

Panel Title: Transportation Electrification: Alleviating Consumer Anxieties, Lessons from the Field

Wednesday, September 7, 2011, 4:15 PM – 5:30 PM

Panel Moderator: Heidi Lubin, Chief Executive Officer, Hybrid Electric Vehicle Technologies

Panelists:

- Samantha Bingham, City of Chicago Department of Environment
- Sharon Feigon, CEO, I-GO Car Sharing
- Amy Francetic, Executive Director, Clean Energy Trust

Panel Summary: Despite assurances to the contrary, consumers remain skeptical regarding the viability of electrified transportation. Concerns ranging from the safety of the new technology to range anxiety remain barriers to adoption for all but the earliest adopters. This panel will highlight Chicago-based examples of roll-outs of electrified trucks, buses and passenger vehicles and discuss how demonstration projects may be used to educate consumers and leverage consumer enthusiasm for market expansion and adoption.

Short Biographies:

Heidi Lubin has broad experience in both early stage ventures and with mature automotive and energy organizations, internationally and in the United States. Currently, Heidi is CEO of Hybrid Electric Vehicle Technologies (HEVT). An early stage technology company based in Chicago, Illinois, HEVT's mission is to develop and deploy innovative technologies driving the transition to energy independence. Prior to joining HEVT, Heidi worked as an attorney at Kirkland & Ellis, LLP restructuring in excess of \$10 billion in debt obligations for multinational public and private companies in varied industries, focusing especially on the automotive, oil and gas, and media sectors. Heidi previously worked on growth equity investment strategies at Thoma Cressey Bravo and Pacific Rim Partners. Earlier in her career, Heidi assisted Fortune 100 companies to create and implement growth-oriented, educational marketing strategies. She has also worked for a number of non-profits and legal aid projects on a range of issues including nuclear security, urban redevelopment, and public health and infectious disease. In her spare time, Heidi is an avid outdoor-lover and a certified kayaking and alpine skiing instructor. Heidi has an MBA from the Kellogg School of Management, a JD from Northwestern University School of Law and a Bachelor of Arts with High Honors from the University of Michigan, Ann Arbor.

Samantha Bingham is an Environmental Policy Analyst for the City of Chicago's Department of Environment and serves as the Clean Cities Coordinator for the Chicago Area Clean Cities Coalition. Samantha manages several of the City's air quality improvement programs, coordinates responses to grant solicitations, and through

analytical support and subject matter knowledge, assists in developing City policies and ordinances. In her role as Clean Cities coordinator, Samantha encourages local fleets to use alternative fuels, alternative fuel vehicles as well as clean vehicle technologies to reduce petroleum dependence and improve air quality.

Sharon Feigon has been the CEO of I-GO Car Sharing, an affiliate organization of the Center for Neighborhood Technology since 2005. Previously, Sharon was CNT's Manager of Research and Development, specializing in finding innovative market-based solutions to the problems of urban sprawl. As CEO of I-GO, Sharon has tripled its size and brought in many new partnerships and resources. Sharon works in close cooperation with other car-sharing companies and programs throughout the United States and Canada. While at CNT, Sharon also served as the Principal Investigator for a three-year project with the Transportation Research Board, "Combating Global Warming Through Sustainable Surface Transportation Policy," which included development of an emissions calculator and policies for the use of local transportation and other governmental agencies. Sharon coordinated CNT's Transit-Oriented Development (TOD) Program in conjunction with the Great American Station Foundation and authored a book on the barriers to transit-oriented development, *The New Transit Town*, published by Island Press in December 2003. Sharon managed CNT's Green Building Program, which included planning and overseeing renovation of CNT's 14,000-square-foot facility to attain LEED Platinum status, the highest environmental rating possible from the U.S. Green Building Council. Sharon is a member of the Congress for New Urbanism and has served on the Evanston Plan Commission, chairing its Transportation Committee. She was recently a member of the Citizen Advisory Board for the PACE Bus System North Shore Study. She is currently a member of the U.S. Green Building Council's LEED-ND Committee, developing LEED standards for neighborhood developments. Sharon has an MBA from DePaul University and a BA in Economics from Antioch College.

Amy Francetic has over 18 years of operational and executive management experience in the high technology sector with specialties in cleantech and information technology. She helped found Clean Energy Trust with Mr. Pritzker and Mr. Polsky. Prior to Clean Energy, Ms. Francetic worked as an investment professional for MVC Capital, a publicly-traded private equity firm (NYSE:MVC), in their Chicago office. Before joining MVC, she commercialized R&D as an Entrepreneur-In-Residence for Stanford Research Institute in Menlo Park, California and produced the prestigious wireless product launch event, DEMOmobile, for IDG Publishing with high-tech industry expert Chris Shipley. Ms. Francetic served on the Board of Directors of Glu Mobile (NASDAQ:GLUU), a wireless games publisher, whose founder she advised during fundraising. Earlier in her career Ms. Francetic was Co-Founder and CEO of Zowie Intertainment, a high-tech toy company funded by Vulcan Ventures which spun-out of Interval Research. She sold Zowie to Lego Systems, the Danish toymaker, in 2000. Zowie employed RF sensing tags, a custom ASIC, and software to enable a natural interface for the PC for children. She began her career producing software for Electronic Arts and Hasbro Interactive. She holds a Bachelor of Arts in Psychology and Political Science from Stanford University where she ran Varsity Track.