

FOR IMMEDIATE RELEASE**Contact:**

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Utilities Unite in Nation's Capital to Explore Critical Challenges & Solutions SAP for Utilities 2009 conference encourages *collaboration to fuel innovation*

(August 3, 2009) – Eventure Events announced today that customers of the SAP® for Utilities solution portfolio and industry leaders will gather in the nation's capital for three days of intensive networking, knowledge sharing and growth. This year's theme, **Collaboration Fuels Innovation**, calls attendees to consider the implications of collaboration and the vehicles available to fuel that dialogue. The SAP for Utilities 2009 conference, being held for the second time in North America, is a partnership of SAP, the Americas' SAP Users' Group (ASUG) and Eventure Events with a goal to unite the utilities community to discuss the complex issues utilities are facing today. The conference is scheduled to take place September 16-18 at the Washington Marriott Wardman Park in Washington, D.C.

SAP for Utilities 2009 offers an extraordinary opportunity for utilities to discover the latest trends and innovations of the SAP for Utilities solutions. The program's [compelling agenda](#) is saturated with rich content covering the most significant issues utilities are facing today. In addition, the program offers special panel discussions; six half-day, [subject-specific workshops](#); [ASUG-led roundtables](#); exhibits from [top technology and service partners](#); and [keynote presentations](#) by some of the top SAP, ASUG and utilities professionals, including the following:

- **Ben Breland**, executive vice president, SourceGas
- **Wendy Welsh**, senior vice president, Information Technology, E.ON U.S.
- **L. Brunson White**, vice president and CIO, Energen
- **Gary Hayes**, vice president, Retail Operations, TXU Energy
- **Denis Browne**, senior vice president, Imagineering, SAP Labs, LLC
- **David Laker**, senior vice president and general manager, Utility Practice, SAP America, Inc.
- **Stefan Engelhardt**, head, Industry Business Unit Utilities, SAP AG
- **Maureen Coveney**, industry director, Utilities, SAP America
- **Pat Bakey**, executive vice president, Strategic industries, SAP
- **Paul Kurchina**, director, KurMeta Group and ASUG board of directors

"We look forward to bringing together our customers, prospects and partners to the nation's capital," said SAP's David Laker. "With over 40 sessions, the SAP for Utilities 2009 conference provides a great opportunity for leading companies in the industry to hear the latest on utility issues, network globally and share best practices."

Utilities may take advantage of special early registration pricing by registering by midnight (EDT), August 31. Pre-registration closes on September 10 at midnight (EDT). For more information or to register, please visit the conference website at www.sap-for-utilities.com or call the Eventure Events office at 877-411-4675 or 914-509-5354.

Eventure Events, LLC is an event production company that is dedicated to inventing and nurturing world-class conference brands in under-served niche technology markets. To learn more, visit www.eventureevents.com.



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About ASUG: The Americas' SAP Users' Group (ASUG(R)) is an independent, volunteer-run organization that facilitates knowledge transfer among the community of SAP customers, regardless of their data environment, by providing user-driven educational opportunities, professional networking and a forum that provides insight and influence to SAP. Additional information at www.asug.com.)

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