

CCF 2023



PRESENTED BY



ENCHANTED ROCK
The Power is On.

KEYNOTE ADDRESS

DAKOTA MEYER

MEDAL OF HONOR RECIPIENT SPEAKS ON
INDIVIDUAL RESILIENCE

WHAT WE TALKED ABOUT

PANEL TAKEAWAYS

OUR PANEL SPEAKERS AND BEST QUOTES

THE WAY WE NETWORK

HOW WE PROCONNECT

WHAT VALUED SPONSORS, ATTENDEES, AND PODCAST GUESTS BRING
AND THE GOLDEN NUGGETS THEY LEAVE BEHIND



EXPERIENCE THE HIGHLIGHTS

ABOUT

THE WAY WE NETWORK



PAVING THE PATH TO SPONSOR
SUCCESS



FEATURED SPONSORS



SPONSOR QUOTES



KEYNOTE SPEECH



PANEL TAKEAWAYS



SPOTLIGHT ON THE EXPERIENCE



LIVE PODCAST RECORDINGS



ANNUAL GOLF TOURNAMENT



SNEAK PEEK FOR DCAC 2024



ABOUT DCAC

Growth in the data center industry is definitely in no rush to slow down. In fact, it appears to be positioned to grow more aggressively than it has in the past few years. Data center operators race to buy up land in the world's largest data center markets. As analysts sprint to understand the shift in enterprises data center strategies, colocation and cloud providers are pivoting towards more advanced solutions and focused on optimizing hybrid deployments. Data center operators and their clients shared the stage at DCAC 2023, showcasing how these colocation and cloud providers are responding to this explosive growth in demand, while staring down the barrel of massive supply chain stress, amid ongoing shortages of skilled data center professionals.



850+
Attendees



400+
Companies



20+
Data Center Operators



20+
Speakers



DCAC





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THE WAY WE NETWORK

#Proconnect is the DCAC Live difference. Our mission is to facilitate open and equal access conversations between data center executives, operators, end users and private equity groups. It dismantles traditional conference barriers and empowers attendees through exposure, relationships and idea sharing across roles and seniority levels in the industry. #Proconnect reflects DCAC's commitment to building a happier, healthier, more inclusive, more accessible and ultimately better industry.



ANTI-CONFERENCE OUR WAY

The Data Center Anti-Conference (DCAC) is not your typical industry event. While most conferences focus on sales pitches, attendee numbers and formal presentations, DCAC flips the script with its #proconnect mission - bringing together data center executives, private equity groups, operators and end-users for open access, engagement, and relationship building.

As an attendee, DCAC offers an unparalleled opportunity to connect with the top minds across the data center spectrum without gatekeepers or barriers. CEOs and C-Suite leaders from esteemed organizations such as Google, Paypal, Facebook, and Compass Data Centers, along with numerous others, participate in panels, small group sessions, and mixers right alongside everyday data center professionals and decision makers. Sessions dig into everything from emerging industry trends, sustainability, and long-term power solutions, to personal development, facilitated by recognized names across the field like Chris Crosby, Alfonso Portillo, Bill Kleyman, and Shawn Tugwell.

The location at ACL Live at The Moody Theater also facilitates the conference's vision. With open lounge spaces, bars, food stations, demo areas and comfortable seating integrated throughout, conversations flow freely and connections happen organically. Attendees are just as likely to find themselves in a thought-provoking discussion with an executive over coffee as they are to be learning about new innovations on the exhibit floor.



