



## **SCHEDULED SPEAKERS**



**Ben Vondra, VW Mitigation Program Administrator, Wisconsin Department of Administration:** Ben administers Wisconsin's Volkswagen Diesel Emissions Environmental Mitigation Program housed at the Wisconsin Department of Administration. The program's objective is to reduce air pollution by replacing eligible state fleet vehicles & public transit buses. Prior to joining DOA he managed grants to public transit systems at the Department of Transportation. Ben lives with his spouse & two young daughters in Mount Horeb, Wisconsin.

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**David Trowbridge, AICP, Principal Planner, City of Madison:** David managed Madison in Motion (the City's long-range transportation plan), directed the activities of the City's Long Range Transportation Planning Committee & represents the City of Madison on matters pertaining to the planning of regional transit systems, including Bus Rapid Transit & intercity passenger transportation). David has 29 years of experience in transportation planning & policy development. Prior to joining the City, David worked for the Wisconsin Dept. of Transportation, Dane County Regional Planning Commission & a private sector planning firm. He holds a Master's degree in Urban & Regional Planning from UW-Madison.

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**Lorrie Lisek, Executive Director, Wisconsin Clean Cities:** Under Lorrie's leadership, Wisconsin Clean Cities has been named a U.S. EPA SmartWay Affiliate Challenge Honoree six consecutive times for the coalition's role in reducing freight emissions. She has also been instrumental in securing over \$20 million in funding for coalition & member alternative fuel/technology projects. In 2015, Lorrie was inducted into the U.S. Department of Energy's Clean Cities Hall of Fame. Lorrie is president & co-owner of Legacy Environmental Services, Inc., a woman-owned, Indiana Certified Women's Business Enterprise in Crown Point, Indiana.



**Tom Nowakowski, Energy Innovations Manager, Wisconsin Office of Energy Innovation:** Tom studied meteorology at the U.W.-Madison with an emphasis on understanding regional air quality issues. That interest grew into a career in computer modeling & protecting the environment & eventually working with a wide spectrum of industrial sectors & businesses helping them develop a “business case” to embrace energy efficiency, energy production & environmental performance. With his position at Office of Energy Innovation, Tom works to establish & promote relationships with Wisconsin’s energy stakeholders.

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**Jane McCurry, Transportation Electrification Program Manager, RENEW Wisconsin:** Jane McCurry joined RENEW Wisconsin in July 2018 as the organization's first full-time transportation electrification program manager. Jane grew up outside Detroit, Michigan & moved to Madison as a student at the University of Wisconsin. Jane has B.B.A.s in Operations & Technology Management & Environmental Studies. Prior to joining RENEW, Jane was Executive Director of Wisconsin Microfinance, a nonprofit that provides small loans to women in Haiti & the Philippines, where she now serves on the board of directors.

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**Carl Lisek, Executive Director, South Shore Clean Cities:** Carl has led South Shore Clean Cities since 2005. In that time, it has become the definitive resource in Northern Indiana for cleaner fuels, vehicles & energy-saving transportation technologies. In 2012, South Shore Clean Cities was recognized as having the largest increase in petroleum reduction by the U.S. Department of Energy. Carl is Board Trustee of Transportation Energy Partners, a national non-profit that serves as an umbrella organization for many of the nation’s 100+ Clean Cities coalitions. In 2015, Carl was inducted into the Clean Cities Hall of Fame. He is the Vice President & co-owner of Legacy Environmental Services, Inc.





**Steven Sokolsky, Program Manager, CALSTART:** Steven administers CALSTART's contract with the U.S. Army for the High-Efficiency Truck Users Forum program, concentrating on vehicle electrification, connectivity/automation & cybersecurity. He manages several CALSTART projects to deploy low- & zero-emission transit buses, led the development of a best practices guide for transit agency hydrogen fueling infrastructure & leads projects to develop & demonstrate clean off-road equipment. He previously consulted on advanced vehicle & fuel technology infrastructure issues for Bevilacqua-Knight, Resource Dynamics Corp & the California Energy Commission.



