COMPETITION 2.0

Wednesday, September 30th - Thursday, October 1st, 2015
at The Hilton Austin

Conference Chairs:
Chris Reeder, Husch Blackwell & Paul Wattles, ERCOT

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

Expanded Agenda with Nine Dynamic Sessions
Four Featured Keynoters
Compelling Discussion & Debate
750+ Power Professionals
Exceptional Networking

Pre-Conference Activities - Tuesday, September 29th
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 $1000 for Silver. 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.
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 $199 per night. Discounted in-room internet access is available for an additional $15 total for your entire stay.**

**ROOM BLOCK CUTOFF DATE HAS BEEN EXTENDED - LIMITED AMOUNT OF ROOMS STILL AVAILABLE - MAKE YOUR RESERVATIONS NOW!** Please make your reservation as soon as possible; we expect the block will sell out soon.

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 11.25 hours of credit if all conference sessions are attended. Credit of 3 hours is also available for the September 29th 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 the innovations in retail market products, current solar market conditions, changes in transmission, current issues facing munis/co-ops, EPA regs including Clean Power Plan, state of market from ISO/RTO CEO viewpoints, management of water and energy as interdependent systems, ERCOT criteria for investment in supply technologies, and PUC Commissioner perspectives on decision making. There are no prerequisites. Attendees will receive approximately 11.5 hours of credit if all conference sessions are attended. Credit of 3 hours is also available for the September 29th Workshop.

**Attorneys:** GCPA has received approval from the Texas State Bar for a total of 5 hrs.CLE credit: Conference Sessions III, V & VII at 1 hr. each and Workshop Sessions I & II at 1 hr. each.
CONFERENCE SUMMARY - REGISTER NOW

Join us at 2015’s leading electric power conference for the ERCOT/Gulf Coast region.

750+ attendance expected (based on 2014 attendance of 745) with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President.

Pre-Conference Activities - Tuesday, September 29, 2015

• Annual Fall Golf Tournament at River Place CC: Registration/Box Lunch Pick-Up opens at 12:00 PM; shotgun start at 1:30 PM
• “Between the Lines and Outside the Box: Cutting Edge Technologies and Market Trends in the Texas Market” Workshop from 1:00 - 4:30 PM
• Welcome BBQ Buffet & Social from 5:30 - 7:30 PM at Scholz Garten in downtown Austin

Day One - Wednesday, September 30, 2015

• Registration and Continental Breakfast opens at 7:00 AM
• Conference opening keynote at 8:00 AM
• Session and keynoter presentations from 8:00 AM - 5:30 PM
• Cocktail Reception from 5:30 - 7:30 PM

Day Two - Thursday, October 1, 2015

• Registration and Continental Breakfast opens at 7:30 AM
• Session and keynoter presentations from 8:15 AM - 1:30 PM
• Conference adjourns at 1:30 PM

THANKS TO OUR PLANNING COMMITTEE

Conference Co-Chairs: Chris Reeder, Husch Blackwell & Paul Wattles, ERCOT

Tom Anson, Strasburger & Price, L.L.P.
Mary Armstrong, GCPA
Tonya Baer, OPUC
Peter Belmonte, ERM
Read Comstock, Direct Energy
Calvin Crowder, Electric Transmission Texas
Murthy Divakaruni, Indra USA
Fay Fitzsimons, FTI Consulting
Tom Foreman, GCPA
Clayton Greer, Morgan Stanley Capital Group

Julia Harvey, PUCT
Liz Jones, Oncor
Bob King, Good Company Associates
Frank Lacey, Comverge/CPower
Greg Lewis, Civil & Environmental Consultants
Nelson Nease, Nelson Nease, PC
Kenan Ögelman, CPS Energy
Adrian Pieniazek, NRG Energy
Evan Rowe, Evan Rowe Consulting
Lenae Shirley, Environmental Defense Fund
AGENDA - WEDNESDAY MORNING, SEPTEMBER 30

REGISTRATION & CONTINENTAL BREAKFAST
7:00 AM
8:00 AM
OPENING KEYNOTE ADDRESS
Colette Honorable, Commissioner, FERC

8:30 AM  GCPA President's Welcome  Kenan Ögelman, Director, Energy Market Policy, CPS Energy
Recognition of Co-Chairs  Tom Foreman, Executive Director, GCPA
Conference Introduction  Chris Reeder, Partner, Husch Blackwell
Paul Wattles, Sr. Analyst, Market Design, ERCOT

8:45 AM  Session I - Competition 2.0: Innovation in the Retail Electric Market
The retail market in ERCOT is intensely competitive and Retail Electric Providers are increasingly seeking to launch innovative products and services to acquire, engage, and retain customers. What are some of the innovative retail products and services on the market today? How will retail pricing, products, and service continue to evolve in the future? Discussion will include current market and regulatory trends that impact innovation in the retail electric market, including evolution of retail market regulations and how existing regulations affect market development.
Session Moderator: Daniel Finn-Foley, Consultant, Retail Energy Markets, DNV GL - Energy Advisory
Panelists:
Scott Burns, Sr. Director Innovation, Retail Mass Markets, Reliant - an NRG Company
Michele Gregg, Director of External Relations, Texas OPUC
Liz Maberry, Sr. Director, Innovation, Direct Energy

