31st Annual Fall Conference & Exhibition

*Tuesday, October 4th - Wednesday, October 5th, 2016*
*at The Hilton Austin*

**Conference Chairs:**
*Mark Bruce, Cratylus Advisors & Barbara Clemenhagen, Customized Energy Solutions*

**This Fall’s Largest “Must Attend” Power Industry Event**

- Eight Dynamic Sessions
- Four Featured Keynoters
- Compelling Discussion & Debate
- 650+ Power Professionals
- Exceptional Networking

**Pre-Conference Activities - Monday, October 3rd**

**Day:** Fall Golf Tournament OR Pre-Conference Workshop
**Evening:** Welcome Dinner at Scholz Garten
INTERESTED IN A SPONSORSHIP OR EXHIBIT? Sponsorship packages are available starting at only $3000 for Gold. Plus our Gold, Platinum and Platinum PLUS packages include FREE CONFERENCE REGISTRATIONS! Exhibit space is also available starting at $750. To learn more about sponsorships and exhibits, please review our Sponsor/Exhibitor Brochure and contact Mary Armstrong, Director of Member Services & Marketing, at 281.460.3054 or marmstrong@gulfcoastpower.org.

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SPECIAL PRESENTATION AT CONFERENCE CLOSING
Wed. Oct. 5th from 1:00-2:00 PM

Richard Worzel
Best Selling Author, Forecaster & Futurist
“Future Trends the Energy Industry Needs to Watch”

Richard Worzel challenges organizations to examine the future and plan for the dizzying changes to come. In this compelling presentation, Worzel will equip you with the ability to understand the changes we will face in the energy industry in the years ahead and the tools to leverage those changes. Worzel is a Chartered Financial Analyst and best-selling author of *Who Owns Tomorrow? 7 Secrets for the Future of Business*. He has been invited to speak to a variety of leading U.S. companies including Deloitte & Touche, the Young Presidents’ Organization, IMAX Corporation, IBM, Ford Motor Company and State Farm Insurance. To learn more:

- View this Summary of Worzel's GCPA Presentation
- Read Worzel's article *The Future Isn't for Everyone*
- Watch Worzel's Video Introduction re his GCPA Presentation
- View Worzel’s Online Profile

CONFERENCE KEYNOTERS

Robert Flexon
President & CEO
Dynegy

*Tuesday, Oct. 4*
*8:15 AM*

George P. Bush
Commissioner
TX General Land Office

*Tuesday, Oct. 4*
*12:45 PM*

Anil Kumar
Sr. Research Economist
Federal Reserve Dallas

*Wednesday, Oct. 5*
*8:15 AM*
CONFERENCE SUMMARY - REGISTER NOW

Join us at 2016’s leading electric power conference for the ERCOT/Gulf Coast region.

650+ attendance expected (based on 2015 registrations of 789) with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President

Pre-Conference Activities - Monday, October 3, 2016

• Annual Fall Golf Tournament at Onion Creek Club: Registration opens at 10:00 AM; shotgun start at 11:30 AM
• “A Lone Star Crystal Ball” Workshop from 1:00 - 5:00 PM
• Welcome BBQ Buffet & Social from 5:30 - 7:30 PM at Scholz Garten in downtown Austin

Day One - Tuesday, October 4, 2016

• Registration and Continental Breakfast opens at 7:00 AM
• Conference begins at 8:15 AM

THANKS TO OUR PLANNING COMMITTEE

Conference Co-Chairs:
Mark Bruce, Cratylus Advisors & Barbara Clemenhagen, Customized Energy Solutions

Tom Anson, Strasburger & Price, LLP
Glenn Ayala, CB&I
Jim Barkley, Baker Botts LLP
Andrea Calo, Customized Energy Solutions
Tom Foreman, GCPA
Theresa Gage, ERCOT
Hudson Gilmer, Genscape
Ian Haley, Energy Future Holdings

