

# Exploring the Legacy of Energy Storage Conference 2019 in San Diego

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### Why the 2019 Conference Still Matters Today

While energy storage conferences happen annually, the 2019 edition in San Diego became a turning point for industry professionals. solar executives nibbling avocado toast while debating lithium-ion vs. flow batteries, all against California's sunny backdrop. Little did they know, these discussions would become crucial armor against today's policy challenges.

### Key Themes That Predicted Current Trends

Grid-scale storage integration challenges  
Residential solar-storage hybrid systems  
Emerging battery chemistries beyond lithium  
Utility rate structure impacts on ROI

Tom Starrs, VP at EDP Renewables, famously quipped during a panel: "We're not just storing electrons - we're storing economic resilience." This foreshadowed today's market turbulence where energy storage systems buffer against policy shifts.

### Policy Crossroads: Then vs. Now

The 2019 conference occurred during relative policy stability, unlike today's climate. Recent developments show:

2019 Context	2025 Reality
Federal tax incentives expanding	IRA provisions under scrutiny
State-level mandates driving adoption	Permitting bottlenecks increasing
Utility pilot programs proliferating	Interconnection queues clogged

### Case Study: From Theory to Turbulence

Sunrun's 2019 presentation on virtual power plants now reads like tragic irony. Their projected 300% growth collided with 2025's installation stagnation - proof that even the best energy storage solutions need favorable regulatory winds.

### Technological Seeds Planted in 2019

Several 2019 exhibitors showcased prototypes now dominating markets:

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Second-life EV battery systems  
AI-driven storage optimization software  
Non-lithium alternatives for long-duration storage

One startup's graffiti-style booth slogan - "Your electrons deserve better retirement plans" - became an industry meme, symbolizing creative approaches to energy storage challenges.

Networking Ripples Through Time  
The conference's matchmaking app data reveals:

47% of 2019 connections led to 2020-2024 collaborations  
12% of seed-stage presenters became 2025 market leaders  
8 policy frameworks drafted in conference workshops became state legislation

As solar stocks fluctuate wildly in 2025, veterans recall 2019's hallway conversations about "political risk hedging" - advice that's now worth its weight in battery-grade lithium.

The Hydrogen Wild Card  
While most 2019 discussions focused on electrochemical storage, a lone hydrogen storage presentation drew skeptical crowds. Fast forward to 2025: that presenter's company now leads three DOE-funded green hydrogen initiatives.

Architecture Meets Energy Innovation  
San Diego's venue choice proved prophetic. The convention center's own 2MWh storage system, showcased in 2019, became:

A resilience model during 2023 grid emergencies  
A testbed for frequency regulation algorithms  
Proof point for municipal storage mandates

Conference organizers didn't just talk about energy storage technology - they literally powered their event with it. The 14% cost savings became a standard conference ROI metric.



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