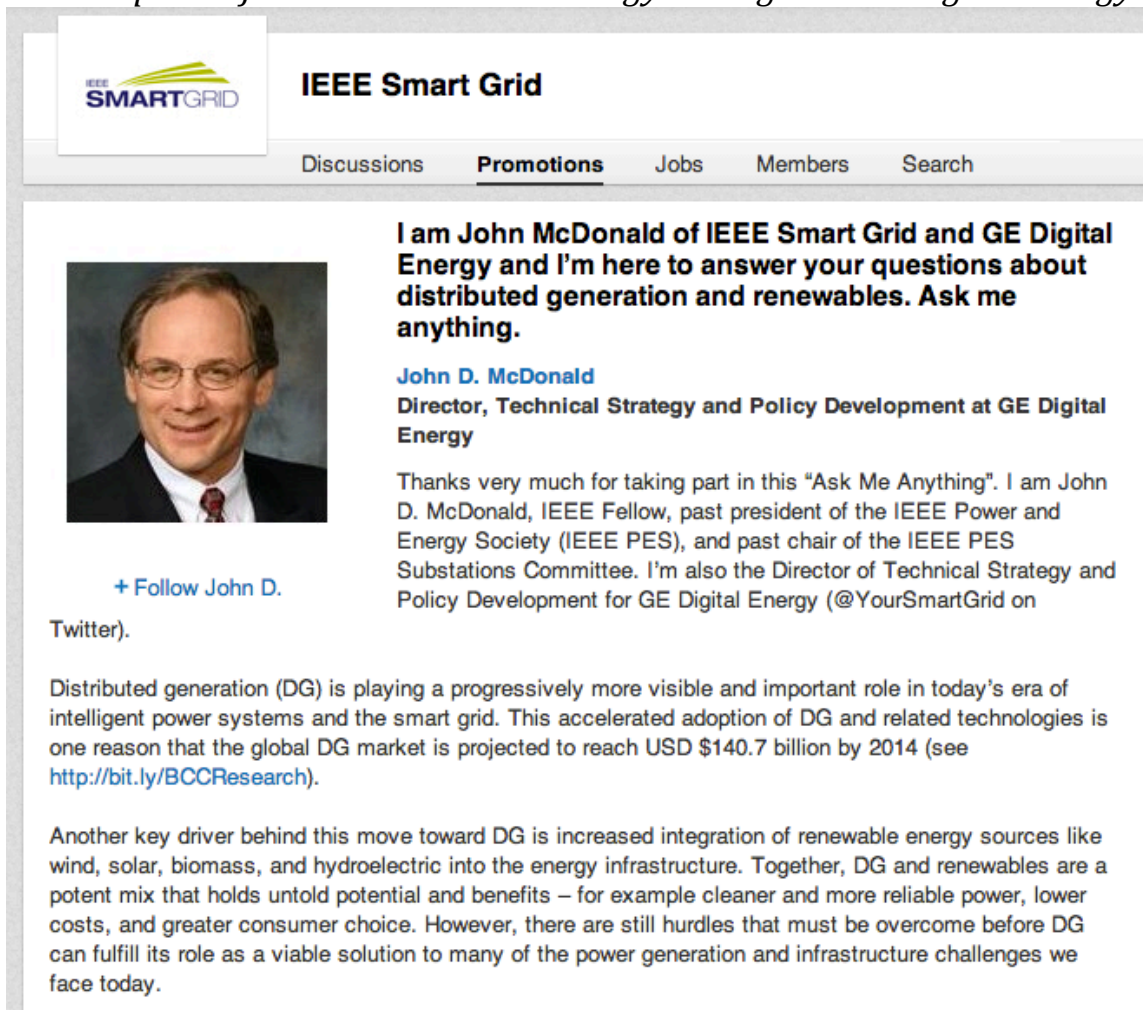


“Ask Me Anything” AMA:

John McDonald

IEEE Smart Grid Expert and Director of Technical Strategy & Policy Development for General Electric Energy Management – Digital Energy



The screenshot shows the IEEE Smart Grid website during an AMA session. At the top left is the IEEE SMARTGRID logo. To its right is the title "IEEE Smart Grid". Below this is a navigation bar with links: Discussions, Promotions (highlighted), Jobs, Members, and Search. On the left side of the main content area is a portrait of John D. McDonald. Below the portrait is a blue link "+ Follow John D." and the text "Twitter)". To the right of the portrait is a bold introductory statement: "I am John McDonald of IEEE Smart Grid and GE Digital Energy and I'm here to answer your questions about distributed generation and renewables. Ask me anything." Below this is his name "John D. McDonald" in blue, followed by his title "Director, Technical Strategy and Policy Development at GE Digital Energy". A paragraph of text follows: "Thanks very much for taking part in this 'Ask Me Anything'. I am John D. McDonald, IEEE Fellow, past president of the IEEE Power and Energy Society (IEEE PES), and past chair of the IEEE PES Substations Committee. I'm also the Director of Technical Strategy and Policy Development for GE Digital Energy (@YourSmartGrid on Twitter)." Below this is a paragraph about distributed generation (DG): "Distributed generation (DG) is playing a progressively more visible and important role in today's era of intelligent power systems and the smart grid. This accelerated adoption of DG and related technologies is one reason that the global DG market is projected to reach USD \$140.7 billion by 2014 (see [http://bit.ly/BCCResearch](\"http://bit.ly/BCCResearch\"))." The final paragraph discusses the drivers for DG: "Another key driver behind this move toward DG is increased integration of renewable energy sources like wind, solar, biomass, and hydroelectric into the energy infrastructure. Together, DG and renewables are a potent mix that holds untold potential and benefits – for example cleaner and more reliable power, lower costs, and greater consumer choice. However, there are still hurdles that must be overcome before DG can fulfill its role as a viable solution to many of the power generation and infrastructure challenges we face today."

“My overall impression is that the AMA is very worthwhile. There was a wide variety of questions I received, and still receive. I felt this AMA and the key topic of DG helped reinforce that IEEE is the place to go for expertise on the subject. I also saw the vast reach this has globally, both with Linked In as well as Twitter.” –John McDonald

Why AMAs?

- The AMA series attracted a diverse, highly qualified international audience
- The webpage where the webinars and AMAs are archived remains among the most-visited on the IEEE Smart Grid Web Portal

John McDonald's AMA on LinkedIn: <http://bit.ly/McDonaldAMA-IEEESGI>