Julia Harvey, PUCT
Charlie Hemmeline, Texas Solar Power Association
Michael Jewell, Stratus Energy Group, LLC
Ana Ludlow, GDF Suez Energy NA
Michael Macias, ETT
Steve Reedy, Potomac Economics
Cathy Webking, Scott Douglass & McConnico, LLP
Christine Wright, SolarCity
HOTEL ROOM RESERVATION INFORMATION

GCPA has reserved a block with a limited number of rooms at our conference venue - the Hilton Austin - located at 500 East 4th Street, Austin TX 78701. Guest rooms for single or double occupancy are available at the special rate of $204 per night. Discounted in-room internet access is available for an additional $15 total for your entire stay.

ROOM BLOCK CUTOFF DATE IS MONDAY SEPTEMBER 12
LIMITED NUMBER OF ROOMS AVAILABLE - MAKE YOUR RESERVATIONS NOW!

Please note that Austin City Limits Music Festival is taking place the same week as the conference. Hotel rooms will be in short supply in Austin that week and pricing at hotels is at a premium. PLEASE MAKE YOUR RESERVATION NOW!

TO RESERVE YOUR ROOM: Go to our Room Booking Website for this event.

TO VIEW THE HOTEL WEBSITE FOR DIRECTIONS AND INFORMATION: Click Here

CONTINUING EDUCATION CREDIT INFORMATION

PEs: As part of the Continuing Education Program requirements for Professional Engineers in Texas, each licensed engineer is required to earn 15 hours per year of Professional Development Hours (PDH). Attendees will receive approximately 10.5 hours of credit if all conference sessions are attended. Credit of 3 hours is also available for the October 3rd Workshop.

CPAs: GCPA is a Board Registered CPE Sponsor with the Texas State Board of Public Accountancy. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. The learning objectives for CPAs attending the conference are: to obtain an in-depth understanding of ERCOT pricing and effect of market forces, the effect of technologies on distribution, Mexico’s reformed energy market, wholesale market design and efficiency improvements, market vs. EPA as environmental regulator, new developments on ERCOT seams, current cybersecurity threats in industry, and cross-border transmission issues with Mexico. There are no prerequisites. Attendees will receive approximately 11 hours of credit if all conference sessions are attended. Credit of 3 hours is also available for the October 3rd Workshop.

Attorneys: The Texas State Bar has approved a total of 4.25 hours for the following conference sessions: III, V, VI and VIII. 1.75 hours have also been approved for Session II of the Workshop.
AGENDA - TUESDAY MORNING, OCTOBER 4

7:00 AM
REGISTRATION & CONTINENTAL BREAKFAST

8:15 AM
GCPA President’s Welcome
Robert King, President & Founder, Good Company Associates
Recognition of Co-Chairs
Tom Foreman, Executive Director, GCPA
Conference Introduction
Mark Bruce, Principal, Cratylus Advisors
Barbara Clemenhagen, VP Market Intelligence, Customized Energy Solutions

8:30 AM
OPENING KEYNOTE ADDRESS
Robert Flexon
President & CEO, Dynegy

9:00 AM
Session I - ERCOT’s Future: A Look at the Market Using Recent History as a Guide
Prices in ERCOT have ranged all over the map in the past several years. A panel of experts representing various sectors of the ERCOT market and consulting sphere discuss this summer’s prices and turn their vision forward to discuss what might happen in coming years as various market forces come to bear.

Session Moderator: Steve Reedy, Deputy Director, Potomac Economics
Panelists:
Charles Griffey, President, Peregrine Consultants, LLC
Bob Helton, Director, Market Design and Policy, GDF Suez Energy North America
Dr. Sam Newell, Principal, The Brattle Group

10:00 AM
NETWORKING COFFEE BREAK

10:45 AM
Session II - Evolution of Distributed Generation in the ERCOT Market
Distributed Energy Resources, including distributed generation, storage, demand response, and home energy management systems, have the potential to change a consumer to a prosumer and impact the fundamentals of the wholesale energy market. The panelists will discuss this developing aspect of the electric market, including the opportunities these developments provide to consumers, efforts to make these resources more transparent to the wholesale market, and the challenges distributed resources present to the operation of the distribution grid.

