an overview of the latest technological innovations in:

- Lighting Technology
- Water Energy Efficiency
- Energy Economics
- Innovation and Entrepreneurship
- Plug-in Hybrid & Electric Vehicle Research
- Policy for Energy, Environment and Economy
- International Technologies
- Western Cooling Efficiency Center

2:30 PM Meet at **CA Lighting Technology Center** for a tour of our R&D facilities (633 Peña Drive, Davis, CA 95616 – parking is free).

3:15 PM Travel to **West Village** (1605 Tilla Street, Davis, CA 95616 – parking is free behind the building in the spots labeled “WV Staff parking”).

3:30 PM Welcome and overview of **Energy Efficiency Center** and the Institute of **Transportation Studies**.

4:00 PM Tour of West Village, **Honda Smart Home** visitors center, **Western Cooling Efficiency Center**.

5:00 PM Shuttle back to Consulate General in Sacramento, 2093 Arena Blvd.

WEDNESDAY SEPTEMBER 6th

Location: California Museum, 1020 O Street, Sacramento, CA 95814

- 7:30 AM Registration
- 8:00 AM Continental Breakfast
- 8:30 AM Opening Remarks
José L. Pérez, Chairman & CEO, Hispanics In Energy / Publisher of Latino Journal
About Hispanics In Energy – Purpose & Mission
Liliana Ferrer, Consul General of México in Sacramento
About Mexico and California's Clean Energy Endeavors
- 9:00 AM **Olman J. Valverde, Esq., Olman Valverde Law Firm**
About the California Mexico Memorandum of Understanding (MOU)
- 9:15 AM **Panel I – Status of California Mexico Memorandum of Understanding (MOU) / Megatrends of Clean Energy in California/Mexico**
The California Mexico Clean Energy Memorandum of Understanding (MOU) signed in 2014. What does it mean? What is the status of its implementation? What role does this MOU have in business, jobs and environment with the energy strategies being employed by both sides?
- Moderator: **Emilio Camacho, Esq.**, Advisor, California Energy Commission
Panel Members:
Hermann Tribukait, Ph.D., Managing Partner at Arminius Partners and Mexico Energy R&D Funds
Michael McNeil, Energy/Environmental Policy Research Scientist/Engineer Lawrence Berkeley National Laboratory
Roberto Bayetti, Director of Security, Architecture, Quality Assurance and Model Management, California Independent System Operator (CAISO)
Benjamin Finkelhor, Executive Director, UC Davis Energy Efficiency Center
- 10:30 AM Break
- 10:45 AM **Panel II - California Mexico Clean Energy Joint Opportunities, Business and Community Perspectives**
Community, business and government engagement can lead to greater regional cooperation and improved air quality results. What opportunities present themselves in business, community and government? How can California help Mexico achieve its 35% clean energy goal by the year 2024?
- Moderator: **Ruben Smith**, Managing Partner at Alvarado Smith
Panel Members:
Fred Sotelo, Chief Operating Officer of Global Source Energy
Ruben Guerra, Latin American Regional R20 Representative: Regions of Climate Action
Mario C. López, Manager of External Affairs, IENova

12:30 PM	Keynote Speakers on the Future of Clean Energy in California and Mexico Introductions by: José L. Pérez, Chairman & CEO, Hispanics In Energy Silvia Aldana, Manager, Federal Affairs, Pacific Gas & Electric Clean Energy Trends in Mexico Dennis Arriola, Senior Executive Vice President, Sempra Energy Mr. Arriola serves as Senior Executive Vice President of Corporate Strategy and External Affairs for Sempra Energy. The California Mexico Collaboration and its Importance to the Future of Clean Energy Commissioner David Hochschild, California Energy Commission Mr. Hochschild, a long-time champion of renewable energy with an emphasis on solar energy, and once served as a member of the San Francisco Public Utilities Commission. From Public Service to Clean Energy Entrepreneur The Honorable Cruz Bustamante, Former Lt. Governor of California
1:30 PM	• Break
1:45 PM	Panel III: California Clean Energy Programs, Policies and Latino Engagement California leaders are engaging in innovation to make a difference in the clean energy space. What are some key projects and actions taking place in California? Moderator: The Honorable Manny Diaz, Former Assembly Member/Manny Diaz & Associates Panel Members: Antonio Ortega, Government Affairs & Communications Officer, Imperial Irrigation District Joseph Ávila, Staff Assistant to the Manager, Los Angeles Department of Water & Power Emily White, Sr. Representative of Community Relations at Pacific Gas & Electric
2:45 PM	Panel IV: Investment in Innovation, Mexico-California Collaboration Mexican and California clean energy goals create outstanding opportunities for innovation, development and building of projects that promote clean energy. What are some of those and what is the challenge to get them executed? Moderator: Azul Ogazón, Deputy Trade Commissioner, ProMéxico Panel Members: Pablo Otin, Vice President, Emerging Markets, 8minuteenergy Renewables Arturo Alemán, Consultant, NopaliMex Butch Salazar, Associate, Roy McAlister Technology
3:45 PM	Complimentary Tour of California Museum
5:00 PM	Program Ends

DISTINGUISHED PRESENTERS



Silvia Aldana is Manager of Federal Affairs at California's largest dual commodity gas and electric utility, Pacific Gas and Electric Company, a subsidiary of the PG&E Corporation. In Washington DC, Ms. Aldana is responsible for managing relations with U.S. Congressional members, industry trade associations, and guiding outreach strategy to a broad based portfolio of national stakeholder groups spanning the business, multicultural, women, and consumer markets. Ms. Aldana's career at PG&E has included work in a wide variety of PG&E operations including, Marketing, Energy Efficiency, Customer Service, Corporate Communications, and General Services. She serves on the Board of the Congressional Hispanic Leadership Institute, Director on the Board of the Congressional Hispanic Caucus Institute and a Board Member of the National Energy Utility and Affordability Coalition. She is also a Founding Member of the Congressional Black Caucus Institute



Arturo Alemán is a consultant for Nopalimex in Mexico, the world's first cactus-powered plant. He is an eclectic community leader within the Latino and Native American community with more than 50 years of community activism. He is immediate past president of United Latinos, a vibrant organization promoting civic action. Mr. Alemán worked for the state of California in many capacities including as a Governor's Appointee. He is an expert in Equal Opportunity Employment and has also conducted diversity studies for energy organizations. He manages his own consulting firm in "Building Organizational Capacity" and is dedicated to ensuring a just and equal opportunity society on a global scale.



Dennis Arriola is Senior Executive Vice President of Corporate Strategy and External Affairs, and Chief Sustainability officer for Sempra Energy, a San Diego-based Fortune 500 energy services holding company whose subsidiaries provide electricity, natural gas and value-added products and services. The Sempra Energy companies' more than 16,000 employees serve approximately 32 million consumers worldwide. Mr. Arriola oversees Sempra Energy's long-term strategy review, as well as communications, government relations, regulatory and international affairs activities, and corporate social responsibility. Previously, he served as chairman, president and CEO of Southern California Gas Company (SoCalGas), one of Sempra Energy's regulated California utilities. Mr. Arriola spent most of the past 22 years in a broad range of leadership roles for the Sempra Energy companies. He served as president and chief operating officer of SoCalGas beginning in 2012, until he was promoted to CEO in 2014.



Joseph Ávila is Staff Assistant to the General Manager of the Los Angeles Department of Water and Power, providing advice to executive management on a wide array of legislative, policy, and business operations issues affecting the nation's largest municipally owned utility. Mr. Ávila possesses extensive public and private sector experience analyzing and effectively communicating complex technical issues with specific expertise project in a variety of areas including energy policy and legislative expertise, strategic communications and public affairs



Roberto Bayetti, Director of Security, Architecture, Quality Assurance and Model Management at the California Independent System Operator (CAISO), has thirty-seven years of professional experience in the energy industry: Head of the National Control Center; SIEMENS Control Center Operations; Consultant for KEMA DNV on Control Centers, Smart Grid, Department of Energy, and Market systems. He currently is the Director of Security, Architecture, Quality Assurance and Model Management at CAISO), he also works with Baja California Norte as they examine their potential participation in CAISO's Western Energy Imbalance Market.



Cruz Bustamante, former Lieutenant Governor of the State of California, is currently president of Cruz M. Bustamante & Associates, LLC, a business and governmental consulting firm providing business development, strategic, procurement, organizational, legislative, budgetary and regulatory consulting services. The range of clients includes: foreign and US companies expanding in the US market, municipal governments, school districts, urban run-off, land-use, solar development, environmental research, energy efficiency and tribal governments. As Lt. Governor from 1999 to 2007, Mr. Bustamante was the only Latino in California to be elected to statewide office in the 20th century. He served as Chair of the California Economic Development Commission; created 12 international trade offices throughout the world.