**Leonard Lincoln, Director of Sales & Service, Odyne Systems:** Focused on developing strong enduring customer relationships. Leads efforts to grow sales & expand Odyne's service network & field service personnel. Supports & drives focus on customer satisfaction & long-term mutual benefit. Committed to providing customer focused cost-effective solutions. Over 20 years of experience in sales, marketing & service, high tech systems & leading cross-functional teams. Prior to joining Odyne, Marketing Manager for Owens Corning & Sales Engineer for TLX Technologies selling to OEM's worldwide. President of L&L Packaging Company for over ten years. B.S. in Engineering from Michigan State University.



**Jeffrey Esfeld, Director of Fleet Sales & Business Development, Tropos Technologies:** Jeffrey has over 35 years of experience in Business & Technology Development & has been involved in the development of light & medium duty commercial electric trucks since 2003. He has detailed knowledge of EV/PHEV electric powertrain technology & the EV market in North America. He has also developed one of the most detailed alternative fuel Total Cost of Ownership software apps available today. Previously he was with Workhorse Group where he secured over \$250 million in pre-orders for their proposed W-15 Electric Pickup. Prior to that, Mr. Esfeld was Director of National Fleet Sales for VIA Motors.



**Marc Rowe, Senior Manager of Business Development, Trillium:** Marc is responsible for developing and executing the overall market development strategy for Trillium's business lines in the Midwest. Responsibilities include fuel sales to Trillium's national fuel network as well as custom fueling solutions and complimentary products/services for Trillium's clients across the alternative fuels spectrum. Prior to joining Trillium, Marc's experience includes business development roles at a natural gas utility and national retail banking and consumer finance companies. Marc earned his BA from Wabash College and holds a BEP certification from AEE. Marc resides in Downers Grove, Illinois.

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**Robert Fischer, President of GTiMA & Technology and Policy Advisor to Mandli Communications:** Both GTiMA and Mandli work with national, international and regional authorities to advance smart city standards, policies, and best practices - especially as they relate to automated, connected, elected, and shared (ACES) mobility. Robert is also an Associate Editor of the SAE International Journal of Connected and Autonomous Vehicles. He holds a master's in urban and regional planning from the University of Wisconsin in Madison and a master's in software engineering from California State Fullerton.

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**Perry Stephens, Technical Leader, Principal, Electric Power Research Institute (EPRI):** Perry is responsible for the evaluation, development and implementation of electrification end use technologies (specifically Industrial technologies) with utility members and the development of end use electrification end use strategic electrification opportunities in their service territories. He assists member utilities in the application of tactical tools to pursue program implementations within their residential, commercial, and industrial customer segments. Prior to joining EPRI, Perry served as business strategy manager for Duke Energy.





**Dr. Thomas Stephens, Transportation Systems Analyst, Argonne National Laboratory:** Thomas examines implications of new vehicle technologies for energy use & emissions over the lifecycles of vehicles & fuels as well as their potential costs & market potential.. He has a master's degree from the School of Natural Resources & Environment at the University of Michigan & a Ph.D. in Chemical Engineering from the University of Massachusetts. Prior to joining Argonne in 2010, he conducted research & development of materials & manufacturing processes & provided production support for various aerospace & defense applications at Los Alamos National Laboratory & the Naval Air Warfare Center.

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**Erick Karlen, Policy Advisor, Greenlots:** Erick focuses on advanced mobility & utility regulatory policy as Policy Advisor to Greenlots, a leading provider of electric vehicle charging software & services. Previously, he was Manager of Policy & Regulatory Programs at Sungevity, holding related positions there & at other distributed energy resources & distributed generation companies over the last decade. He began his career in environmental policy & advocacy, including at the UN Environment Programme in Geneva. Erick holds a Master's degree in Energy Regulation & Law from Vermont Law School, & two Bachelor of Science degrees from UC Berkeley's College of Natural Resources.

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**Joel Fasnacht, Business Development/Analytics – Commercial Accounts, Kwik Trip:** Joel joined Kwik Trip in 2012 & works in the Commercial Fuels-Alternative Fuels/Commercial Accounts Department for Kwik Trip Inc. which includes his activities in traditional fuels, compressed natural gas (CNG), renewable natural gas (RNG) & bulk CNG. Joel has 25 years of experience in fleet & distribution operations in the food, auto parts & furniture industries. He earned his undergraduate degree & MBA from Minnesota State University.



