

**THE 4TH ANNUAL
ELECTRIC MOBILITY SUMMIT**

DRIVING FORWARD:

**INNOVATING
TODAY FOR
THE MOBILITY
OF TOMORROW**



GEORGIA NETWORK *for*
ELECTRIC MOBILITY

UNIVERSITY OF GEORGIA.

SCHEDULE

8:00am | Hill Atrium

Registration Open / Continental Breakfast

9:00am | Mahler Hall

Opening & Welcome Remarks | Alton Standifer, University of Georgia

9:15am | Mahler Hall

Georgia Network for Electric Mobility Founding Partner Remarks: Tony Ferguson, Georgia Power | Joe George, Cox Automotive | Stuart Countess, Kia Georgia, Inc.

9:30am | Mahler Hall

Commissioner Tim Echols, Georgia Public Service Commission

10:15am | Mahler Hall

Commissioner Russell McMurry, Georgia Department of Transportation

11:00am | Hill Atrium

Break

11:15am | Mahler Hall

Policy, Power, and Market Share: The Global Power Play for EV Dominance

12:00pm | Magnolia Ballroom

Lunch + Welcome Remarks from Provost Jack Hu

12:30pm | Magnolia Ballroom

Panel – Driving Decisions: What EV Owners Love, Hate, and Want Next

1:30pm

Facilitated Breakout Sessions

- From Batteries to Chassis: Unlocking the EV Value Chain | **Room R**
- Charging Infrastructure: The Backbone of EV Adoption | **Mahler Hall**
- Empowering the Future: Highlights from Goodwill of North Georgia's EV Workforce Development Program | **Masters Hall**

2:30pm | Hill Atrium

Refreshment Break

2:40pm

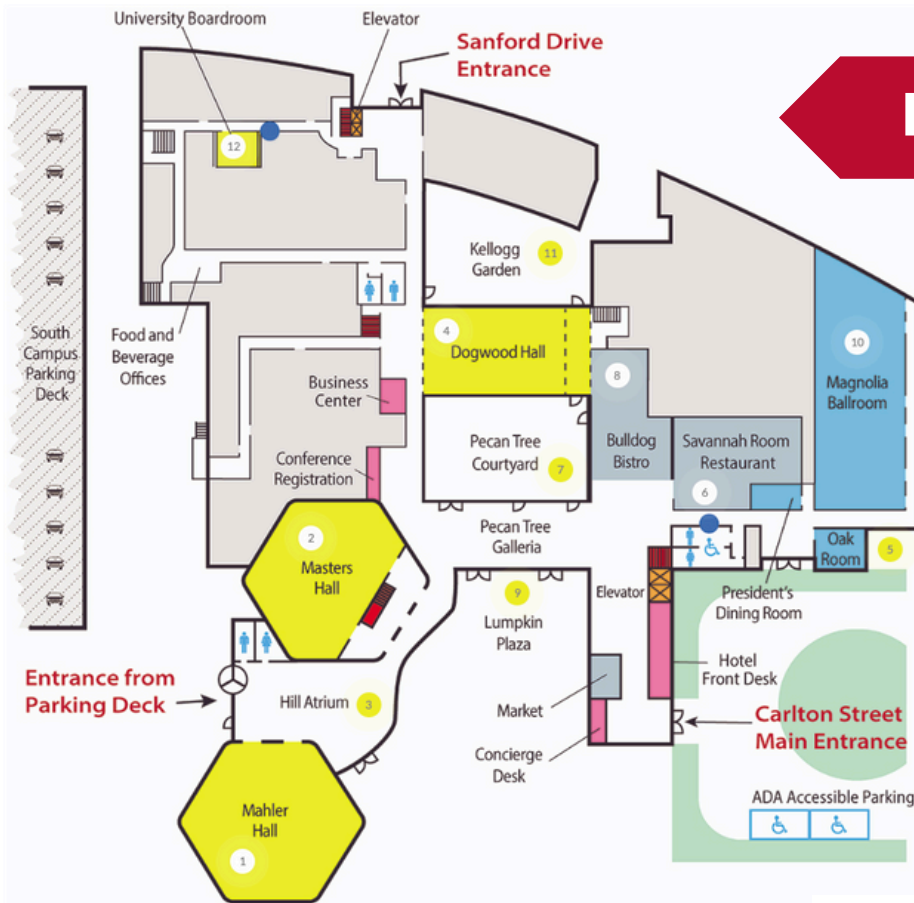
Facilitated Breakout Sessions

- Commercial Fleet Electrification 101: Wins and On-Going Challenges | **Mahler Hall**
- Partnering for Progress: Hyundai and TCSG Empower GA's Workforce | **Masters Hall**
- Gen Z Pulse on Challenges in the EV Space | **Room R**