Emilio Camacho, Esq. is Chief of Staff to Commissioner David Hochschild at the California Energy Commission. He manages renewable energy, research and development of technology, energy efficiency, and power plant siting, and oversees all legal, legislative and policy matters, and administrative functions. Emilio also serves as an Advisor to Chair Robert B. Weisenmiller on California-Mexico Issues and agreements, including the California-Mexico Energy MOU. Mr. Camacho served as an Attorney at the California Office of the Legislative Counsel, providing legal advice in the areas of energy, environmental law, public utilities, water law, and public resources.



Manny Diaz is President of Diaz & Associates, a government relations firm. Mr. Diaz is an accomplished former state legislator with expertise in legislative and regulatory policies, Manny provides effective advocacy on behalf of his clients. His specialties include state/local policies and regulatory issues pertaining to environmental, air and water quality, energy and utility regulation, transportation, education, labor and workforce development, infrastructure and economic development, insurance, high tech, small business development among other critical issues of these times



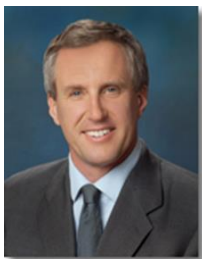
Liliana Ferrer, Consul General of Mexico in Sacramento, has been a Mexican Career Foreign Service Officer since 1992. She previously served as the Deputy Chief of Mission at the Mexican Embassy in Paris and was Head of Section of Political and Border Affairs at the Mexican Embassy in Washington D.C. where she also served as Congressional Affairs Officer. Ms. Ferrer spent a year at Harvard University as a Fellow at the Weatherhead Center for International Affairs doing research on lobbying in the United States. In Mexico City, Ms. Ferrer has served as: Spokesperson for the Ministry of Foreign Affairs; Special Advisor to the Undersecretary of Economic Affairs and International Cooperation; and as Director of United States Bilateral Relations. She has also been commissioned at the Mexican Consulates in San Diego and Los Angeles as Consul for Economic, Political and Mexican Community Affairs, and in Guatemala City as Mexico's Deputy Consul General.



Benjamin Finkel is Executive Director of the UC Davis Energy Efficiency Center (EEC). Prior to joining the EEC, he served in a variety of roles within the clean technology sector, including director of business development for a local clean-energy start-up company, interim executive director for CleanStart (a Sacramento-based business incubator supporting local clean energy technology ventures and entrepreneurs), and as a clean-tech analyst for the private equity arm of the California Public Employees' Retirement System (CalPERS). Mr. Finkel holds a master's degree in business administration from the University of California, Davis Graduate School of Management and earned an emphasis in corporate environmental management through the Bren School at University of California, Santa Barbara. He received his undergraduate degree from University of California, San Diego.



Ruben Guerra is Chairman and CEO of the Latin Business Association, the nation's largest Latino business trade organization. Mr. Guerra travels throughout the US and internationally coordinating trade pacts, such as the historic agreement with the City of Suzhou, China, and those with numerous cities and states in Mexico and the Honduras. Mr. Guerra is well-known in the California and national political scene, advocating with legislators for increased access to business opportunities for all Latino entrepreneurs. He is Vice Chairman of the California Water Coalition, which is promoting the California Water Bond supporting the state's water infrastructure. He is a member of several major California Utility and Small Business Advisory Boards. An entrepreneur himself, Mr. Guerra founded Municipal Energy Solutions, which specializes in LED lighting and renewable energy projects, and RG Design and Construction..



David Hochschild was appointed by Governor Jerry Brown to serve as a Commissioner on the California Energy Commission in February, 2013. He fills the environmental position of the five-member Commission where four of the five members, by law, are required to have professional training in specific areas – engineering or physical science, environmental protection, economics and law. Commissioner Hochschild's career has spanned public service, environmental advocacy and the private sector. He first got involved in the solar energy field in 2001 in San Francisco where he launched a citywide \$100 million initiative to put solar panels on public buildings. He later co-founded the Vote Solar Initiative, a 60,000 member advocacy organization promoting solar policies at the local, state, and federal level. He served as executive director of a national consortium of leading solar manufacturers and worked for five years at Solaria, a solar company in Silicon Valley. In 2007-2008, he served as a commissioner at the San Francisco Public Utilities Commission.