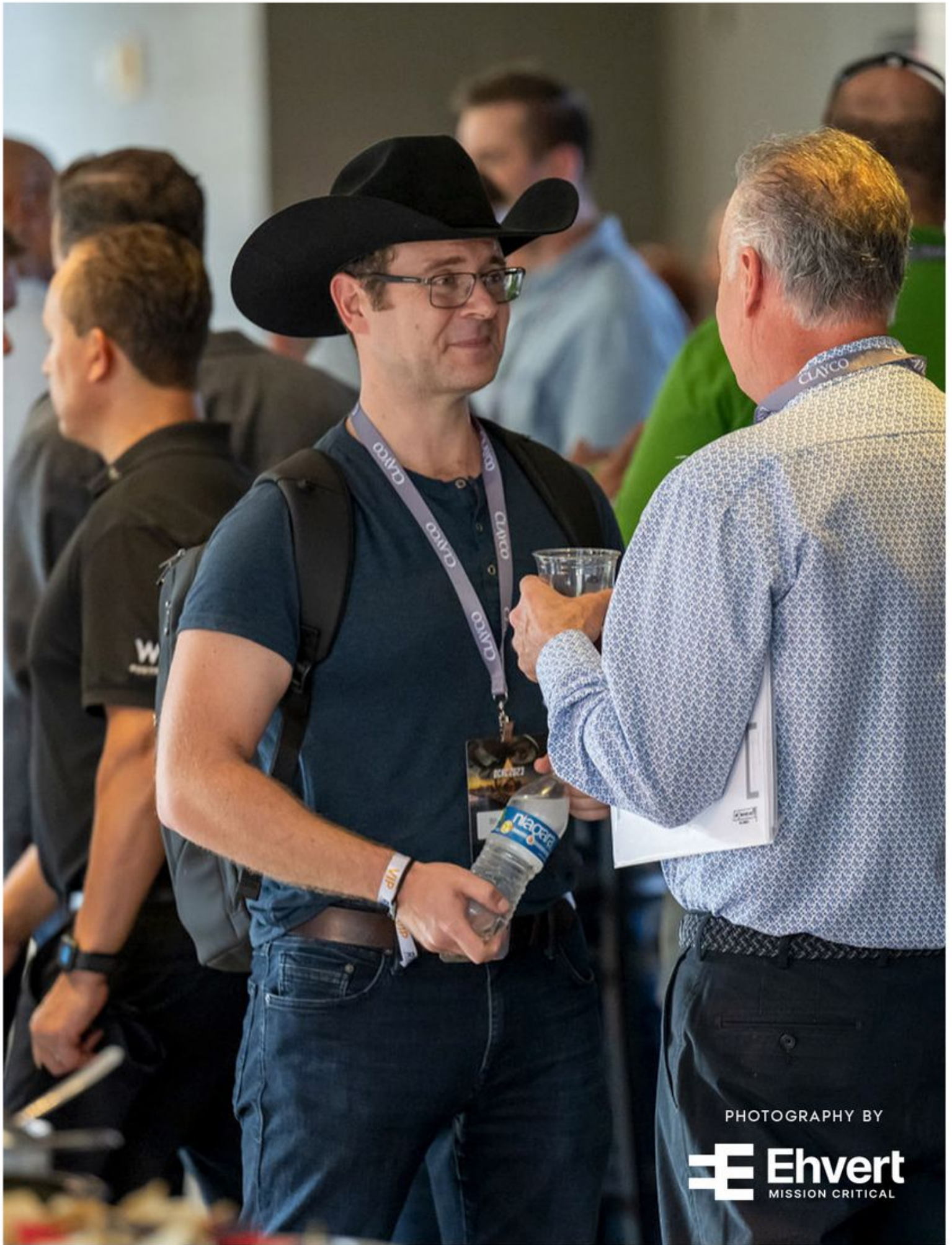
In an industry where minds and access are often siloed, DCAC Live brings a breath of fresh air through #proconnect. Attendees of all backgrounds unite through a shared desire to learn, find inspiration and shape the future of the data center landscape.





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Paving the Path to Sponsor Success

Companies choose to sponsor DCAC Live year after year because of the unmatched experiences and industry connections the event delivers. For those considering sponsorship, hear directly from devoted sponsors on what sets DCAC apart: **"DCAC has been a great platform...It's an event where you can really network and find information that you would not find in other events."**



Sponsors get insider access to authentic conversations on emerging challenges and opportunities. Thought leaders candidly discuss key issues and trends you won't find presented elsewhere.



The open dialogue also forges meaningful relationships beyond superficial conferences. As one sponsor described, "This industry is built on relationships, and we've always enjoyed being able to foster those current and create new [ones]." From brisket to live music, DCAC facilitates organic networking that cultivates lasting bonds.

Furthermore, DCAC covers wide-ranging topics delivering tangible value. Sponsors emphasize taking back multiple learnings to sink their teeth into—from new technologies to investment outlooks to leadership principles.

IF I SPONSORED ONE CONFERENCE...

The event also purposefully balances industry growth conversations with societal impact efforts as well. By uniting this duality of perspectives under one roof, sponsors uniquely experience the human side lifting up the technological progress.

Many point to DCAC's welcoming yet focused culture creating this dynamic forum year after year. Jim Roche, SVP of Engineering at Cyrusone, summarized, "If I had to have one conference to suggest...the DCAC conference would be the one."

In short, companies sponsor DCAC to embed directly within honest issue debates, build genuine connections, harvest rare insights and participate in uplifting industry growth through significant causes. As an immersive gathering intentionally designed for data center influencers, DCAC delivers exponential value no other event provides.

"If someone had just the opportunity to go to one conference a year, I would tell them to come to this conference. You're just going to meet some fantastic people. Walking around and talking to folks, this conference does have the best people in the industry. So if you're looking at how do I meet people and learn and everything else, the networking aspect is tremendous. And then the learning aspect. Again, you just have some of the best folks in the industry here that are being totally honest, they're just talking through stuff. And so I think this is really the event that I would pick right now where I am, or if I was just starting my career." -Thomas McAndrew, CEO and Founder, Enchanted Rock. DCAC 2023 Title Sponsor





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THANK YOU TO OUR
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ENCHANTED ROCK
The Power is On.

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A SPECIAL THANKS TO OUR

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VERWATCH

Overwatch is a service-disabled Veteran-owned small business (SDVOB) certified through the national veterans business development council (NVBDC), offering construction professional services, talent acquisition, and general contractor for the mission-critical infrastructure industry. Our mission is the construction and management of state-of-the-art data centers with the precision and reliability this industry demands. From high-end engineers to seasoned professionals, we deploy the people you need to get your data center off the ground. At Overwatch, it's more than a job. It's purpose.

WEAREOVERWATCH.COM

CHECKhub

Empowering your frontline teams

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LEGRAND.US/STARLINE



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DATABANK.COM

BluePrint

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Our mission is to be the preeminent supply chain management solutions and services firm, accelerating the leaders of the industrial future, by strengthening, scaling, building resilient construction supply chains that integrate the delivery of offsite constructed products directly to the construction or job site.

