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Hawaiian Electric Company CEO a featured speaker at KEMA Utility of the Future executive conference

Dick Rosenblum to discuss new directions in generation technology and policy

BURLINGTON, Mass. (April 23, 2009) – The president and chief executive officer of Hawaiian Electric Company, Inc. (HECO) will be a featured speaker at the [KEMA second annual Utility of the Future executive conference](#) June 17-19 in Washington DC.

HECO has been actively engaged in supporting and promoting transformative clean energy goals and technologies. In the Clean Energy Initiatives agreement with the State of Hawaii in 2008, HECO committed to increase renewable energy state-wide by 1,100 MW by 2030. This groundbreaking private-public initiative puts Hawaii on the path to transform its energy future. [HECO president and CEO Dick Rosenblum](#) will discuss the utility's experience and evolving role in developing a sustainable energy infrastructure.

"This is a pivotal time for utilities—we must have the long-term vision to shape a clean energy future for the communities we serve," says Rosenblum. "The Hawaii Clean Energy Initiative is a clear example of how cooperative, engaged relationships between utilities, government, industry participants and customers can redefine our energy future. Together we are opening new opportunities to broaden strategic focus on renewable generation and energy efficiency and to develop the enabling smart grid technologies and regulatory frameworks."

The [KEMA Utility of the Future executive conference, "Navigating sustainability,"](#) is gathering senior executives from across the energy and utility industry to discuss the changing rules and relationships underlying the [transformation of the energy future](#). Discussions will cover regulatory and policy directions and impacts, operating a [smart grid infrastructure](#), [developments in generation](#), [energy storage](#) and plug-in electric vehicles, and implications for utility products and customers.

To register and for more information about the KEMA Utility of the Future executive conference, visit: www.kemaforums.com/thefuture.

About HECO

Hawaiian Electric Company and its subsidiaries, Hawaii Electric Light Company and Maui Electric Company, supply the energy needs of over 400,000 customers or 95% of Hawaii's population.

About KEMA

Founded in 1927, KEMA (www.kema.com) is a global provider of business and technical consulting, operational support, measurement and inspection, testing and certification for the energy and utility industry. KEMA employs more than 1,800 professionals in 20 countries. The firm's North American consulting operations (KEMA, Inc.) are headquartered in Burlington, Massachusetts. KEMA's global headquarters are in Arnhem, the Netherlands with offices worldwide.

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