Michael McNeil is an Energy/Environmental Policy Research Scientist/Engineer at Lawrence Berkeley National Laboratory (LBNL). Michael joined the Energy Efficiency Standards Group at LBNL in 1999. His work at the lab has focused on analysis of environmental and financial impacts of energy efficiency policies. Michael has contributed to projects supporting the development of Standards and Labeling in developing countries. His international projects have included programs in India, Uruguay, Brazil, Mexico and Central America. In addition to energy efficiency standards and labeling, Michael's work has included analysis of impacts of efficiency research and development in California and voluntary whole-building efficiency programs. He has contributed to research in bottom-up forecasting of global energy consumption as part of the Lab's Global Energy Demand Collaborative since 2005.



Azul Ogazón Gómez is the head of the Mexican Trade and Investment Commission (ProMexico) for Northern California, Hawaii, Utah and Wyoming. She has been Director of Trade and Investment to the Office of ProMéxico, as well as a Consultant to the Trade and Investment Division of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). She previously worked as a Researcher at Asia Pacific Economic Cooperation (APEC). Azul holds a Master of Public Policy from the Lee Kuan Yew School of Public Policy at the National University of Singapore; postgraduate studies on International Cooperation and Development from the United Nations University; and a bachelor degree in Economics from Centro de Investigación y Docencia Económicas (CIDE), Mexico.



Antonio Ortega is the government affairs & communications officer at the Imperial Irrigation District. He is responsible for coordinating the district's government affairs programs and activities to deliver maximum value from IID's water and energy resource portfolio. To this end, he promotes IID policies, programs and initiatives through liaison, communication, coordination and interaction with federal, state and regional governmental and legislative agencies. Prior to joining the district, Mr. Ortega served as senior field representative for Assemblyman V. Manuel Pérez and has also worked in the State Capitol as a legislative aide for Assemblyman Hector de la Torre and Senator Abel Maldonado. Mr. Ortega is a graduate of the University of California at Riverside, having earned a bachelor's degree in sociology in 2006.

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Pablo Otin, Vice President of Emerging Markets, has developed over 2+ GW of renewable projects in Europe and the US, and pioneered development of solar PV projects in Mexico, Puerto Rico and Panama. Pablo joined 8minutenergy after serving as Country Manager for Gestamp Solar in North America, and as adviser for several institutions in the renewables field. In his prior role Pablo was responsible for all operations in the US for Gestamp Solar, which included 11 operational projects and a 1+ GW solar pipeline. Previously, Pablo held senior roles at Allco Finance Group (AFG:ASE), where he played a key role in setting up one of the first solar investment funds in Europe. He also has experience in wind power development, having worked at BP Alternative Energy (NYSE:BP) and Gamesa Energía. (BME:GAM).



José L. Pérez is co-founder, Chairman and CEO of Hispanics In Energy, and also chairman and CEO of the California Utilities Diversity Council (CUDC), which he co-founded in 2003. In 2008, he co-founded the National Utilities Diversity Council in New York City and in 2009, José was part of the key team that co-founded the California Asian Chamber of Commerce, serving as a member of the board for three years, where he provided his expertise on supplier diversity procurement. José is also founder and publisher of the Latino Journal (1996), and he served as president of the Sacramento Hispanic Chamber of Commerce in 2000 and as vice president for the California Hispanic Chambers of Commerce. José has a bachelor's degree in government from California State University, Sacramento and a certificate on corporate governance from the Graduate School of Business at Harvard University in Cambridge, MA.



Ruben A. Smith, Esq., is the Managing Shareholder of Alvarado Smith. He represents clients in a wide range of commercial, financial and real estate transactional matters in both the United States and internationally. Mr. Smith has represented leading oil and gas companies in the sale of refineries, pipelines, distribution facilities, service stations and related real property assets. He has extensive experience representing public and private entities and financial institutions in a wide array of real estate, land use, environmental, redevelopment, affordable housing, transportation, general corporate and regulatory matters in both the United States and internationally. He has represented various universities, community colleges, school districts, and charter schools. He also he served as the General Counsel for one of the largest school districts in California and served in the White House as Staff Assistant to the Special Assistant to the President for Hispanic Affairs.



Fred Sotelo has been a media entrepreneur for over 20 years. Shifting his focus into the emerging renewable technologies sector, he co-founded Global Source Energy (GSE) with Ret. Rear Admiral US Navy Jose Betancourt. GSE focuses on commercial program management services to government, military and the private sector. As Chief Operating Officer of Global Source Energy, Mr. Sotelo has the responsibility of all teams including Finance, Management and Marketing and Sales. His ability to integrate people and advance technology thorough strategic partnerships has proven to be one of his strongest assets. Mr. Sotelo has been part of the organizing of Hispanics In Energy since its inception five years ago and is a key member of the leadership of the organization.