3:45pm | Mahler Hall

Closing Remarks

GEORGIA CENTER MAP



First Floor

Second Floor



PANELS + SESSIONS

11:15AM | INTERNATIONAL POLICY PANEL | MAHLER HALL

Policy, Power, and Market Share: The Global Power Play for EV Dominance

This session explores the complex relationship between global policies, regulations, and geopolitical dynamics shaping the global EV market, as well as the role that Georgia might play in this global EV arms race. Experts will discuss how trade agreements, subsidies, supply chain dependencies, and regional priorities impact competition and collaboration in the race for EV dominance, as well as how it could potentially affect US domestic EV production and global competitiveness in 2025 and beyond. Attendees will gain insight into the strategies nations have employed to secure their positions in the global shift to electric mobility and how these approaches influence market opportunities and challenges for stakeholders going forward.

Moderator: David Gattie (Professor, College of Engineering and Senior Fellow, Center for International Trade and Security, University of Georgia)

Panelists:

- Jeff Thurk (Professor, Terry College of Business, University of Georgia)
- Rachel Galloway (Consul General, British Consulate General Atlanta)
- Lincoln Wood (Clean Transportation Manager, Southern Company)

12:00PM | PASSENGER EV PANEL | MAGNOLIA BALLROOM

Driving Decisions: What EV Owners Love, Hate, and Want Next

What is driving EV adoption among consumers in 2025? This panel dives into the motivations, barriers, and experiences shaping today's EV market. From environmental concerns and cost savings to challenges like charging availability and range anxiety, we'll hear directly from consumers about their journey to EV ownership. Panelists will also share insights into their likelihood of repurchasing EVs and how evolving market dynamics could shape future consumer behavior.

Moderator: Alton Standifer (Vice Provost, Inclusive Excellence; Chief of Staff, Office of the Provost, University of Georgia)

Panelists:

- Hollis Hart (CEO, STEGO)
- Will Willimon (Executive Director of Development, University of Georgia)
- Elizabeth Willimon (Assistant Director for Business Engagement, University of Georgia)

1:30PM | ELECTRIC MOBILITY VALUE CHAIN | ROOM R

From Batteries to Chassis: Unlocking the EV Value Chain

The transition to electric mobility isn't just about vehicles; it's about creating a sustainable and efficient value chain. This talk examines the challenges and opportunities within the domestic and international EV value chains. Topics include the impact of sourcing EV components on pricing, forecasting future powertrain mixes, and addressing material shortages and other challenges. Learn how companies and governments are working to create a circular economy that maximizes efficiency and economic viability while minimizing environmental impact.

Speaker: Mike Oatridge (AMP Executive Director, The University of Alabama and CEO of MAGNET, Former Honda SVP)

1:30PM | EV TRANSITION INFRASTRUCTURE | MAHLER HALL

Charging Infrastructure: The Backbone of EV adoption

The pace of building out the infrastructure to power EV adoption and readiness is one of the key challenges in EV adoption. This panel tackles the pressing challenges of rolling out charging networks, including material and labor shortages, balancing government and private sector roles, and navigating regulatory hurdles. Experts will discuss current rollout progress and initiatives within their organizations and industries, strategies to accelerate deployment, and the forecast for future coverage. Gain actionable insights into how stakeholders can overcome obstacles and work collaboratively to meet the growing demand for electrification infrastructure.

