SPP: A Look at the Past and Implications for the Future

A One-Day Special Briefing on Tuesday, May 5, 2015

Little Rock Marriott
3 Statehouse Plaza
Little Rock, AR 72201

Cocktail Reception for all Attendees following the Special Briefing
ABOUT THIS SPECIAL BRIEFING

GCPA members continue to request that more attention be paid to what is happening in areas along the Gulf Coast in market areas outside of but adjacent to ERCOT. This special briefing will focus on SPP and events that are happening regarding the new energy market, ongoing issues in competition to provide transmission and the latest on potential impacts of EPA rules.

The morning starts with exploring the experience of the first year of the SPP’s energy market. The morning panel is bracketed by keynote presentations from the SPP Executive Vice President and COO and the Chair of the Arkansas PSC as they explain from their perspectives this important change to the SPP power market and other important activities in the region.

The afternoon sessions begin with a look forward regarding market enhancements to SPP. We continue with discussions about some key Federal directives. First is FERC Order 1000 and a check at how it is progressing. We wrap up the briefing with discussion regarding EPA 111d.

What would a GCPA event be without networking? You will have the opportunity to meet with your peers in the electric power sector all day, but plan on staying for the reception after the presentations. Mix and mingle, make new contacts, re-establish former contacts and make post-event dinner plans to continue the conversations.

All of this is happening in Little Rock on the shores of the Arkansas River. A beautiful venue. We hope you will join us.

Tom Foreman  
Executive Director, Gulf Coast Power Association

THANKS TO OUR PLANNING TEAM

Tom Anson, Partner, Strasburger & Price LLP  
Barbara Clemenhagen, VP - Market Intelligence, Customized Energy Solutions  
Calvin Crowder, President, ETT  
Toralf Hey, Managing Partner, Biosolventus  
Bob King, President, Good Company Associates  
Dianna Liebmann, Partner, Haynes & Boone, LLP

Amber Metzker, Mgr. Market Operations, Xcel Energy  
Jason Minalga, Mgr. Commercial Analytics & Reg. Affairs, Invenergy  
Shailesh Mishra, Sr. Director, Power Costs Inc.  
Kenan Ögelman, Director, Energy Market Policy, CPS Energy  
Carrie Simpson, Manager, Real-Time Markets, SPP

ABOUT GCPA

Since 1983, Gulf Coast Power Association (GCPA) has served Texas and the Gulf Coast as a regional electric power trade organization dedicated to promoting an improved understanding of the issues and opportunities impacting contemporary power markets. GCPA’s highly diversified membership base consists of 125+ corporate members and 350+ individual members representing virtually every segment of the electric power industry. Our popular Spring and Fall Conferences are the largest gatherings of electric power professionals in the region and attract over 1,250 registrants annually. Additional educational and networking opportunities include monthly luncheon meetings in Houston, Austin and Dallas as well as periodic special briefings. GCPA’s focus on providing superior educational and networking opportunities for its members and event attendees has contributed to its strong reputation as a premier and precedent-setting educator within the region’s competitive power market.

CLICK HERE to view a listing of our current Corporate Members  
CLICK HERE to view a listing of attendees at the 2014 SPP Special Briefing
REGISTER NOW!

To visit our website and register for this special briefing - CLICK HERE

Please see page 5 of this brochure for instructions on setting up your online account or accessing your existing account before registering.

PRICING INFORMATION

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<th>SPECIAL BRIEFING</th>
<th>Early Bird Registration through 4/13/15</th>
<th>Regular Registration 4/14/15-5/1/15</th>
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- Discounted early bird pricing is available for: 1) all GCPA Members and Non-Members through April 13th; and 2) all Government and State employees through May 1st.
- On-Line Registration closes on Friday, May 1st at 12:00 Noon.
- On-Site Registration is available at the Special Briefing. The registration desk opens at 8:30 AM.
- Requests for refunds must be received by 5:00 PM on April 21st. A 10% service fee (minimum fee of $10) will be charged against all refunds.