Session Moderator: Khalil Shalabi, Vice President Market Operations and Resource Planning, Austin Energy
Panelists:
Don Clevenger, Sr. Vice President Strategic Planning, Oncor Electric Delivery
Scott Hinson, Director of Engineering, Pecan Street Project Inc.
Greg Thurnher, General Manager, Regulatory Policy, Shell Energy North America

11:45 AM
LUNCHEON
AGENDA - TUESDAY AFTERNOON, OCTOBER 4

12:45 PM
KEYNOTE ADDRESS
George P. Bush
Commissioner, Texas General Land Office

1:15 PM
Session III - Mexico: Checking In on a Market in Transition
The panelists will give an overview of the regulatory and business challenges and opportunities that the newly reformed energy market in Mexico will bring from the perspective of Mexico’s electricity regulators, ISO (CENACE), market participants, and consumers.

Session Moderator: Francisco Salazar, MX Chair, World Energy Council; Coordinator International Confederation of Regulators (ICER)

Panelists:
Eduardo Andrade, Director Mexico, Sacyr; Advisory Board for the Energy Regulatory Commission
Jeff Pavlovic, Managing Director of Electric Industry Coordination, Ministry of Energy, Secretaría de Energía (SENER)
Regulo Salinas, Vice President of Ternium Mexico; Chairman of the Energy Committee, CONCAMIN
Marcos Valenzuela, Market Administration Administrator, CENACE

2:15 PM
Session IV - You Say Efficiency, I Say Bankruptcy: Adventures in Wholesale Market Design
Regulatory rules require ERCOT to develop protocols and requirements that promote "economic efficiency in the production and consumption of electricity," but can too much efficiency lead to perilous results? With natural gas prices languishing at low price levels, how do regulators and market participants strike a fine balance between pure economic principles and market players' bottom lines? This panel explores the tensions that emerge when considering efficiency improvements in ERCOT's energy-only market.

Session Moderator: Julia Harvey, Director, Wholesale Market Policy, PUCT

Panelists:
Barbara Clemenhagen, Vice President Market Intelligence, Customized Energy Solutions
Beth Garza, Vice President & Director of ERCOT IMM, Potomac Economics
Cheryl Mele, Sr. Vice President & COO, ERCOT
Randa Stephenson, Vice President Wholesale Markets, LCRA

3:15 PM
NETWORKING COFFEE BREAK

3:45 PM
Session V - Point Counterpoint: Is the Market a Better Environmental Regulator than the EPA?
Multiple federal laws and regulations, whether proposed, in effect, or stayed by court order, are expected to impact generation resources across the nation. At the same time, changes in wholesale energy markets, such as very low prices for natural gas, are also leading to dramatic changes and impacting the overall emissions from the generation fleet. The panelists will provide contrasting views of how the competitive market and regulatory requirements both are on track to lead to similar changes in the emissions of the generation fleet.

Session Moderator: Kip Averitt, Founder, Averitt & Associates

Panelists:
Al Armendariz, Deputy Regional Director, Beyond Coal Campaign, Sierra Club
John Hall, Texas State Director, Clean Energy, Environmental Defense Fund
Susana Hildebrand, Director, Environmental Policy, Energy Future Holdings Corp.
Gregory Sopkin, Partner, Wilkinson, Barker, Knauer LLP

5:00 - 7:00 PM
COCKTAIL RECEPTION
AGENDA - WEDNESDAY, OCTOBER 5

7:30 AM
REGISTRATION & CONTINENTAL BREAKFAST

8:15 AM
OPENING KEYNOTE ADDRESS
Anil Kumar
Sr. Research Economist and Advisor, Federal Reserve Bank of Dallas