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MCCARTHY.COM



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OPTIMAL[®]

POWER SOLUTIONS

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OPTIMALPWR.COM



IES[®]
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Our Data Center Services team can work quickly and efficiently to ensure your enterprise projects are completed on time, no matter the size.

Data Center Relocation | Data Eradication |
Remote Hands Professional Services | Data Migration |
Critical Facility Assessment | Network Design & Development

IESCOMM.COM



A dynamic and collaborative partnership, our unique combination of construction experience, turn-key delivery, and performance contracting provides our customers with expertise to leverage throughout the entire construction process.

SWITCHELECTRIC.COM

The best solution to your biggest challenge is the one that fits your business. FSG helps you find solutions that your business can own and feel good about.



FSG.COM

GENEREX



Critical Power Management Solutions
Generex Systems - Keeping your most critical operations dependable

GENEREX.DE



At XYZ we understand that mission critical projects require partners that ensure the highest quality and standards are met throughout the build process. We work closely with asset owners, contractors and subcontractors to penetrate deeper into the build process and correct any potential mistakes before they happen.

XYZREALITY.COM

THE REST OF OUR

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DCAC LIVE 2023

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Insights From Technology Leaders

DataCentre.

 **DATACENTERHAWK**

 **Infrastructure
Masons**

 **iMiller
Public
Relations**

BISNOW



 **OPEN**
Compute Project®


JAYMIE SCOTTO & ASSOCIATES

2024 Conference Sponsorship Form

A photograph of a trade show booth, dimly lit with a dark overlay. A large, curved white banner with a black border is the central focus. It features the word 'Wevert' in large black letters, with 'MIN CRITICAL' written vertically in smaller letters to its right. Below the banner, a red and white logo is visible. In the background, several people are walking through the booth, and a man in a grey jacket and blue jeans stands on the right side, looking towards the camera. The overall atmosphere is professional and modern.

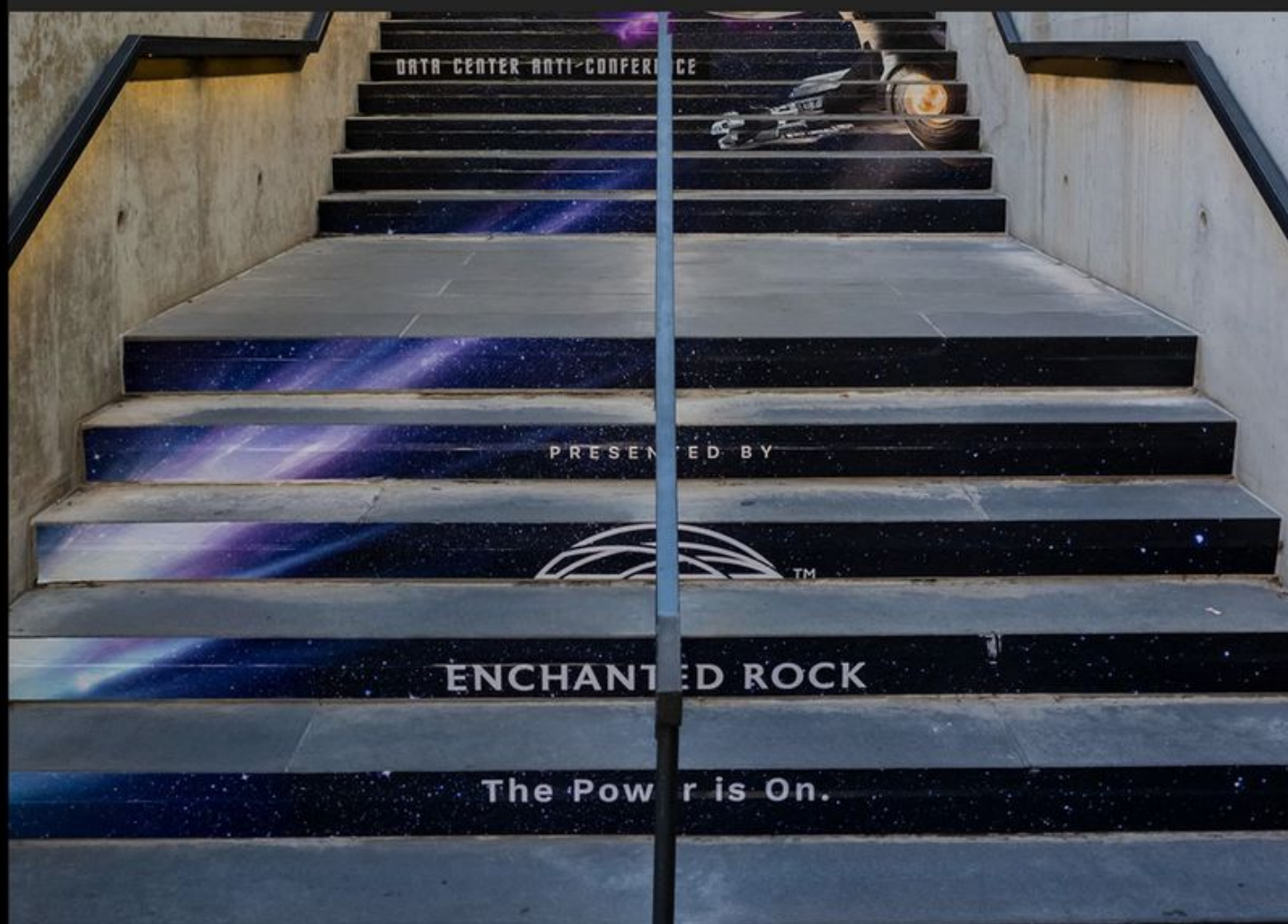
SPONSOR QUOTES

A GLIMPSE OF WHAT SOME OF OUR TOP SPONSORS HAVE TO SAY

ENCHANTED ROCK

BRIAN JABECK, VP DATA CENTERS

I think really the community that this drives, the collaboration, the sharing, the building up of everybody here to really find your lane, and become a better professional. I really like the focus on that piece here. And I think the community that leaves this conference, you look forward to coming back every year, you find connections in the industry that, you know... you use throughout the year and really help your personal and professional side.



CLEANARC DATA CENTERS

LINDSEY BRUNER, COO

“ This is my third time at DCAC, and what I really, really like about this conference is the focus on thought leadership, and really real conversations about some of the issues that hit the industry. Some of them are on the development side, some of them are on the supply chain side, and some of them are on the people side, but really, all of the conversations, and all the panels end up being very thought-provoking and there's always something you can take back to your day-to-day and work to improve the industry for all of us. ”

JONES LANG LASALLE (JLL)

CURT HOLCOMB, EVP, DATA CENTER SOLUTIONS

“ We have a lot more fun at this conference than I think we do anywhere. And it's not just because it's in Austin... I mean, Austin's a big enough reason to come, but the fact that it's run the way Kirk Offel runs it, it really makes it a different type of conference. And you get, I think, more value out of that. ”

COMPASS DATA CENTERS

CHRIS CROSBY, CEO

“ DCAC does a great job just being different, being unique. Not trying to be better than something else, but just trying to be different. We love that at Compass. We do data centers differently, so it aligns well with our culture. And love the veteran angle in terms of bringing veterans into the space and mission that Kirk and the team have on that. We need more and more of it in our space. ”

THE JOURNEY UPWARD STARTS HERE

CONTACT US ABOUT 2024
SPONSORSHIP

[Email Us Here](#)



THINGS TO KNOW ABOUT

ACL LIVE VENUE

JOIN US EACH YEAR AT THE ICONIC ACL LIVE AT MOODY THEATER



With ice cold A/C, fully staffed bars, decks with downtown and river views, and the friendliest staff, this is the perfect place to have a conference in ATX! Need to kill some time before the next panel, head to the mezzanine level to see some incredible photos of the legendary performers who have graced the stage throughout the years. Or head down to the deck to see our sponsor booths, interactive exhibits, grab a haircut at the straight razor shave station, or a hand rolled cigar! There are also fun facts and milestone highlights, like who has played ACL the most. Spoiler alert: It's Willie! He currently holds the record at 15.

FUN FACTS

- ACL Live at the Moody Theater is one of Austin's favorite music venues since it first opened in 2011
- Home to the famous Austin City Limits TV program and to more than 100 concerts each year
- Exclusive backstage access for DCAC VIPs to relax and feel what it's like to be a rockstar
- Room for sponsor booths, exhibits, quiet room area to take calls, and ample room for networking
- Multiple bars to keep the lines down, allows for a fresh drink in your hands at all times!
- 2,750 attendee capacity with an open mezzanine for sponsor booths and networking

POST NETWORKING

37 TOTAL HOURS SPENT NETWORKING SPANNING DIFFERENT VENUES





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KEYNOTE ADDRESS

DAKOTA MEYER

MEDAL OF HONOR RECIPIENT SPEAKS ON COURAGE AND PURPOSE





PURPOSE AND HONOR

Dakota Meyer is a former United States Marine renowned for his incredible bravery in the battle of Ganjgal during the War in Afghanistan. Born in 1988 in Columbia, Kentucky, Meyer enlisted in the Marines after high school in 2006. On September 8, 2009, Sergeant Meyer was serving in a Marine embedded training team in Afghanistan when his unit was ambushed in the Battle of Ganjgal.

Pinned down by intense enemy fire, Meyer risked his life multiple times over to evacuate wounded Afghan soldiers and recover the bodies of fallen American servicemen. He is credited with saving the lives of 13 Americans and 23 Afghans that harrowing day. For his "conspicuous gallantry and intrepidity at the risk

of his life above and beyond the call of duty," Meyer was awarded the Medal of Honor, the highest decoration in the U.S. military, in 2011. He was the third living Medal of Honor recipient since the Vietnam War.

Since leaving the Marines, Dakota Meyer has become an outspoken veterans' advocate. He authored a book about his experiences, *Into the Fire: A Firsthand Account of the Most Extraordinary Battle in the Afghan War*. Meyer also runs the Dakota Meyer Foundation, a nonprofit dedicated to supporting veterans in a number of ways upon their return from the battlefield. His courageous service and selfless character continue to inspire Americans today.

DUTY AND PERSONAL RESILIENCE

The data center realm got shook up as Dakota Meyer brought some heat to the DCAC Live stage this year. His opening message made waves for not just saluting heroics on the battlefield but calling out the duty we all share, to step up within this competitive industry firing on all cylinders.

He spoke of the duty we all share - to be the best version of ourselves. By putting self-care first to be fully energized, we can better achieve excellence for those counting on us, whether teammates, customers or even the greater mission that drives this industry. Dakota emphasized that taking time for your own physical and mental health enables you to withstand the stress this industry brings and give fully to others.

This lesson profoundly applies to our fast-growing data center field prone to immense pressure. By focusing on personal longevity and resilience - like better sleep, nutrition, mindfulness - we groom better leaders capable of making a global impact. When you lift up yourself, you lift up the entire ecosystem.

We've got major growth and global responsibility on the horizon but our infrastructure both technological and human remains stuck in the past. Dakota Meyer brings a much-needed reality check: a future powered by healthier, fortified data warriors who walk the talk when it comes to the wellbeing we hope to bring to societies through digital access.

Think you don't have time or it's too late to step up? This Marine wouldn't want to hear it.



Our data center community has always led the convergence of human strength + smart systems to change the world. It's time to look inward and ignite that personal resilience... our future impact depends on it. Kudos to Dakota for bringing the heat—now it's time we fire up the industry.





A man with dark hair, wearing a light-colored suit jacket over a patterned shirt, is seated and gesturing with his hands while speaking. The background is dark and out of focus, suggesting a stage or conference setting. The overall lighting is dim, with a blueish tint.

PANEL TAKEAWAYS

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAYS

WELCOME ADDRESS

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

ENCHANTED ROCK WELCOME ADDRESS

BRIAN JABECK
VICE PRESIDENT, DATA CENTERS AT ENCHANTED ROCK



TAKEAWAY QUOTE

Today, if you run a model for nine days, we'll say chatGPT, nine days of that model run is going to consume the same amount of electricity if you were to power your house for three years. So, from a grid that, as we started this conference last year, we're learning of grids struggling to keep up with a number of different changes in the dynamic. If you're going to throw out that nine days is going to be equivalent to three years of a house, how do we respond to that? How do our grid partners manage that when you go to them and say, "I need 300 megawatts, 500 megawatts, a gigawatt campus that I'm putting in place," and just the uniqueness of that challenge is, I think, put us at a really interesting time. The growth here needs to keep growing, needs to keep moving, and we're going to have to do a really good job of getting with our utility partners to make sure we do it in a way that helps our local communities, not just hinders them."



STATE OF THE INDUSTRY

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

STATE OF THE INDUSTRY

CURT HOLCOMB

EXECUTIVE VICE PRESIDENT, DATA CENTER SOLUTIONS AT JONES LANG LASALLE

ANDY CVENBROS

MANAGING DIRECTOR, DATA CENTER SOLUTIONS AT JONES LANG LASALLE



TAKEAWAY QUOTE

Power delivery shortages across the board in all the major markets are happening. We've seen massive demand in a short amount of time, largely since COVID ended. Big hyper scale providers taking down large spaces. We see new users in the marketplace today, new social media companies, social media companies expanding. They've essentially taken a lot of that power that's in place today. And that's paired with other user demand. That's EV manufacturing, that's battery companies, that's airports, all this stuff in kind of core areas where power is in high demand. We're seeing power delivery shortages. Previously it was kind of two to three years. Now we're seeing upwards of four years. You know, the stuff in Dominion. In Dallas, Chicago, every single major market is seeing a delay in power.

Power to a site. Mostly, for 34 or five KV lines, you're looking at something that's three to four years, if not five years. You're having to build a substation on site, you're having to expand and add transformers at the main substation supporting those sites. And that's something that doesn't happen overnight. And a lot of this is handled by utilities, which traditionally don't work very fast, or plan very far and ahead, in terms of what we're seeing from a demand standpoint.



A POWERFUL AND SUSTAINABLE PARTNERSHIP

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

A POWERFUL AND SUSTAINABLE PARTNERSHIP

KIRK OFFEL - CEO AT OVERWATCH

CHRIS CROSBY - CEO AT COMPASS DATACENTERS

THOMAS MCANDREW - CEO AT ENCHANTED ROCK



TAKEAWAY QUOTE

It's critical that you are working with the grid operators, whether it's a deregulated environment or regulated, you have to be working in a very collaborative way to understand what they're solving for. And then say, "okay, I understand what you're solving for, let me work with you on that."



POWER OF INFLUENCE

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

POWER OF INFLUENCE

CHRIS CROSBY
CEO AT COMPASS DATACENTERS



TAKEAWAY QUOTE

I would just say for all the vets in here, one, thank you for your service. But two, our industry and the opportunity sets that are in it are really, really great. Vocabulary is probably your biggest hurdle that you're going to get over. We don't use quite as many acronyms in this world that you guys do. But you know, I think be okay with asking for help from people because there's, especially in this data center space, there are so many people that want to help veterans and help give you guys opportunities in our space. So be okay with asking for it. Be okay with the uncomfortable because it's going to be a little different. And how we leverage those skill sets commercially might be different than what you think or what you've been told by the military as you're coming out. But just know that this is a great opportunity for a lot of growth. We need a lot of people and a lot of roles in our industry. And we're very hopeful that the veteran community can continue to contribute to data center space.