Hermann Tribukait, Ph.D., is an economist with 20 years of experience in consulting, economic research, and investment banking, specialized in energy innovation and technology development. He is the Ambassador to North America of Mexico's Energy R&D Funds and Managing Partner at Arminius Partners. He has developed collaboration projects with leading research universities such as Harvard, MIT, Stanford, and UC. These projects include developing high-efficiency organic solar cells and a \$10 million dollar initiative to finance energy efficiency technology projects, launched by the Ministry of Energy of Mexico and CONACYT. He has led projects for the Clean Energy Ministerial Meetings in Merida (CEM6), San Francisco (CEM7), and Beijing (CEM8), and for Mission Innovation (MI). Currently, Dr. Tribukait is the lead of the Clean Energy Materials Innovation Challenge of MI that aims to accelerate the discovery of high performance, low cost materials by 10x



Olman J. Valverde, Esq. is an experienced energy attorney and advises clients in matters related to acquisitions and divestitures, corporate transactions, land title issues, and dispute resolution. Representative matters include drafting and negotiating agreements for the purchase and sale of oil and gas leases and mineral properties; debt and equity financing for exploration and development projects; providing analysis regarding ownership of mineral rights; and litigation related to quiet title, breach of lease, and breach of financing agreements. Mr. Valverde's practice also includes advising senior management on general business transactions and risk management.



Emily White, Senior Representative of Community Relations, is a part of Pacific Gas & Electric's (PG&E's) California External Affairs team where she manages signature programs that advance STEM education and workforce opportunities for diverse and underserved youth across Northern and Central California. Previously, Emily served as the regional director for community engagement at the American Red Cross Northern California Coastal Region where she spearheaded initiatives that built safer, more resilient communities. Emily began her career managing youth entrepreneurship programs, including 2 years as a Peace Corps Volunteer in Nicaragua focused on small business development. Emily holds a sociology degree from Barnard College of Columbia University and lives in Berkeley with her husband and daughter.



Nancy Zarenda is Vice President and Co-founder of Hispanics In Energy. She is Vice Chair of the California Utilities Diversity Council (CUDC) and was a charter member of the National Utilities Diversity Council. In 2014, Ms. Zarenda was a key contributor to the US Department of Energy's first Spanish language energy publication, *Conocimiento de Energía*. She served as a subject matter expert for the California Public Utilities Commission (CPUC) on limited English-proficient consumer issues and led the development of the CUDC Language Access Principles that were adopted by the CPUC. Nancy is an accomplished specialist in language and education policy development and Spanish language instruction providing services to elected and appointed officials, utility and energy companies, law firms, private industries, education institutions and government agencies.



Mario C. López is External Affairs Manager for Sempra Mexico's IEnova in the CaliBaja Megaregion, which develops, builds and operates energy infrastructure in Mexico. IEnova was one of the first private companies to invest in the energy sector in Mexico following the reforms that opened the market for energy infrastructure development. Mr. López is also owner of The Border Group in San Diego, the first cross-border business consulting firm dedicated to promoting, enhancing and leveraging the unique advantages of the US-Mexico border.



Is Proud To Support Hispanics In Energy

***Hispanics In Energy Extends Sincere Appreciation and a
Special Thank You To Our
California- Mexico Clean Energy Summit Planning Team***

TEAM

EXECUTIVE COMMITTEE

José L. Pérez
Yúriko Garces Lee
Nancy Zarenda
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Beatrice Paloma Young
Pablo Gutiérrez
Fred Romero
Ricardo Magallon

MEMBERSHIP HIE

Summit attendees entitled to one year **complimentary membership** to Hispanics In Energy (HIE) – Apply at www.hispanicsinenergy.com

UPCOMING HISPANICS IN ENERGY EVENTS

Baltimore, MD – November 12, 2017– State of Hispanics in Energy Presentation Before the National Association of Regulatory Commissioners (NARUC).

Washington DC – February 12, 2018 – Energy Policy Summit – Reception honoring David M. Velásquez, CEO, Pepco Energy



Together We Have the Power To Build a Clean Energy Future

Modernizing the grid and using clean energy to power transportation will help California meet its climate and clean air goals.