8:45 AM
Session VI - What's New on the ERCOT Seams?
Although ERCOT legally remains an island in the North American grid, there is much activity on the seams. DC Tie capacity has been expanded with Mexico, Lubbock proposes to move from SPP to ERCOT, Southern Cross proposes a DC Tie with SERC, MISO and ERCOT are jointly studying a new DC Tie between their systems, and the CREZ expansion has blurred the ERCOT and SPP footprints. This panel explores the emerging regulatory and market issues between ERCOT and its neighboring systems.

Session Moderator: Phillip Oldham, Partner, Thompson & Knight

Panelists:
Bill Bojorquez, Vice President, Planning, Hunt Transmission Services
David Parquet, Sr. Vice President, Special Projects, Pattern Energy
Tag Short, Director South Regional Operations, MISO

9:45 AM
NETWORKING COFFEE BREAK

10:15 AM
Session VII - Cyber Security Threats: Is the Electrical Industry Prepared?
We all know that electrical utilities are part of our country's critical infrastructure and have become a more attractive target for cyber attacks. What are the potential threats we should be concerned about now and in the future? What are the most sophisticated utilities doing to protect themselves and their customers without overspending?

Session Moderator: Doug Henkin, Partner, Baker Botts LLP

Panelists:
John B. Dickson, CISSP, Principal, Denim Group
Boris Segalis, Partner, Norton Rose Fulbright LLP
Renee Tarun, Deputy Special Asst. to Director for Cyber, Deputy Director Cyber Task Force, NSA

11:00 AM
Session VIII - Interchange with Mexico: Cross Border Issues
The recent regulatory reforms of the Mexico power and gas markets are coinciding with a dramatic increase in exports of energy from the U.S. This experienced panel will discuss the market drivers and regulatory challenges for energy exports and the status and outlook of projects to increase the flow of gas and power through pipelines, transmission interconnects, and power plants straddling the border.

Session Moderator: Max Yzaguirre, CEO, The Yzaguirre Group

Panelists:
Enrique Giménez Sainz de la Maza, Managing Director, Mexico Office, Fisterra Energy
Rick Margolin, Sr. Natural Gas Analyst, Genscape
Gerardo Serrato, Commercial Director, InterGen Mexico

12:00 PM
LUNCHEON

1:00 PM
SPECIAL PRESENTATION
“Future Trends the Energy Industry Needs to Watch”
Richard Worzel, Best Selling Author, Forecaster & Futurist

2:00 PM
CONFERENCE ADJOURNS
On Monday, October 3rd:

REGISTER FOR ONE OR MORE OF THESE PRE-CONFERENCE EVENTS:

CLICK HERE TO VISIT OUR WEBSITE

**GCPA ANNUAL FALL GOLF TOURNAMENT**

*Sponsored by: GCPA emPOWERing Women at Onion Creek Club in Austin*

*Check-In starting at 10:00 AM; Shotgun Start at 11:30 AM; Prizes & Happy Hour following the tournament*

Early Bird Pricing through 9/12: $100 WITH Conference Registration; $125 without Registration.

Fee includes greens fee, cart, box lunch, goody bag and prizes.

Visit the club website for directions and dress code information.

For golf club rental: Call 512-282-2162.

To request placement with partner/foursomes: Email Penny Sullivan.

