

cranbrook chamber of commerce

The Electricity Imperative

Electricity powers our homes, offices, factories and economy. Yet we rarely consider the complex infrastructure underpinning the electricity system. We need to pay closer attention, and we need to do so now. Across Canada, governments have postponed hard decisions and have under-invested in that infrastructure year after year, hoping to get by for a little while longer. They, and regulators alike, worried about the cost of investing and the impact on electricity prices. Of course this is a legitimate concern. However, we must also shift the conversation to the value of electricity.

Much of Canada's electricity infrastructure is near the end of its life cycle and must be renewed, replaced, and modernized, requiring a \$350 billion investment over the next 20 years. Our country needs reliable electricity to grow and prosper; but not reinvesting also brings with it costs and consequences. Like with everything else, choices must be made for our future. Hear the Honourable Sergio Marchi, make the case for this and other challenges facing Canada's electricity industry.



Honourable Sergio Marchi
President & CEO,
Canadian Energy Association

The Honourable Sergio Marchi was appointed President and Chief Executive Officer of the Canadian Electricity Association in February 2015.

As President of CEA, Mr. Marchi acts as spokesperson on issues of national concern to the electric utility industry.

Wed. Oct. 19
Luncheon & Tradeshow
Prestige Rocky Mountain Resort
Networking 11:15
Luncheon 11:45

TICKETS
Members & Guests \$30
General Admission \$38

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