VENUE & PARKING INFORMATION

The briefing will be held at the Marriott in Downtown Little Rock at 3 Statehouse Plaza. Situated with breathtaking views of downtown and the Arkansas River, the Marriott Little Rock is only steps away from such attractions as the River Market entertainment district and the Clinton Library. To reserve a room or to learn more about the Marriott Little Rock, CLICK HERE.

Valet parking is available at the Marriott for a day rate of $15. There is also public self parking available at the garage at Second and Main which is two blocks from the Marriott.
This session will provide a retrospective of the Integrated Marketplace evolution to date. The Panel will discuss the market conditions, challenges, results, benefits and lessons learned in the first year of the market and explore how the Integrated Marketplace changed regional market dynamics.

Session Moderator: **Jim Krajecki**, Director, Customized Energy Solutions

Panelists:
- **Seth Cochran**, Manager, Market Affairs and Origination, DC Energy
- **Cliff Franklin**, Sr. Regulatory Specialist, Westar Energy
- **David Walters**, President, Walters Power International; Former Governor of Oklahoma
- **Jodie Woods**, Manager, Day-Ahead Market, SPP

11:30 PM  
**LUNCHEON**

12:30 PM  
**DESSERT & KEYNOTE ADDRESS - Ted Thomas**, Chairman, Arkansas PSC

1:00 PM  
**Session II - SPP Market Enhancements: A Look to the Future’s Potential Changes**

This session will discuss the potential changes coming in market enhancements, focusing on these questions: What changes could be proposed to the current integrated market structure and why could they be proposed? What are the market design strengths to keep and the areas that need improvement? How do other markets implement renewables, user demand, exchanges? What about capacity margins and market design for combined cycle units?

Session Moderator: **Tony Delacluys**, Director, Power Costs Inc.

Panelists:
- **Richard Dillon**, Director, Market Design, SPP
- **Chris Hendrix**, Director of Markets & Compliance, Wal-Mart Stores, Inc.
- **Amber Metzker**, Manager, Market Operations, Xcel Energy

2:00 PM  
**Session III - FERC Order 1000**

FERC's landmark Order 1000 in 2011 sought to inject competition into who is building new electric transmission facilities and to change the cost allocation for new regional and interregional electric transmission lines. What is the status of the competitive transmission market? Are new entrants building across the region? How has the transmission planning process been impacted? This panel will provide perspectives from four different points of view: a traditional incumbent, a utility wearing both incumbent and competitive hats, an independent transmission company competing for SPP projects and a transmission developer proposing to move large amounts of renewable energy to the east via several hundred miles of direct current facilities.

Session Moderator: **Antoine Lucas**, Director Planning, SPP

Panelists:
- **Bill Grant**, Director, Strategic Planning, Southwestern Public Service Co.
- **Mario Hurtado**, Executive Vice President, Development, Clean Line Energy Partners
- **Paul Malone**, Transmission Compliance & Planning Manager, Nebraska Public Power District
- **Kristine Schmidt**, Vice President, Regulated Grid Development, ITC Holdings Corp.

3:00 PM  
**NETWORKING BREAK**

3:30 PM  
**Session IV - EPA 111d Implementation**

The electric power industry is coming under increasing pressure to address the threat of global climate change by moderating carbon emissions. The US EPA has proposed a draft rule that would require states to develop plans to reduce carbon dioxide emissions from existing power plants, or impose a Federal Implementation Plan. The proposal would allow states to employ creative plans that rely on affecting the generation fuel mix, adopting environmental dispatch procedures, or increase reliance on efficiency or renewable energy. Still, achieving the goals identified in the draft rule will present real challenges for the industry, and EPA is probably not best positioned to develop the plans for SPP States. While court challenges may delay adoption of a final rule or implementation timelines, the topic merits serious attention. This session will discuss alternative perspectives on the best way forward from within the region.

Session Moderator: **Brian Bond**, Vice President External Affairs, SWEPCO

Panelists:
- **David Farnsworth**, Sr. Associate, Regulatory Assistance Project
- **Lanny Nickell**, Vice President, Engineering, SPP
- **Jim Roth**, Attorney/Director, Phillips Murrah
- **Curtis Warner**, Director, Compliance and Support, AECC

4:45 PM  
**COCKTAIL RECEPTION**
REGISTRATION INSTRUCTIONS - All registrations should be completed online
If you intend to register more than one person using the same credit card, go to instructions at bottom of page

TO REGISTER: LOG INTO OR CREATE YOUR ACCOUNT ON GCPA’S WEBSITE USING THESE INSTRUCTIONS

• IF YOU HAVE LOGGED INTO YOUR ACCOUNT BEFORE AND KNOW YOUR PASSWORD - Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to log in to your account and then click on Manage My Events once you have logged in. Scroll through the calendar to choose the Special Briefing in May and register.

• IF YOU ARE CURRENTLY ON OUR MAILING LIST BUT HAVE 1) NEVER SIGNED INTO YOUR ACCOUNT AND SET UP A PASSWORD; OR 2) HAVE SIGNED INTO YOUR ACCOUNT PREVIOUSLY BUT DO NOT REMEMBER YOUR PASSWORD - Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to reach the login page, click on Forgotten Password in the left bottom corner of the page and enter your email address as prompted. You will receive an email with a link. Follow the instructions to set your password and then login using your new password when you return to the login page. Once you have logged in, scroll through the calendar to choose the Special Briefing in May and register.

• IF YOU ARE NEW TO OUR SITE, DON’T HAVE AN ACCOUNT OR ARE NOT SURE IF YOU HAVE AN ACCOUNT -
  • First, test the system to see if you already have an account -
    • Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to reach the login page, click on Forgotten Password in the left bottom corner of the page and enter your email address as prompted.
  • If you do not have an account, you will see a message saying “No User Found”. If this is the case, CLICK HERE to go directly to the event page.
    • Select the appropriate priced registration option and then click on the blue Check Out button in Step 1 of the registration process.
    • You will next proceed to Step 2 where you should choose the Create a New Account option. Fill in the required information. When you begin entering your Company Name under the Company Information section, type in the first three letters of the company name and then pause.
    • If information re your company is already in our system OR if your company has a corporate membership with GCPA, your company name will appear in the dropdown menu. Select the company name from this menu if this occurs.
    • If your company name is not listed in the dropdown or the dropdown does not appear after pausing, then continue entering your company name.
    • NOTE: If you have chosen a company that is a corporate member and had previously chosen a non-member rate, you will be prompted to change your registration choice to the member rate. To view a list of current corporate members to see if you are already a member - CLICK HERE.
    • Proceed through the remaining registration process.
  • If you do have an account, you will see a message that an email has been sent and you will receive an email with a link. Follow the instructions to set your password and then login using your new password when you return to the login page. Once you have logged in, scroll through the calendar to choose the Special Briefing in May and register.

OTHER INFORMATION
Update your profile account! While you are logged into your account or after you have created your account, you can complete or revise the information contained in your profile (choose My Profile from the dropdown menu under Member Center - Download Instructions Here.)

TO REGISTER MORE THAN ONE PERSON USING THE SAME CREDIT CARD:
Step 1: First using the instructions above, register each individual separately by logging in to each individual's account or by creating an account if the individual does not have an existing account. If one person is registering multiple people, please remember to click on logout at the right top of the screen in the black menu bar after completing each registration and then click on login to sign in to the next individual's account to create the next registration.
Step 2: When you check out each person, select the Invoice Me payment method.
Step 3: Contact Penny Sullivan at psullivan@gulfcoastpower.org or 281.974.0624. Your orders will all be processed in a single credit card transaction.

PROBLEMS REGISTERING? CONTACT PENNY SULLIVAN AT psullivan@gulfcoastpower.org or 281.974.0624