HISPANICS & LATINX IN DIGITAL INFRASTRUCTURE

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

HISPANICS & LATINX IN DIGITAL INFRASTRUCTURE

ANTHONY GARCIA - PRESIDENT OF HYPERSCALE AT OVERWATCH

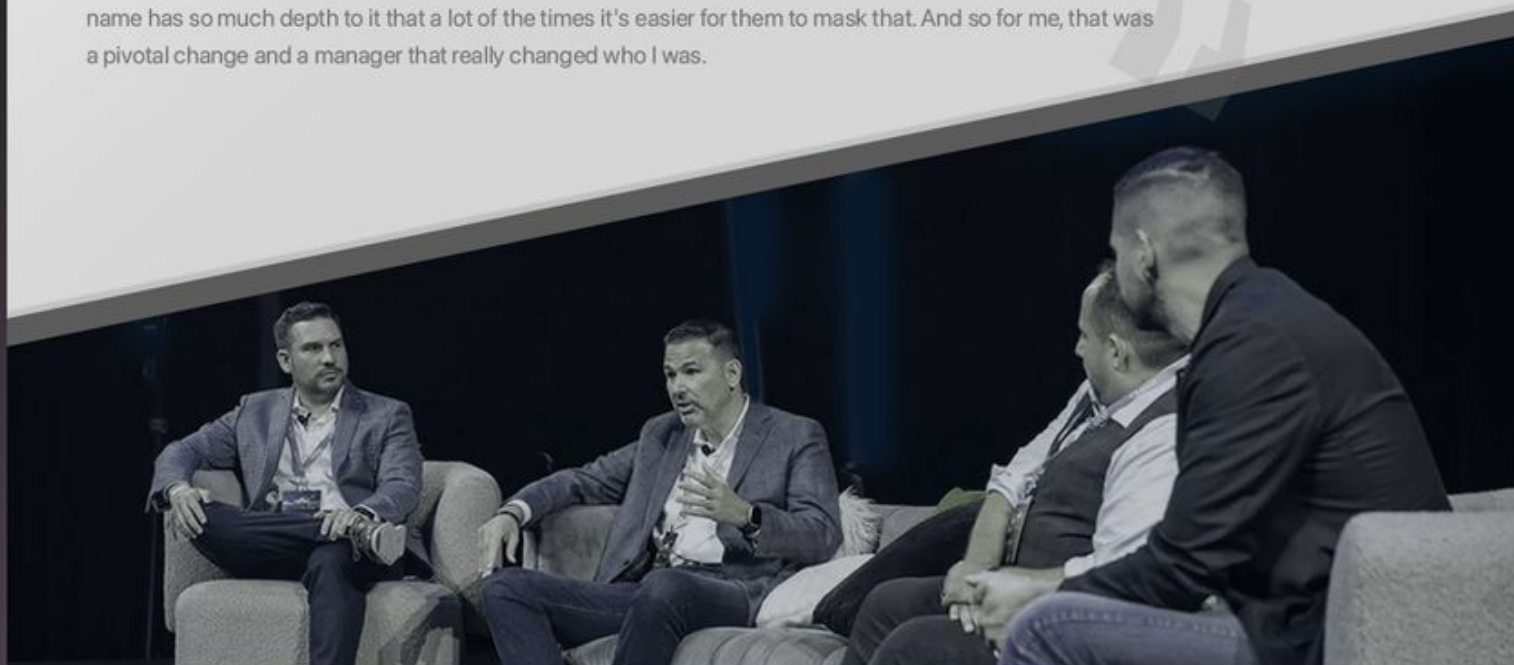
ALEJANDRO CANTU SEPULVEDA - COO / CO-FOUNDER AT LAYER 9 DATACENTERS

JOSE RUIZ - SVP, GLOBAL ACCOUNTS & PLATFORM STRATEGY AT STREAM DATA CENTERS

ALFONSO PORTILLO - DATA CENTER DESIGN AND ENGINEERING MACHINE LEARNING
LEAD AT GOOGLE

TAKEAWAY QUOTE

One of my first managers when I was with Structur Tone, Armando. He was the first Hispanic manager that I ever had. And I'll tell you a story, growing up, I was Alfonso, I grew up in El Paso, 95 % Hispanic community. When I finally left and went to college, that was the first time I realized I was a minority. Like that was a new thing for me. And so I started going by Al. Like now I talk about it openly and it's something that I'm comfortable sharing. Back then, it was just easier for me to change my name. People would ask me, hey, how do I pronounce your name? Oh, just call me Al, it's easy. And that's who I was for all of college, probably the first four years of my career. And I was in a meeting with Armando. He just became a manager. We were with a client at the time. And we go around the table, we introduce ourselves and I introduce myself as Al. After the meeting, he kind of pulls me aside and goes, "hey, I got a question for you. Like, why did you introduce yourself as Al? Was that your name?" I was like, "yeah". He's like, "well, let me ask you. Like, what does your mom call you?" And I kind of laughed and I said that she calls me Alfonso. And he's like, "you should be comfortable using that name. If there's more to why you're using Al, I want you to be comfortable with your space". And it was interesting 'cause it took him to see what I was doing 'cause he understood it. Everybody else, it was just a small thing in passing. It wasn't something that they even put two and two together. And so for the audience that's here, like, if you manage not just Hispanics but other minorities, it's so important that you take the time to really understand the proper pronunciation and the meaning behind their name. In different cultures, a name has so much depth to it that a lot of the times it's easier for them to mask that. And so for me, that was a pivotal change and a manager that really changed who I was.



