



SOUTHERN CALIFORNIA CHAPTER



The Association of
Energy Engineers
Welcomes You...

MONTHLY LUNCHEON

**Thursday
Feb 10, 2011**

Agenda:

11:30

Networking

12:00

Presentation

1:30

Adjourn

**Program Chair
Serge Adamian
(818) 240-4500**

www.aeesocal.org



Using Contextual Data In a True Enterprise Energy Management System

Keith Gipson

Phoenix Energy Technologies

Enterprise Energy Management (EEM) is not just enterprise-wide metering, but rather a strategic resource process flow. This means using contextual data such as metering, weather, occupancy, point-of-sale, forecasts, budgets, etc. to provide real meaning (context) data to customers to manage energy budgets. Levering customers existing assets (legacy control systems, POS data, meters and any type of data point valid) is the goal.

Keith's career includes stints with Honeywell servicing large commercial and industrial building customers and as System Application Engineer at Johnson Controls tasked with integrating competitor's systems into the Johnson Controls "Metasys" control system family. Later Keith joined a subsidiary of PG&E as a member of Energy Information System (EIS) team tasked with creating a web-based platform for engagement in the deregulated energy market where he saw the intersection of Utilities and Buildings in the space that would later be defined as: Enterprise Energy Management (EEM).

Keith was a founder of Silicon Energy Corp. in 1997, which became the world's first web-based, EEM company. In 2001 Keith was awarded a patent as co-inventor of web-based energy management. Silicon Energy was later sold to Itron Corp. in 2003 for \$71M.

In 2003, Keith founded Impact Facility Solutions (IFS) which was incubated by the founders of NetZero. IFS provided system integration, EEM software support, retro-commissioning of buildings using gateways (MBCx) and automation system service for clients like USC, L.A. County, UC Irvine, EMC Corp and others.

In 2007, Keith joined Phoenix Energy Technologies in his present role as Chief Technology Officer and developed the current EnterpriseDX product platform delivering EEM software services to large retail, commercial, and industrial clients. Keith has been the recipient of several industry awards including the 2007 "Vision Award" at Connectivity Week and "A modern day African-American Inventor" by Southern California Edison.

Stevens Steak House

5332 Steven's Place, City of Commerce, CA

See reverse side for a map and the reservation request form.

To Make Reservations

Fax this page to: (562) 497-2990 or use one of these other options:

Tel (562) 497-2999
E-mail signup@aeesocal.org
Mail AEE % P2S Engineering
 5000 E Spring St Ste 800
 Long Beach, CA 90815

Cost :	With Reservations	Without Reservations
Chapter Member	\$25	\$30
Non-Member	\$30	\$35

Name _____

Company _____

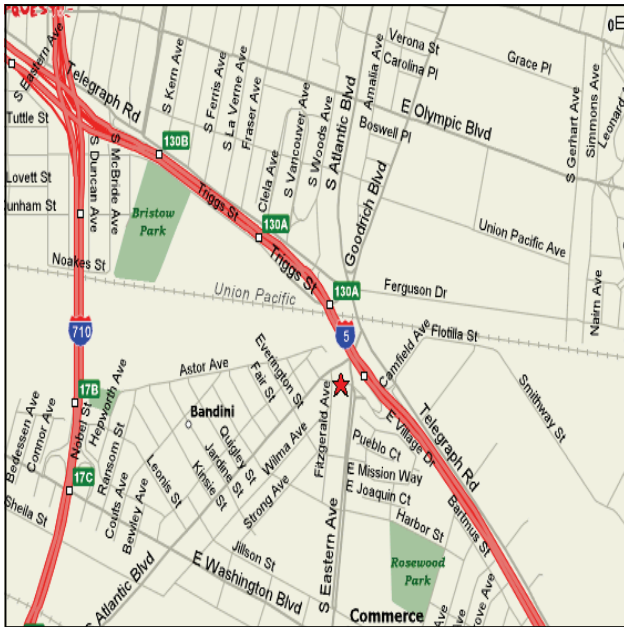
Phone _____ E-mail _____

Note: After making a reservation, if you find that you cannot attend, please cancel your reservation 3 days prior to luncheon date to avoid being invoiced for the meal cost. Thank-you!

The Southern California Chapter of the Association of Energy Engineers is a 501 (C) 6 tax exempt non-profit organization, incorporated in the state of Georgia, and its Federal TIN is 91-2061992

MAP

Stevens Steakhouse (323) 723-9856



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