



5th Edition

April 22-24, 2025 • Northern California

V2G Business, Policy and Technology Forum

Addressing Challenges, Achieving the Potential of V2G

Call for Speakers – www.v2gforum.com

The V2G Forum has firmly established its role in bringing together experts in technology, regulatory, and industry leadership roles for neutral, objective focus on the issues facing vehicle-to-grid (V2G) deployment. With its dedicated prioritization to identify viable sector-wide solutions, the Forum includes in-depth business and technical presentations, as well as interactive panel discussions and stakeholder roundtable workshop sessions. The result is the open discussion of highly relevant topics, engaging experts and fostering collaborations which help deliver strategies aimed at effectively moving the industry forward in a unified manner.

April 2025 Theme: Policy, Regulatory and Business Models for V2G Success

In its 5th edition, the Forum will be hosted by Pacific Gas and Electric in Northern California on April 22-24, 2025. The event will focus on the current state of **policy and regulatory enablers** for V2G in North America. Prioritized focus areas include: What best practices are being advanced? Which states are leading the effort? What are the viable **compensatory business models** for Auto OEMs, energy market operators, utilities, aggregators, charging network operators, fleet owners, residential EV owners, etc.? What are the latest utility programs that are being implemented, and what have been the key findings? The Forum will also offer an overview of recent technology and standards progress in the V2G space, including recent pilots, programs and commercial deployments. Individuals interested in speaking should submit a proposal with the following information:

1. Type of session (30-min stand-alone, 60-90 min panel with multiple speakers, or 4-hour workshop)
2. Name of speaker(s), title, company, and contact information
3. Session abstract (150 words)
4. Biography and photo of speaker(s)
5. Bullet list of 3-4 Key Takeaway Points

Proposals should be emailed to speak@v2gforum.com by **Friday, January 10, 2025**

Topics to be addressed during the April Forum include:

- Enhancing customer experience and acceptance
- DOE perspectives panel
- Mapping the migration path from V1G to V2G
- Gap analysis and integration of competing industry standards
- Achieving end-to-end standards, certifications and interoperability for V2G
- Quantifying and communicating value of V2G to PUCs, utilities and customers
- Compensation mechanisms for customers
- Grid communication conformance standards
- Role of the aggregator in VGI fulfillment
- Vehicle to Home (V2H) requirements vs V2G/V2B
- Success stories from early PUC implementations
- Solidifying utility readiness for V2G
- Alignment of federal requirements to enable more predictable adoption of VGI programs
- Integrating the auto and utility cultures
- Establishing industry-aligned goals to enable adoption, speed up scaling and accelerate ROI
- Updates on the critical focus on V2G for medium and heavy duty vehicles
- The state of interconnection: Driving down costs, installation and operations issues
- Addressing regulatory and policy roadblocks
- California SB 59: Stakeholder perspectives on how the CEC could enable customer program participation
- Comparing V2G-AC vs V2G-DC vs split inverter models
- Achieving national requirements for V2G cybersecurity
- Optimizing VGI communications latency: speed, scaling and attractiveness of VGI for grid services

Program Committee

James Mater, Co-Founder and Director of Strategy, Smart Grid, **QualityLogic** (*Forum Chairperson*)

Viswanath Ananth, Senior Technical Leader, **EPRI**

Hawk Asgeirsson, Hawk Utility Consulting, Affiliated with Pacific **Northwest National Laboratory**

Frances Bell, Co-Founder & CPO, **Bidirectional Energy**

Andrew Cifala, Solution Architect - Smart Grid & Alternative Energy Technology, **Keysight Technologies**

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Alissa Harrington, Automotive and Charging Partnerships, **WeaveGrid**

Blake Evan Heidenreich, Strategic Advisor - Transportation Electrification, **Southern California**

John H. Holmes, Senior Principal Energy Advisor, **American Honda Motor Co., Inc.**

Philip Jones, Executive Director, **Alliance for Transportation Electrification (ATE)**

Elise Keddie, Ph.D., Lindahl Reed Inc; and Contractor, **U.S. Department of Energy**

Jaime Kolln, Senior Power System Engineer, **Pacific Northwest National Laboratory**

Nikoo Kouchakipour, Senior Advisor and Manager, Electrification Technology, **Quanta Technology**

Beat Kreuter, Vice President - Product Testing, Business Line Safety, **DEKRA SE**

Jacqueline Piero, US Head of Policy & Regulatory, **The Mobility House**

Jordan Smith, P.E., Consulting (Principal) Engineer, Grid Technology Innovation, **Southern California Edison**

Zach Woogen, Interim Executive Director, **Vehicle-Grid Integration Council (VGIC)**

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