**Duncan Curd, VP of Sales and Marketing, GRIP Idle Management Systems:** Duncan's career has been focused in the automotive, HVAC & industrial automation space. He has held a variety of national & international roles serving these industries. As general manager of Nortec in Ottawa, he was responsible for greatly expanding the company's local & global sales by introducing innovative HVAC technologies that not only reduced energy costs but improved building occupant health. During his time at Siemens Canada he managed a number of key business units that included large projects, discrete & process automation as well as industrial communications technologies.

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**Tim Wisor, Senior Customer Program Market Analyst, Alliant Energy:** Tim Wisor is an analyst on Alliant Energy's Electrification team. His primary focus is on the electric on-road vehicle and off-road electric technology markets in Iowa and Wisconsin. Tim brings over 8 years' experience in rebate program design, implementation and management as well as performing utility customer pricing analytics. Tim holds a Bachelor's degree in Economics and Business Administration from the University of Iowa.

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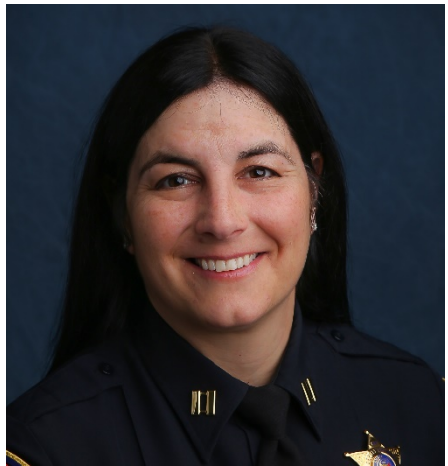
**Scott Lepold, Partner Account Manager, EV Ecosystem FleetCarma:** Scott works with various partners to develop innovative programs and strategies to accelerate electric transportation initiatives to increase EV adoption. Scott holds a Master's degree from the Faculty of Engineering, Management Science - Management of Technology and a Bachelor's degree in Environment and Business from the University of Waterloo.





**Larry Brasfield, Midwest Regional Sales Manager, Orange EV:**

Larry's role with Orange EV leverages his relationship-focused approach and 30+ years of experience in the trucking industry. For Orange EV, the leading manufacturer of pure electric heavy duty vehicles, Larry spec's and delivers site-specific, right-sized solutions that meet customers' needs. Larry grew up with trucking in the family as a third generation in the business and has worked in many different roles in the industry including full-service leasing, vocational truck sales, and natural gas as a diesel fuel alternative. Larry has been broadcasting high school football since 2005 in the Chicagoland area for TV17 Outdoors.



**Captain Lara Vendola-Messer, Winnebago County Sheriff's Office:**

Lara has been with the Winnebago County Sheriff's Office since 1996, with the majority of that time spent in the Patrol Division. She has served as member or the team commander for the WCSO Hostage Negotiation Team for 12 years. She is one of a handful of statewide team leader's for the Wisconsin Law Enforcement Accreditation Group. As the captain of the Patrol Division, she also serves as the agency's fleet manager and has been instrumental in converting the Patrol Division fleet to propane. She holds a Bachelor's Degree in Criminal Justice and a Master's of Public Administration, both from UWO Oshkosh.



**Ed Renna, Eastern Regional Fleet Sales Manager, PRECO**

**Electronics:** Ed joined PRECO Electronics in January 2018. Prior to joining PRECO Electronics, Ed worked under the "PRECO umbrella" for 14 years in a semiconductor equipment manufacturing company, in a variety of customer service, sales, and executive leadership roles. Ed ran his own consulting business coaching firm for a dozen years and is a nine-year veteran of the "world's finest" U.S. Nuclear Navy. He holds a Bachelor of Science in Business Management (BSM) degree from the University of Phoenix



**Rahul Kamath, Marketing Consultant:** Rahul is a marketing consultant with a background in transportation and supply chain. He has spent the last 15 years working with government organizations like the US Department of Transportation and the Bureau of Transportation Statistics, as well as Fortune 500 companies like Amazon, Fed Ex, and Wal-Mart.

