

Churchill Club Presents Shai Agassi and the Trillion Dollar Transportation Opportunity

SAN JOSE, CA--(Marketwire - July 12, 2010) -The [Churchill Club](#), Silicon Valley's premier business and technology forum, today announced that Shai Agassi, [Better Place](#) CEO and founder, will discuss Silicon Valley's role in the unfolding transformation from oil-based to sustainable transportation. The [event](#), being held at the Santa Clara Marriott and open to the public, will be moderated by Mark Johnson, co-founder with Clayton Christensen of [Innosight](#), and author of a new book entitled, "Seizing the White Space: Business Model Innovation for Growth and Renewal."

"Shai Agassi's vision for ending global oil dependency, and the bold steps he is taking, make him someone to watch and listen to in Silicon Valley," said Karen Tucker, CEO of the Churchill Club. "As a luminary at the forefront of the sustainable transportation discussion, Agassi further propels the Churchill Club's mission to convene and stimulate conversations that spark innovation and economic growth."

Better Place aims to reduce global dependency on petroleum through the creation of a market-based transportation infrastructure that supports mass adoption of electric vehicles. Since its 2007 founding, Better Place has raised nearly \$700 million in funding. The company is deploying its charge spot and battery switch infrastructure for electric vehicles in Israel, Denmark and Australia, with projects and additional development efforts in Canada, China, Japan, and the U.S.

When: Thursday, July 15, 2010
Registration and networking: 5:30 pm
Buffet: 6:15 pm
Program: 7:00 pm

Where: Santa Clara Marriott
2700 Mission College Blvd.
Santa Clara, CA

More: To register for this program or for more information, please visit www.churchillclub.org.

About the Churchill Club

The Churchill Club is an internationally-respected independent business and technology forum located in Silicon Valley, where CEOs, thought leaders, global business executives, innovators, and senior political leaders meet to discuss and debate, inform and educate, forecast and evaluate. Founded in 1985, the Club is known for its smart, provocative conversations on the most current leadership and innovation topics. Its 7,000 individual and corporate members include senior executives from market-leading companies, investors, and entrepreneurs. Recent speakers to the Club include Michael Dell, founder, chairman & CEO, Dell; Larry Ellison, founder, chairman & CEO, Oracle; Jim Goodnight, chairman & CEO, SAS; Olli Pekka Kallasvuo, CEO, Nokia; Michael Eisner, former CEO, the Walt Disney Company, and Reed Hastings, founder & CEO of Netflix. Further information about the Churchill Club, a 501(c)(3) organization, can be found at www.churchillclub.org.

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