

AGENDA

THE GREEN DATA CENTER & CONFERENCE & EXHIBITION:

FEBRUARY 1-3, 2011
SAN DIEGO SUPER COMPUTER CENTER AT UCSD
SAN DIEGO, CA



Pre-Conference Workshops - February 1, 2011



*ALL WORKSHOPS WILL BE LOCATED AT THE DATA CENTER CONFERENCE FACILITIES

- 8:00 Registration at the Sheraton, La Jolla - Coast Ballroom
- 8:15 *Bus Departs for San Diego Supercomputer Center - Breakfast will be held at SDSC

8:30 Morning Workshop A:
Designing a Green Data Center - From Conception to Delivery
 Dennis DeCoster Michael Flugeman, PE
Principal *Principal, Data Center Support Systems*
Mission Critical West INC. **PlanNet Consulting**



- 9:00 Opening Remarks
- 10:20 Refreshments
- 12:00 Morning Workshop Concludes: Luncheon for Attendees of Both Workshops
 *Bus Available for shuttle back to Sheraton, La Jolla

12:30 Registration for Afternoon Attendees
 *Bus Departs for San Diego Supercomputer Center

Afternoon Workshop C:
Energy Savings Through Innovative Equipment and Smart Operations
KC Mares, MegaWatt Consulting

- 1:00 Opening Remarks
- 2:20 Refreshments
- 4:10 Workshop Concludes - Bus Departs for Sheraton, La Jolla
- 4:30 Welcome Reception & Exhibit Hall Opening - Coast Ballroom



Day One - February 2, 2011 - Main Conference Begins



- 8:30 Registration and Breakfast at the Sheraton La Jolla - Coast Ballroom
- 9:00 Conference Welcome
- 9:10 **PANEL: 5 Key Steps to Achieving Energy Efficiency in the Data Center**

Eric Woods (Moderator) <i>Senior Analyst</i> Pike Research	Bruce Myatt <i>Director of Mission Critical Projects</i> M&W Group	Shlomo Novotny <i>Vice President, Chief Technology Officer</i> Vette Corp
Mike Bailey <i>Director of Technical Services</i> ECOS Consulting	Matt Campbell <i>Data Center Services Manager</i> San Diego Supercomputer Center	
- 9:40 **KEYNOTE: Putting Together the Pieces**
Energy Efficient Equipment That Will Save You Millions
Ron Pepin
CEO
RDP Solutions, LLC
- 10:30 Morning Break and Exhibitor Meet & Greet
- 11:00 **The Trend Towards Electricity Usage Optimization and How IT & Facility Managers Can Get Real World Savings**
Danny Martinez
Territory Sales Manager
Eaton
- 11:30 Attendees are Shuttled to SD Supercomputer Center for Data Center Tour: Bus #1 Departs at 11:35/ Bus #2 Departs at 11:50
- 12:15 Luncheon and Afternoon Sessions at the Data Center

FEATURED SPONSORS:



Case Study Track:		A-Z Track:	
<i>Been There Done That; The Green Data Center Experience</i>		<i>Planning, Financing and Executing the Green Data Center</i>	
1:15	Going Bigger and Greener Tommy Darby <i>Worldwide Datacenter Strategy</i> Texas Instruments	A: Developing a Plan For Your New Green Data Center KC Mares <i>President</i> MegaWatt Consulting, Inc.	
2:00	Building a Green Data Center From the Ground Up Bill Tschudi <i>Principle Investigator</i> Lawrence Berkeley National Laboratory	B: Financing Your Green Project Matt Stamper <i>Vice President of Managed and Professional Services</i> redIT	
3:00	Afternoon Break		
3:10	Data Center Containers - Standards for Deployment Rich Hering <i>Technical Director</i> M & W Group	C: Managing a Green Data Center Matt Campbell <i>Data Center Services Manager</i> San Diego Supercomputer Center	
4:00	Qualcomm Container Data Center Gino Coladonato <i>Sr. Manager of IT</i> Qualcomm	D: Green Problems and Solutions <i>Successful Data Center Day to Day Operations</i> Karen L Shockley <i>Director of the Data Center</i> National Railroad Passenger Corporation(Amtrak)	
4:50	Day One Concludes		
5:00	Bus Departs for Sheraton La Jolla: Bus #1 Departs at 5:00/ Bus #2 Departs at 5:20		
5:30	Evening Networking Reception and Exhibit Showcase at the Sheraton La Jolla - Coast Ballroom		



Day Two - February 3, 2011 - Main Conference



8:00	Breakfast at the Sheraton La Jolla - Coast Ballroom		
8:30	KEYNOTE: Improving Data Center Efficiency with Higher Ambient Temperatures and Optimized Airflow Management Methods Nishi Ahuja <i>Data Center Architect</i> <i>High Density Computing/Cloud Division</i> Data Center Group, Intel Corporation	Akhil Docca <i>Engineering Services Manager</i> Future Facilities	
9:10	10/7 – Company Presentations		
10:25	Morning Break and Exhibitor Meet and Greet		
11:00	380 VDC for Data Center Applications Update: <i>There's More to the Story than Efficiency Improvements</i> Tim Martinson Alex St. John, <i>Western Regional Manager</i> UE Corp	How a Reliable Smart Grid & High Efficiency UPS Improves Data Center Efficiency Mark Szalkus, <i>Marketing & Commercialization Manager</i> ATS, PSG & SPD Product Manager - Power Quality GE Digital Energy	

Efficient Data Center Technologies Track		A-Z Track Cont.	
11:30	Green Cloud Computing? Kevin Ryan <i>Data Center Solutions</i> Extreme Networks	E: Techniques for Retrofitting your Existing Data Center Ron Pepin <i>CEO</i> RDP Solutions, LLC	
12:00	Green Savings with Virtualization Mark Gilmore <i>President</i> Wired Integrations	F: Benchmarking Strategies for the Green Data Center Tommy Darby <i>Worldwide Datacenter Strategy</i> Texas Instruments	
12:30	Closing Talk: The Future of Data Centers KC Mares <i>President</i> MegaWatt Consulting, Inc.		
1:00	Conference Concludes		

EXHIBITORS:

