

# EV Roadmap 6: Drivers Take the Spotlight

July 30-31, 2013 World Trade Center, Portland, Oregon

<http://www.evroadmap.com/content/ev-roadmap-6-drivers-take-spotlight>

## **Tuesday, July 30th**

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| 8:00 – 9:00 AM   | Registration  |
| 9:00 – 9:15 AM   | Conference opening (George Beard, Alliance Manager PSU)   |
| 9:15 – 10:15 AM  | Keynote (John Voelcker, Editor, Green Car Reports)  |
| 10:15 – 10:30 AM | Break   |
| 10:30 – 11:30 AM | Live Focus Group (Adam Davis, Partner Davis, Hibbitts & Midghall)   |
| 11:30 – 12:30 PM | Lunch   |
| 12:30 – 1:30 PM  | Western Leadership and the Electric Highway<br><br>Lynn Peterson, Director Washington Department of Transportation<br><br>Ashley Horvat, State of Oregon EV Lead<br><br>Christine Kehoe, Executive Director PEV Collaborative |
| 1:30 – 2:45 PM   | Electro-mobility<br><br>Steve Gutman, Getaround<br><br>Max Sato, Car 2 Go<br><br>Ben Holland, Electrification Coalition   |
| 2:45 – 4:00 PM   | Standards: Lessons from Other Industries  |
| 4:00 – 5:00 PM   | Workplace Charging Panel<br><br>Sarah Oleksak USDOE Workplace Charging Coordinator  |
| 5:00 – 7:30 PM   | Evening Reception in the Plaza Room with Drive Oregon<br><br>Nick Barham, Wieden & Kennedy  |

**Wednesday, July 31<sup>st</sup>**

9:00 – 10:00 AM     Keynote (*David Sandalow, USDOE, invited*)

10:00 – 11:00 AM     Concurrent Sessions:

Improving the Car Buying Experience,  
Tom Saxton, Chief Science Officer, PIA

Not All Drivers Need Four Wheels  
Michael Babich, Piaggio Group+

Improving Payment Networks

11:00 – 12:00 PM     Closing Keynote Speaker (Diane Turchetta, FHWA)

12:00 – 4:00 PM     Lunch

Networking or self guided and First Stop PDX, Tesla Tour itineraries for  
EV tours of wine country, Gorge, regional EV ecosystem

Registration:

Standard: \$299; IEEE rate \$274. (\$25 off).

NP, Academic, Gov't: \$249; IEEE rate \$224. (\$25 off)

About:

EV Roadmap is a collaborative effort of [Business Oregon](#) and [Portland State University](#) and is funded by the U.S. Department of Energy. The initiative strives to promote electric vehicles (EVs) and their related industries in Oregon.