

# Salander Enterprises

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**WEB Site:** [www.powerqualityadvisors.com](http://www.powerqualityadvisors.com)  
**BLOG Site:** [www.powerqualityadvisors.com/wordpress](http://www.powerqualityadvisors.com/wordpress)

Power Quality Advisors is an independently owned and operated resource that includes a website, a blog site, and a newsletter devoted specifically to sharing technology within the stationary and utility DC power industry. Founded by Art Salander over three years ago, Art has been assembling the resources, materials, and support to develop this unique and independent resource.

Considering that we launched our first newsletter May 2011, the response is amazing!

The DC system provides the electric power needed to start, restart, control, and maintain the electric utility power grid so that it can accept power once the power plants can produce electricity after an outage. Having spent most of my almost 40 year career in this industry I recall very few information resources specifically focused on the issues of the DC power system that ensures the reliability of utility power. Considering that this represents the last hope for power after an outage, I believe that we are overdue for this resource.

While many resources include utility DC power as part of their programs, this corner of the battery industry is special enough and important enough to have a resource specifically devoted to its special requirements. In years past there was the Northeast Battery Conference that did cater to the unique utility DC power requirements and sadly for many reasons it has faded from the scene. Currently, there are some resources that include utility DC power topics within their program but none are exclusive to this industry.

Drawing from my experience, working directly in the DC power utility industry by providing technical solutions and working with the very best suppliers of relevant equipment and batteries, I see a real need for this resource completely devoted to the needs of the DC utility power industry. The mission of Power Quality Advisors is to bring industry, specifiers, and users together to resolve technical issues and to inform and train the next generation of engineers and technicians by disseminating information and experience to them.

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*Our current resources.....*

### **The PQA Website:**

[www.PowerQualityAdvisors.com](http://www.PowerQualityAdvisors.com): receives over 7000 hits a month!

This is the premier website devoted to providing a place for technical sharing within the industry. We accomplished this by providing the DC power utility industry a chance to promote and users a chance to gather and provide relevant information. The site includes:

- Industry News with a direct feed from NERC and FERC
- Corporate Sponsorships
- Product Announcements
- Topical Papers
- Publications
- Free technical downloads

### **The PQA Blog site:**

We also have a blog site, it is accessible directly from the internet and from the PQA website. Our blog is available at, [www.powerqualityadvisors.com/wordpress](http://www.powerqualityadvisors.com/wordpress)

This blog is designed to provide a free forum for anyone interested in posting a question or discussing a topic relevant to the industry.

### **The PQA Newsletter:**

We tie all our resources together through our PQA Newsletter. The PQA newsletter is a regular E-Mailing that has over 1,300 subscribers and growing! The newsletter announces all of our activities and provides a direct link back to the relevant portions of our web or blog sites. Visitors to our web site can easily sign up for our newsletter, which is managed professionally through a third party E-Mail service.

*Our next effort.....*

### **The New Northeast Battery Conference:**

This symposium scheduled to debut in the fall of 2013 will be an annual industry specific event that spans 3 days. The entire event will be devoted to the topics important to the utility DC power industry.

- I. Suggested Technical Program Overview;
  - a. The projected program will have several elements; they include courses and seminars, presentations, and product introductions.
    - i. Courses; specifically devoted to raising and elevating skills needed to operate successfully in this area.
      1. Battery and charger sizing techniques
      2. How to prepare a load profile
      3. Battery maintenance
      4. Differing battery chemistries and how they interact.

- ii. Seminars;
    - 1. Relevant FERC and NERC issues and how they affect the battery systems.
    - 2. Effective utility redundancy.
    - 3. Stationary engine start reliability systems
    - 4. Issues specific to the electric utilities
  - iii. Topical Panels on suggested relevant topics
  - iv. Technical presentations by the experts,
    - 1. Battery monitoring
    - 2. Utility communications systems and how they interact.
  - b. We will draw from the industry at large, the utilities directly, manufacturers, educational institutions, and consultants to provide qualified speakers. In this effort we want at least half of the speakers to be solicited directly from utilities.
    - i. Speaker incentives will be in the form of reduced admission costs with a multi scale reduction based on utility presenter vs. commercial presenter.
  - c. Students offering presentations will be provided with free admission to the sessions. Other students will be encouraged to attend by being provided reduced attendance fees.
- II. Exhibitors
- a. Relevant firms and utilities will be encouraged to exhibit in our “trade show style” exhibition hall. This portion of the event will be in the evening so as not to conflict or draw from the daily presentation schedule.
  - b. The firms will exhibit in traditional fashion but we will add those elements that create a more social atmosphere. Included during this portion of the event will be cocktails and soft drinks, finger foods, and hors d’ oeuvres.
  - c. Additional to “a” and “b” above we will add an element where firms will be able to promote their products, developments, etc., in a purely commercial fashion for a prescribed time period. The purpose here is to allow relevant firms with appropriate products to present their products and services unencumbered using the same venue that was used during the day for the non-commercial technical presentations.
- III. Educational Courses
- a. We will be attempting to add some courses that are CEU relevant for attendees.

- IV. The New Northeast Battery Basic Plan, anticipated for the fall of 2013.
- a. Venue – we plan in using a location within easy reach of Long Island MacArthur Airport and the Ronkonkoma RR station.
    - i. We expect...
      1. About 250 to 300+ or so attendees with a room suitable for presentations to the entire group.
      2. Require about 200+ rooms (About one third of the attendees we predict will not require lodging.)
      3. We will draw from the northeast and southeast as far west as Chicago and as far South as Florida.
      4. Exhibition space where we expect about 30+ exhibitors. (12 have already pledged support.)
    - b. To accommodate the costs we will determine a fee schedule based on the following chargeable items;
      - i. Basic Attendee
      - ii. Exhibitor Attendee
      - iii. Basic and Exhibitor attendee with lodging included
      - iv. Exhibitor space
      - v. Exhibitor services
      - vi. Sponsorships;
        1. Greeting space and sign in
        2. Wall of fame
        3. Cocktail hours, 2 each, one per evening for exhibition hall
        4. Badge sponsor
        5. Welcome greeters with sashes
        6. Opening ceremonies
        7. Various breaks
        8. Luncheon
        9. Breakfast
      - vii. Commercial presenter's fees for product presentations.
      - viii. Program advertising
    - c. Duration –
      - i. We plan on a 3 day program outlined as follows;
        1. Day one,
          - a. Morning arrival
          - b. Check in
          - c. Opening Ceremonies
          - d. Sessions
          - e. Evening exhibitions and commercial presentations
        2. Day two,
          - a. AM Sessions
          - b. Luncheon all attendees
          - c. PM Sessions
          - d. Evening exhibitions and commercial presentations

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3. Day three,
    - a. Breakfast with panel presentations
    - b. Additional technical sessions
    - c. Closing announcements and retreat, midday.
- V. Participation and solicitations
- a. The following firms who already are paid sponsors on our web site have indicated that they want to participate in this event;
    1. ACRAN Spill Containment
    2. Alpine Power Systems
    3. BAE Batteries/Action Batteries
    4. BTECH Battery monitoring systems
    5. Carber Power Systems
    6. The Darby Group
    7. HindlePower utility battery chargers
    8. Hoppecke Batteries
    9. Power Services Concepts
  - b. We are in the process of soliciting cooperation and support from the following,
    - i. Key electrical utilities
    - ii. IEEE
    - iii. LI Convention Bureau
    - iv. Consultants
  - c. Promotion
    - i. We intend to use all of the resources listed above plus we will shortly be adding some paid advertising in relevant resources to further promote this effort.