**PRE-CONFERENCE WORKSHOP**

*A Lone Star Crystal Ball*

*Hilton Austin - 1:00 PM to 5:00 PM*

Early Bird Pricing through 9/12: $120

Special Government Employee Price: $85

PE & CPE CREDIT OF 3.0 HRS. AVAILABLE

(Application pending with Texas State Bar for approval of credit hours for certain portions of workshop)

See Description of Workshop and Full Agenda on p. 10 of this brochure

**PRE-CONFERENCE WELCOME DINNER & SOCIAL**

Join us for a casual buffet dinner from 5:30 PM - 7:30 PM

*at Scholz Garten, 1607 San Jacinto Blvd., Austin, TX 78701*

CLICK HERE to view the Scholz Garten website

Early Bird Pricing through 9/12: $35
WORKSHOP AGENDA
“A Lone Star Crystal Ball”
Monday, October 3rd ~ 1:00 PM - 5:00 PM

To some degree, success in the energy business depends upon the ability to predict the future. What will Texas look like in 2020? How is the state’s population changing? How are its politics changing? What are the economic trends driving future energy needs in the Gulf Coast region? This workshop will explore key trends shaping Texas, including the state’s future economic performance, evolving demographics, and its politics and governance. Particular attention is paid to the upcoming November elections in Texas and the energy policy issues likely to be raised in the next Texas legislative session.

Workshop Host: Mark Bruce, Principal, Cratylus Advisors

1:00  Session I: The Fundamentals
This panel will explore the demographic trends shaping the future of Texas, share updates on the state's economic outlook, and discuss the political trends underway in the current election cycle.
Speakers:
Jeff Blaylock, Publisher, Texas Election Source
Tom Currah, Chief Revenue Estimator, Texas Comptroller of Public Accounts
Dr. Lloyd Potter, Texas State Demographer, University of Texas at San Antonio

2:45  BREAK

3:15  Session II: Preview of the 85th Texas Legislature
Join this roundtable discussion with Texas political insiders representing several of the state's leading electricity industry trade groups. Looking forward to the November elections and the start of the next legislative session, this panel will discuss recent legislative activities, energy issues on the campaign trail, and what to watch for when the 85th Texas Legislature convenes in January 2017.
Moderator: Mark Bruce, Principal, Cratylus Advisors
Speakers:
Walt Baum, Executive Director, Texas Public Power Association (TPPA)
Tony Bennett, President & CEO, Texas Association of Manufacturers (TAM)
Eric Craven, Sr. Vice President, Government Relations & Legal Affairs, Texas Electric Cooperatives (TEC)
Lindsey Hughes, Executive Director, Texas Competitive Power Advocates (TCPA)
Julia Rathgeber, President, Association of Electric Companies of Texas (AECT)
Cathy Webking, Partner, Scott Douglass & McConnico, LLP; Texas Energy Association for Marketers (TEAM)

5:00  ADJOURN
## PRICING INFORMATION

### CONFERENCE PRICING
- Price includes one and a half day conference 10/4-10/5 and cocktail reception 10/4.
  
  *Non-Member rate includes 2016 Individual Membership good through 1/31/17.*

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<th>Early Bird Registration through 9/12/16</th>
<th>Regular Registration 9/13/16-9/30/16</th>
<th>Onsite Reg. 10/4/16 &amp; 10/5/16</th>
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<td>GCPA Members</td>
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<td>Non-Members*</td>
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<td>State Govt. Employees</td>
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<td>$250</td>
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<td>Full-Time Students</td>
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### GOLF PRICING
- Price for 10/3 tournament includes greens fee, cart, lunch and goody bags.

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<td>Fee W/OUT conf. reg.</td>
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### WORKSHOP PRICING
- Price includes complete workshop on 10/3.

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### WELCOME DINNER PRICING
- Price for 10/3 dinner buffet and one drink ticket.

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### REFUND POLICY
- Cancellations must be received by 5 PM on Friday, September 16 in order to receive a refund. A 10% service fee (minimum fee of $10) will be charged against all refunds. Please direct all cancellation requests to Mary Armstrong at marmstrong@gulfcoastpower.org.
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 Fall Conference 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 Fall Conference 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, go directly to the conference event page: CLICK HERE TO VISIT OUR WEBSITE
    • Select the appropriate priced conference 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 conference rate, you will be prompted to change your conference 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 Spring Conference 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