**Edison International is proud to support the Hispanics in Energy
California Mexico Clean Energy Summit**

Energy for What's AheadSM



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HISPANICS IN ENERGY

**A Special Thank You to Our Partners for
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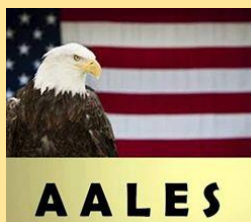
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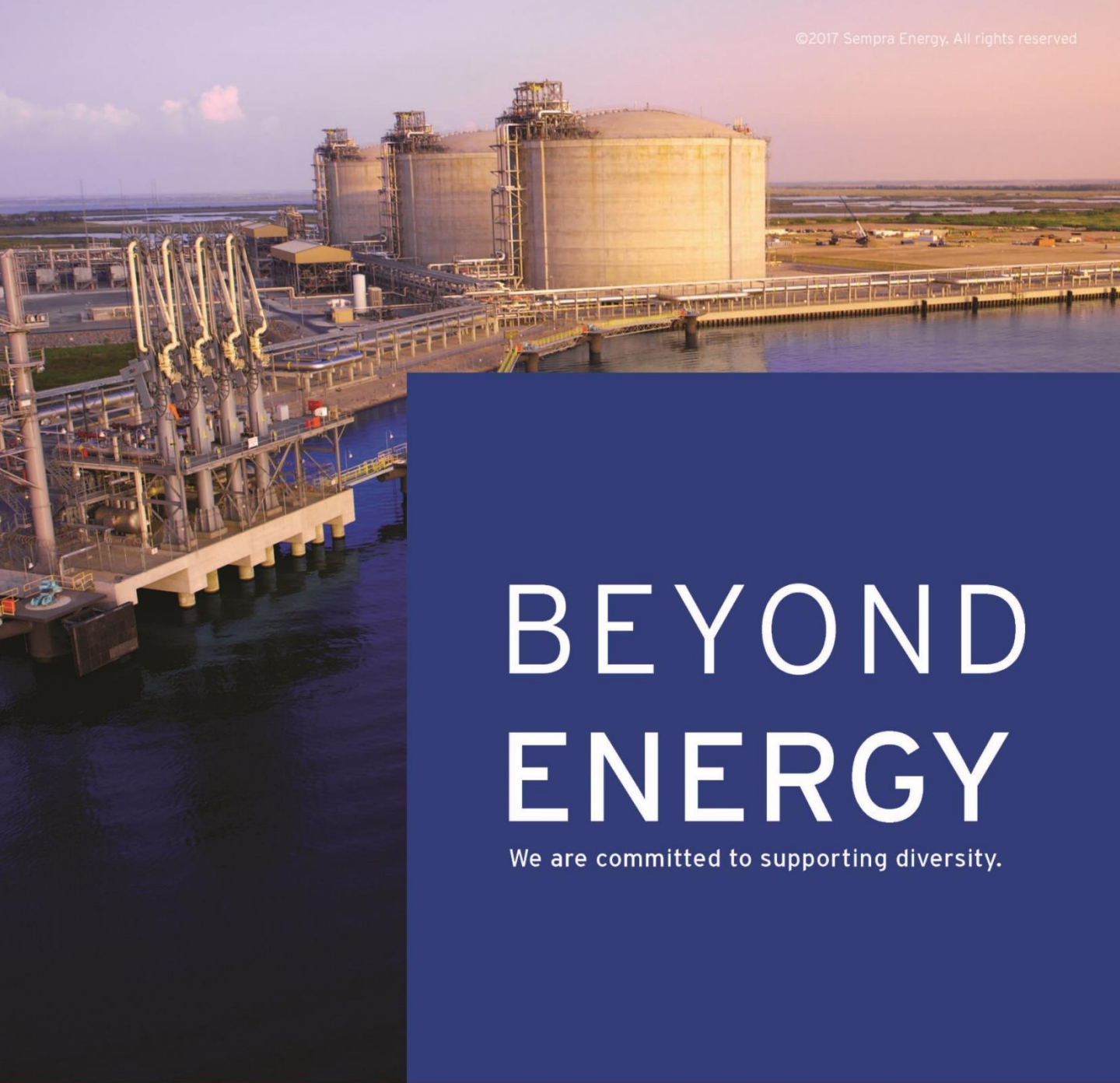
WSPA



Fighting global warming is a very cool thing

PG&E is committed to protecting our planet. So we help plant new forests. Use more fuel-efficient vehicles. And help our customers cut their energy use—and manage their bills. Because responding to this very hot issue can help us all keep our cool.





BEYOND ENERGY

We are committed to supporting diversity.



Diversity has the power to create dialogue and build compassion. We believe that diverse perspectives, cultures, and ethnicities create stronger communities. That's why we're proud to support Hispanics in Energy.



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