



TEREX®

News Release

FOR IMMEDIATE RELEASE

Contact Information:

Becki Dale
Marketing
Phone: 605.882.5525
Email: Becki.Dale@terex.com

Terex to Host Author of *The Grid* at ICUEE 2017

Watertown, S.D. – (August 14, 2017) –Terex Utilities announces that it will sponsor a presentation by Gretchen Bakke, author of *The Grid: The Fraying Wires Between Americans and our Energy Future*, during the International Construction & Utility Equipment Expo (ICUEE).

Bakke, a cultural anthropologist and assistant professor of anthropology at McGill University in Montreal, Quebec, will discuss Diversity in the Grid. Her book takes on America's electrical grid, an engineering triumph of the 20th century, but which she purports needs some fine tuning to fit the present. As the industry invests in solar, wind, and other alternatives, the grid is what stands most firmly in the way of a brighter energy future. She calls for America to re-imagine the grid according to 21st century values.

"We are pleased to bring Ms. Bakke to speak at ICUEE. Her perspective on the diversification of the electrical utility industry, its impact on distribution channels, and the devaluation of energy revenue streams is a wake- up call for electric utilities, one that all organizations working in this industry can learn from," said Joe Caywood, Director of Marketing.

Bakke will speak during a luncheon, sponsored by Terex Utilities, on Wednesday, Oct. 4. The presentation is open to all registered ICUEE attendees, but space is limited. Learn more and register here:

http://icuee17.mapyourshow.com/7_0/sessions/session-details.cfm?ScheduleID=58

Or go to ICUEE.com, click on Visit then select Education to be directed to a registration link.

Following the lunch she will be available for a book signing at Association of Equipment Manufacturers (AEM) booth 3340. Afterwards, she will then visit the Terex display at L316 to meet customers.

The Grid drew praise from Bill Gates, *The Wall Street Journal*, *Science*, and others. “Even if you have never given a moment’s thought to how electricity reaches your outlets, I think this book would convince you that the electrical grid is one of the greatest engineering wonders of the modern world. I think you would also come to see why modernizing the grid is so complex and so critical for building our clean-energy future,” said Bill Gates.

“Utilities today face demanding internal customers and demanding external customers. Beyond delivering innovative technology and responsive service, Terex is committed to sharing forward-thinking ideas and examples of success stories for the benefit of the industry,” said Caywood.

In addition to the presentation by Gretchen Bakke, Terex Utilities will participate in two education sessions at the co-located Utility Fleet Conference. Caywood will participate as a panelist for a discussion on Monday, Oct. 2 on “Top Trends Impacting Utility Fleet Operations.” On Tuesday, Oct. 3, Dan Brenden, Director of Engineering, with Florida Power & Light’s Joe Suarez, will present a case study on “Using Technology to Alert Users to Overload in Aerial Platforms.” Additional registration required. Visit www.utilityfleetconference.com for info.

For more info about Terex Utilities products and events scheduled for ICUEE, visit <http://info.terex.com/icuee2017>.

About Terex:

Terex Corporation is a global manufacturer of lifting and material processing products and services delivering lifecycle solutions that maximize customer return on investment. Major Terex brands include Terex, Genie, Powerscreen and Demag. Terex solutions serve a broad range of industries, including construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utilities, quarrying and mining. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. More information about Terex is available on its website: www.Terex.com, and on its LinkedIn page -- www.linkedin.com/company/terex and Facebook page -- www.facebook.com/TerexCorporation.

###