KEYNOTE ADDRESS

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

MEDAL OF HONOR KEYNOTE ADDRESS

DAKOTA MEYER
US MARINE AND MEDAL OF HONOR RECIPIENT

KIRK OFFEL
CEO AT OVERWATCH



TAKEAWAY QUOTE

"You change the way people think, in the way that people look at the world, you change their entire life and everything outside of that and that they are part of. So you know, I believe in human beings I believe that the majority of people are good. I believe that people want to do good things and I believe that people want to be better than what they are right now and so you know the one thing I always say is the biggest mind shift and perspective for me that changed everything in my life was whenever I replaced the word "why" with "what". There are no answers or any objectives in a why question, in a why frame of mind, it's subjective and when you change that why to what- like okay not "well why is this happening to me, why am I going through this, why is my family going through this, why again", there's nothing that you can take action on with that response. But when you get to- "what, what is happening to me? What can I do now? What can I do to change this?" It takes you automatically from a victim all the way to a victor, right? To where you can actually take action on that."



LONG TERM POWER SOLUTIONS

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

LONG TERM POWER SOLUTIONS (SMR's)

JIM ROCHE

SVP ENGINEERING AT CYRUSONE



TAKEAWAY QUOTE

When you think of what causes problems, it's the inability to cool the reactor. So, what happens in a traditional reactor? It requires intervention in a couple different ways. Human intervention, it also requires gens, it also requires pumps, electric for pumps, and this is kind of why you saw an issue at Fukushima because it wasn't that -- the main thing was when that second storm hit, it wiped out the controls, so they couldn't cool the reactors, and that's where you started getting thermal runaway. With an SMR, there's none of that. An SMR is a valve-driven system where pressure release happens. If any event happens within the SMR, there's valves that open up and release. They release the pressure, they release the steam, they release the heat. What that does is releases water into the container, and that provides a cooling loop within the SMR that can run indefinitely. No human interaction. Nobody has to hit a button. Nobody needs a generator. Nobody needs a pump. This happens. The pressure takes care of all of it. And that loop, that cooling loop, just continues on indefinitely. That's probably the number one thing, when we talk about the advantages of an SMR versus traditional.



SHIFTING LABOR DYNAMICS

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

SHIFTING LABOR DYNAMICS AS WE FOCUS ON DEI

KAYLA REMINGTON – DIRECTOR OF ENGINEERING AT CYRUSONE

LINDSEY BRUNER – CHIEF OPERATING OFFICER AT CLEANARC DATA CENTERS

JENNIFER REININGER – SENIOR DEVELOPMENT MANAGER AT YONDR GROUP

KARLI WALDON – MANAGING PARTNER, PRESIDENT AT TALENT WAR GROUP

LUKE KIPFER – VP, DATA CENTER DEVELOPMENT AND CONSTRUCTION AT AMERICAN REAL ESTATE PARTNERS



TAKEAWAY QUOTE

You know, one of the surveys I found when I was doing some research for this is- they took young men and women directly out of college and they surveyed how ambitious they are. Like they surveyed who wants to get and do, you know, upper leadership management roles. And coming out of college, it was the women far in advance were much more ambitious than men. They took that same group and then they surveyed them five years later and the men were now much more ambitious than the women were. And that's tied directly back to, I believe, the mentorship and the sponsorship, right? As these young men and women got into the career that they started to work within these organizations, so much of that senior-level, you know, the C-level, the real leaders within the organization, that they're more men than women and then those men feel more comfortable mentoring or sponsoring young men versus young women. So I think that's a major problem and that's really turning women away from leadership roles is because they don't get the opportunity to have a great mentor, great sponsor, 'cause men are afraid of it. You know, we were having the conversation earlier that I can mentor a 24-year-old male in my organization, and we can go out and get a beer after work and talk about building data centers. I don't feel comfortable going out with a 24-year-old young woman that works for me after work for a beer to talk about building data centers and that's a problem. So I really think it's the breakdown in mentoring and sponsorship that is really holding a lot of young women back. And I think really, the solution for that is having more structured mentorship and sponsorship programs, right? If that's more widely accepted and structured with an organization it's going to be more accepted that you know, to go in a meeting room alone with a young employee and yeah that's part of the mentorship program versus, if that's not widely built into organizational culture that could be seen as you know something's going on there that shouldn't be going on. So I think really putting structure or organization around those mentorship sponsorship programs will help a lot of organizations.



TRENDS FROM THE OPERATOR

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

TRENDS FROM THE OPERATOR

JESSE SARGENT - PRESIDENT OF DELIVERY AT OVERWATCH

JIM ROCHE - SVP ENGINEERING AT CYRUSONE

SHAWN TUGWELL - DIRECTOR, DATA CENTER DESIGN & ENGINEERING AT PAYPAL

ADIL ATTCLASSY - CTO AT COMPASS DATACENTERS



TAKEAWAY QUOTE

So, we talked very briefly earlier about what we call the Pareto Rule, which is a 20/80 rule. We call them 20 % or 80%. So, 20% of people between 80% of the work and care in the industry. I think the paradigm shift that we need to all recognize is there is 4x labor pool sitting there. They call it 80%. They're not super qualified. But if you, as an industry, develop methodology that's extremely prescriptive, you can then leverage a less skilled labor to get the same results. The example that I give is IKEA. IKEA does not assume that you know how to assemble the bookshelf. But they give you a step -by -step, extremely descriptive, how to do every task to make sure the end product is what you should be expecting. So that, at Compass is how we think about it. We walk in assuming that we're dealing with a labor pool that is not skilled. So we put forward a very descriptive step-by-step methodologies that we expect them to follow. And quite frankly, it's been refreshing to see that it was successful. It also gives us the ability to tap into a talent pool that normally we'd shy away from, stepping up into the sector and give it a time to get trained and become 20 %ers.