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**Jason Ebert, Vice President – Fleet & Facilities, GO Riteway:** Jason began at GO Riteway in 2010. He manages building construction projects, determines & implements fleet changes for multiple locations, sets up master vehicle vendors & suppliers, makes recommendations for fleet purchases, ensures all vehicles have their required permits, licensing, & insurance coverage & implements repair policies & procedures into the facilities' daily operations. Jason's 13 years of previous experience as the company controller & fleet manager at Ken Becker & Sons Inc. built a solid foundation of knowledge & experience for Jason to grow from. He has served on the Auxiliary Board for Wisconsin Clean Cities since 2015.

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**Lauri Keagle, Communications Director, Wisconsin Clean Cities:** Lauri serves as Communications Director for Wisconsin Clean Cities, South Shore Clean Cities & Legacy Environmental Services where she manages all external communications including media relations, social media, marketing & Websites. She also assists clients & members with promotional materials, media relations, video direction & production. Lauri's current role follows a 25-year career as a professional journalist, including 21 years with *The Times of Northwest Indiana*. Her reporting on a variety of topics, including environmental issues, garnered multiple awards at the local, state and national levels.





**Rob Wozny, Senior Product Manager, Alliant Energy:** Rob is a product manager on Alliant Energy's Electrification team. Rob's primary areas of focus are transportation, infrastructure and C&I solutions for on-road vehicle and non-road electric technology markets in Iowa and Wisconsin. Prior to joining Alliant Energy, Rob served as a utility non-road electrification consultant. Rob brings over 20 years' experience in program design, implementation and project management.



**Dana Halvorson, Senior Environmental Specialist, Alliant Energy:** Dana has worked in the environmental department at Alliant Energy for 18 years. She has been involved in a wide variety of environmental activities, including compliance, training, construction permitting and sustainability. Dana has participated in an Alliant Energy-sponsored Energy Policy and Global Climate Change conference as far back as 2003.



**Jeff Butler, Maintenance Manager, Metro Transit:** Jeff has worked for Metro Transit in Madison, Wisconsin for 13 years, starting as a Maintenance Supervisor. Prior to that, he worked in vehicle maintenance for both public and private employers and has an extensive mechanical history, including various certifications, including ASE. Jeff is currently the Transit Maintenance Manager at Metro Transit.



**Mahanth S. Joishy, Fleet Superintendent, City of Madison:**

Mahanth joined City of Madison in 2017 after 16 years working in New York City government operations. He worked for NYC Parks & Recreation managing vehicle repair, recycling, waste collection & volunteer programs. In 2012 he oversaw the safety program for all City departments using the 30,000-vehicle fleet & helped manage preparations & response to Hurricane Sandy. In Madison, he is focused on making the city fleet the greenest, safest & most cost efficient possible in coordination with his colleagues in every department. Mahanth has also never owned a personal vehicle & gets around by bus or bike.



**Mike Friedlander, Program & Planning Analyst, Bureau of Air Management, Wisconsin Department of Natural Resources:**

Mike started with the DNR in March 1998. Mike's responsibilities include managing the Clean Diesel Grant program, transportation conformity and sulfur dioxide compliance planning. Mike also served as an analyst with the Department of Transportation Inspection/Maintenance Program and as a research assistant with the Lieutenant Governor's Office. Mike retired from military service in 2006 with 25 years of combined active and reserve duty status.

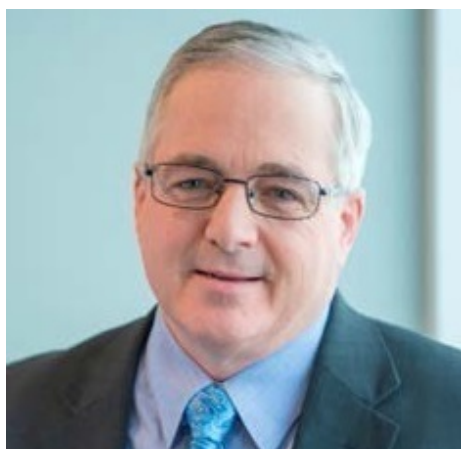


**Mayor Satya Rhodes-Conway, City of Madison:** Mayor Rhodes-Conway is the 58th Mayor of Madison. She has extensive experience in local policy and practice, having worked with mayors across the country for over a decade, and serving three terms on the Madison Common Council. Elected in 2019, she is the city's second female mayor and the first out LGBTQ person to serve as Mayor of Madison.





