



THE SHPIGLER GROUP
STRATEGY MANAGEMENT CONSULTING SERVICES

FOR IMMEDIATE RELEASE

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For more information, contact
David Shpigler
845-920-7001

The Shpigler Group to Present Results of Research Study at UTC Smart Grid Workshop

MONTEBELLO, NY, September 2, 2009 – The Shpigler Group, working in collaboration with Utilities Telecom Council (UTC), will release the results of its landmark study, *Understanding the Smart Grid*, at the UTC Smart Grid Workshop on September 30, 2009.

David Shpigler, President of The Shpigler Group and Cynthia Brumfield, Research Director for UTC will give a presentation entitled, *Building YOUR Smart Grid Business Case*. The session will provide a cram course in how to take everything workshop participants have learned over the course of the conference and put it into a business case that works for any given utility deployment. Drawing on the study being developed by The Shpigler Group for UTC, this session will look at alternative paths to implementing smart grids and examine different ways to cost-justify each smart grid deployment phase. During the presentation, David Shpigler will provide an overview of the issues associated with how to determine the true economic impact from every smart grid project on the drawing board, thus making the process of building smart grids move more quickly and efficiently.

The UTC Smart Grid Workshop will be held at the Hilton Atlanta Airport, Atlanta, Georgia September 28-30, 2009. Information about the conference can be found [here](#).

About the Shpigler Group, Inc.

The Shpigler Group supports a clients through the development of strategic management consulting services. We focus on the electric utility and communications industries in identifying opportunities to create value in a constantly changing world. For more information about the firm, please visit the company website at www.shpigler.com.