Moderator: Gaby Pierre (Strategy Lead, Georgia Network for Electric Mobility)

Panelists:

- Caitlin Hilliard (Electric Transportation Supervisor, Southern Company)
- Joseph Benson (Diversified Energy Analyst, MXE, Racetrac)
- Todd Allums (Director, Utility Relations and Programs, Envirosark)

PANELS + SESSIONS

1:30PM | WORKFORCE DEVELOPMENT | MASTERS HALL

Empowering the Future: Highlights from Goodwill of North Georgia's EV Workforce Development Program

Join us for an in-depth look at the transformative Electric Vehicle (EV) Workforce Development Program launched by Goodwill of North Georgia. This session will explore the program's innovative partnerships and their approach to preparing Georgia's workforce for opportunities in the rapidly growing EV industry. Through success stories and lessons learned, discover how the program is creating pathways to high-demand careers, fostering economic mobility, and addressing workforce challenges in the clean energy sector. Gain insights into practical strategies and collaborative approaches that can inspire similar successes throughout the state.

Moderator: Jamal Jesse (Workforce Development Manager, Georgia Power)

Confirmed panelists:

- Rob LeBeau (Director, Workforce Solutions Department, Atlanta Regional Commission)
- Jenny Taylor (Chief Mission Officer and VP, Career Services, Goodwill North Georgia)

2:40 PM | FLEET TRANSITION | MAHLER HALL

Commercial Fleet Electrification 101: Wins and On-going Challenges

Electrifying commercial fleets presents a unique set of opportunities and challenges for businesses and infrastructure providers in Georgia and beyond. This panel delves into the practicalities of fleet electrification in public and private sectors contexts including the economics of depot charging and the logistics of deploying publicly available charging stations. Panelists will discuss lessons learned, price and availability of chargers, and strategies to address maintenance needs, as well as lessons learned in commercial electric fleet buildout. Attendees will leave with a clearer understanding of how to navigate the complexities of fleet electrification and leverage emerging opportunities.

Moderator: Kevin Kirsche (Director of Sustainability, University of Georgia)

Confirmed panelists:

- Javi Rodriguez (Senior Manager of Fleet Operations at Cox Automotive)
- Philip Aiello (Vice President | Global Automotive Maintenance & Engineering, Automotive Advanced Systems & Technology, United Parcel Service Inc.)
- Ryan Kerzner (Sr. Business Development Manager, eMobility at ABM Industries)

2:40 PM | WORKFORCE CERTIFICATE | MASTERS HALL

Partnering for Progress: How Hyundai and TCSG are Empowering GA's Workforce

Discover how Hyundai Motor Group (HMG) and the Technical College System of Georgia (TCSG) are collaboratively shaping the future of Georgia's workforce through specialized training programs. Initiatives such as the Associate of Applied Science (AAS) degree in Automation and Robotics Technology, developed in partnership with HMG and TCSG, are designed to equip individuals with the skills necessary for careers in smart manufacturing and automation. Additionally, Georgia Quick Start, a division of TCSG, is recognized as the nation's top workforce training program and plays a pivotal role in preparing thousands of Georgians for employment at any of our state's smart manufacturing facilities, including EV and battery manufacturing. Join this panel to explore how these strategic partnerships are fostering economic growth, supporting local communities, and positioning Georgia as a leader in advanced manufacturing and clean energy.

Moderator: Asher Dozier (E-mobility Engagement Lead, Public Service Faculty, Carl Vinson Institute)

Confirmed panelists:

- Steven Jahng (Vice President, Hyundai Motor Group – Atlanta)
- Ray Perren (Deputy Commissioner for Technical Education, TCSG)
- Rebecca Alexander (Vice President, Academic Affairs, Gwinnett Technical College)
- Tal Loos (Vice President of Economic Development, Savannah Technical College)

2:40 PM | STUDENT PANEL | ROOM R

Gen Z Pulse on Challenges in the EV Space

Join this session to learn more about experiential learning opportunities that students are taking in the EV space. Highlights will include capstone design projects and student competitions related to making an EV. Projects are focused on developing a NEVI-compliant charging site, design of a solar-integrated EV charging station. Hear their perspectives on challenges, as well as ideas for future innovations in this space.

Moderator: Lauren Anglin (Director of Experiential Programs, UGA College of Engineering)

Confirmed panelists:

- Jane Hoover (GGC Environmental Science Student)
- Srithan Adusumilli (UGA Mechanical Engineering Student, UGA Motorsports Formula Student EV Director)
- Sophia Palomino (UGA Electrical Engineering Student)
- Ashleigh Sayles (UGA Mechanical Engineering Student)

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