**David Hagopian, Co-Owner, Advanced VTech:** David is co-owner of Advanced VTech, a Buffalo Grove, IL-based provider of alternative fuel systems. David's previous work experience spans government, oil, gas & manufacturing. He has served in functions of business, product & supply chain development, engineering, operations management, information technology, human resources & regulatory management. David has specific experience in government, private & non-profit sectors as a leader of people & systems. He also has executive level experience in development & execution of strategic operating plans. He has a degree in Chemical Engineering from Northeastern University in Boston & an MBA from Cal Poly.



**Joel Schmidt, Vice President – Business Development, Alliant Energy:** Joel leads the development of new opportunities for Alliant Energy's non-regulated businesses. The Business Development team explores opportunities for sustainable-earnings business platforms including emerging technology such as bio gas & electrification. Joel previously served as Vice President, Regulatory Affairs & Regulatory & Financial Planning; Director, Financial Planning & Analysis; Regional Director, Customer Service Operations; Chief Audit, Ethics & Compliance Officer; Managing Director, Business & Financial Performance & Managing Director, China Alliant Energy International. Joel also serves on a number of non-profit boards.

**Josh Arnold, Associate Director. Navigant:** Josh is associate director of Navigant's Clean Energy practice based in Madison, WI. Josh has 15+ years of experience in the energy field, including working with utilities, government agencies and businesses to manage the rapidly changing energy marketplace. His local experience is complemented by a global perspective from evaluation and research projects for clients throughout North America, Asia and Europe.



**Mike Coop, Managing Partner, ThinkSmartGrid:** Mike is a 30-year high-tech veteran who has held leadership positions in the industry's most progressive startup & public companies, including Microsoft Corporation & Cisco Systems. While serving on the board of directors of the Smart Grid Interoperability Panel, he co-chaired SGIP's migration from a NIST-funded entity to a member-funded non-profit. As Managing Partner of ThinkSmartGrid, he focuses on the development & delivery of interoperable, standards-based platforms & systems, & is currently supporting DOE's requirements development for megawatt-plus electric vehicle charging. Coop is a member of the FBI's InfraGard, SAE, AFCEA, & SABR.



**Yang Tao, PhD, Director of Traffic Engineering, City of Madison:** Yang leads Madison's Smart Cities Initiative & has been working with various City agencies, UW-Madison & a consortium of other public & private entities in envisioning a next generation people & data centered transportation system for Madison. Yang is experienced in multimodal transportation & Intelligent Transportation Systems (ITS) projects. He serves on the national Transportation Research Board Bicycle Transportation & ITS Committees. Yang has served as the president of Institute of Transportation Engineers (ITE) Wisconsin Section & chairing ITE's national Smart Communities Task Force.



**Anthony Maietta, Life Scientist, Region 5 office of the U.S. Environmental Protection Agency's Air and Radiation Division:** Anthony graduated from the University of Illinois at Urbana-Champaign with a B.S. in Ecology, Ethology, and Evolution. Since 2003, his work at EPA includes reviewing and processing state clean air laws under the Clean Air Act, transportation conformity in Indiana and Ohio, and managing voluntary programs such as the Midwest Clean Diesel Initiative. He has worked on clean diesel programs since 2005 and serves as the technical contact for clean diesel grants in Illinois, Indiana, and Minnesota.





**Carl Suhr, Director of Fleet Operations – Convenience Transportation, Kwik Trip:** With Kwik Trip since 2005, Carl has had the opportunity to be part of the various fleet sustainability initiatives. Kwik Trip & Convenience Transportation operate a diverse fleet which utilizes a variety of technologies & operational strategies as part of its focus on sustainability. Carl's fleet experience dates back 40 years during which time he has worked in a variety of operational capacities for various fleets.