WHY AND WHERE IS THE MONEY COMING FROM?

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

WHY AND WHERE IS THE MONEY COMING FROM?

SAMUEL PERSICO - CFO AT OVERWATCH

STEVE K. LEE - FOUNDER & MANAGING DIRECTOR AT LAYER 7 CAPITAL LLC

ROBERT BOOK - VICE PRESIDENT AT ARROYO INVESTORS

TAKEAWAY QUOTE

So power generation, right? You can put 800 KW to \$1,500 a KW into an investment, depending on what you're looking at. A data center is 10x that, plus three to five times that every three to five years in terms of the throughput. So the numbers are just so huge, and so if you're if you're raising a five billion dollar fund, you can't afford not to be in digital infrastructure.



DATA CENTER OPEN COMPUTE

GET A SNEAK PEEK INTO SOME OF THE BEST PANEL SPEAKERS AND TAKEAWAY QUOTES

DATA CENTER OPEN COMPUTE

BILL KLEYMAN - ADVISORY BOARD MEMBER AT NEU.RO

DEAN NELSON - CEO AT CATO

LIZ CRUZ - DIRECTOR OF PRODUCT MARKETING AT ACCELSIUS

ROB COYLE - COMMUNITY TECHNICAL PROGRAM MANAGER AT THE OPEN COMPUTE PROJECT FOUNDATION

TAKEAWAY QUOTE

I'm gonna throw out some statistics out there that I think everybody should remember. A single Google search can power a 100 -watt light bulb for 11 seconds, consuming about 0.3 to 0.4 kilowatt hours of energy, a single GPT -like query. And again, these are models that we've deployed now. These are big, multi -billion parameter models that are running in traditional collocation and retail data centers, that will consume about 800 to 1,000 times more energy between 300 and 400 -watt hours of energy. Now, keep that in the back of your head because that statistic from Google is from 2011. So, you know, they've gotten better than that. And as far as GPT -like queries, you don't run just one. You run them in batches per process. So in one batch or process, you might have six to eight GPT queries consuming upwards of one to two kilowatt hours of energy per single process. And that one more, little asterisk, is just for GPT -3 and 3.5. We're not even talking about the latest and greatest with four. So that is an extraordinary amount of consumption infrastructure requirements when the rest of the industry- don't hold your breath, is running at eight and a half to 12kW or rack. And that is some serious catching up to do, which is kind of the nexus of this conversation. How do we possibly get infrastructure to keep up, catch up, get into the market at a lower good cost, and ultimately be driven by a market that wants to consume these technologies?





SPOTLIGHT ON THE DCAC EXPERIENCE

Time at DCAC is a conference unlike any other, especially in the Data Center Industry. The Industry, of course, is technology intensive, but often what is left out as we attend industry events and conferences, is the connection aspect and partnerships that need to be introduced and cultivated through the event experience. These connections not only help move the industry forward significantly, but build relationships that last well beyond the event itself.

With that being said, building relationships and partnerships in the industry is one of our core values steeped within our #ProConnect stance and approach. Our take on Conferences goes against the grain, thus, Anti-Conference, is essentially one large brush stroke we use to create, not just one of the most unique experiences, but one of the most memorable industry-wide and beyond.



Each year DCAC brings a fresh and creative approach in building the right environment with multiple events that tie it all up with a spotlight on the experience.

At DCAC, we have several evening networking events, daytime hangouts, an annual golf tournament, top Texas BBQ for lunch, fun and unique giveaways, creative sponsor engagement zones, and so much more!



TAKE HOME THE MEMORIES

"DCAC is about connecting- with peers, with industry thought leaders, with long-time business partners, friends, even competitors. The conversations both on and off the stage are valuable for learning about the industry and its path forward, and they're always thoughtful and thought-provoking. The scale of the event is really perfect for this- it's big enough to pull speakers that people want to hear from, and ask questions of, but small enough that you can have meaningful dialogue with anyone there."

Lindsey Bruner, COO, CleanArc Data Centers



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DCAC 2023 DAY 1



DCAC 2023 DAY 2



DCAC 2022 VIDEO HIGHLIGHTS



DATA CENTER REVOLUTION

A PODCAST OF THOUGHT LEADERS & PIONEERS PUSHING BOUNDARIES IN OUR INDUSTRY



The Data Center Revolution Podcast is a link connecting an audience eager for knowledge with the thought leaders and pioneers pushing boundaries in our industry. Hosted by Overwatch's own Kirk Offel, and founder of DCAC, these are not quick chats. They're complete, strategic discussions continuing the conversations started at the Data Center Anti Conference, where our host identifies the luminaries guiding the data center industry's evolution. We then dig deeper on the podcast, peeling back the layers to understand what drives the innovations transforming our field, for a larger audience. In the data center industry, we're fortunate to be led by a squadron of trailblazers, and the Data Center Revolution Podcast is where you get to know them. It's where we unravel the inspirations and motivations fueling these change-makers. What drives them to shake up the status quo and spark transformation in the data center industry? Get the answer, and maybe ignite a spark of your own, in every episode of the Data Center Revolution Podcast. The Revolution is calling – are you ready to answer?

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