9:45 AM  NETWORKING COFFEE BREAK

10:15 AM  Session II - The Solar Panel
For everything there is a season, and this may be the season of Solar. We are seeing many firsts: First Solar opened its first “open contract” solar plant in ERCOT; SolarCity and MP2 launched a first-of-its-kind solar offering; and Georgetown became the first city owned utility in Texas to go 100% renewable. Plus new solar investment tools like solar asset securitization, green bonds and yieldcos are gaining huge momentum.
Session Moderator: Travis Lowder, Energy Analyst, NREL
Panelists:
Dr. Fred Beach, Asst. Director Policy Studies, UT Austin Energy Institute; Former Board Member, Georgetown Municipal Utility
Richard Lammers, Vice President, Asset Management, First Solar
Kate Sherwood, Sr. Director, Commercial Partner Sales, SolarCity

11:15 AM  Session III - Changing Currents in Transmission
Tension between regulated and competitive entities may be an inevitable consequence of ERCOT’s market structure, and an evolving system will likely produce new challenges for both transmission service providers and their customers. This panel will explore the present and future interface between the command and control character of transmission planning and the competitive forces that drive power supply in ERCOT. It will focus on potential policy, planning, and market design initiatives that might affect this dynamic in light of a changing resource mix and an expanding transmission system.
Session Moderator: Dr. Ross Baldick, Professor, The University of Texas at Austin
Panelists:
Judy Chang, Principal, Brattle Group
Liz Jones, Director, Regulatory Affairs, Oncor
Randa Stephenson, Vice President, Wholesale Markets, LCRA
AGENDA - WEDNESDAY AFTERNOON, SEPTEMBER 30

12:15 PM
LUNCHEON

1:15 PM
KEYNOTE ADDRESS
Marty Durbin, President & CEO, America’s Natural Gas Alliance

1:45 PM
Session IV - Public Power in Texas
While only portions of the ERCOT market are competitive, even in non-competitive areas of the state the effects of competition can still be felt. This panel will explore current economic issues and legal implications facing municipally owned electric companies and electric cooperatives. How is competition affecting rates, products, services, and future plans of the “Non-Opt In Entities”? What are the similarities and differences these two types of entities experience with these issues? The panel will explore these issues from both the electric utility viewpoint and the customer perspective.

Session Moderator: Dan L. Jones, Vice President, Market Policy, Crescent Power, Inc.
Panelists:
Rudy Garza, Vice President, Government and Regulatory Affairs & Public Policy, CPS Energy
Chris Hendrix, Director, Markets and Compliance, Walmart
Ingmar Sterzing, Vice President, Power Supply & Energy Services, Pedernales Electric Cooperative

2:30 PM
Session V - The Challenges and Opportunities of Regulations on the Power Business
Regulations are like Texas floods – there are both positive and negative impacts (lakes get filled but towns get flooded). There is a heated debate in Texas over several EPA regulations including the Clean Power Plan (CPP). Proponents see this regulation as a boon for the natural gas and wind industries and that low gas prices are hurting coal plants more than regulations. Opponents argue there are already too many regulations including CSAPR, WOTUS and others that are negatively affecting the power business. This panel will explore both sides of the argument as well as consider how these regulations could affect grid operations at ERCOT.

Session Moderator: Pam Giblin, Partner, Baker Botts
Panelists:
Derek Furstenwerth, Sr. Director, Environmental Services, Calpine
John Hall, Texas State Director, Clean Energy, Environmental Defense Fund
Warren Lasher, Director of System Planning, ERCOT
Michael Nasi, Partner, Jackson Walker L.L.P.

3:30 PM
NETWORKING COFFEE BREAK

4:00 PM
Session VI - Executive Session: The ISO/RTO Executive Roundtable
It's been almost two decades since the Federal Energy Regulatory Commission ushered in the era of independent wholesale market operators by opening access to the nation’s transmission power grids. Today, the 10 North American Independent System Operators and Regional Transmission Organizations (ISO/RTOs) serve more than two-thirds of all electricity consumers in the United States and more than half of those in Canada. Executive officers from U.S. ISOs and RTOs will share war stories, offer salient observations on the state of wholesale markets and grid operations today, insights into how they fulfill their duty of implementing the federal and state statutes and regulations regarding open transmission access and grid reliability, and provide responses to the ever-popular question: “What keeps you up at night?”

Session Moderator: Trip Doggett, President & CEO, ERCOT
Panelists:
Nick Brown, President & CEO, SPP
Todd Hillman, Vice President, MISO South
Paul Sotkiewicz, Senior Economic Policy Advisor, PJM
Stephen Whitley, President & CEO, NYISO

5:30 - 7:30 PM
COCKTAIL RECEPTION
AGENDA - THURSDAY, OCTOBER 1

7:30 AM
REGISTRATION & CONTINENTAL BREAKFAST

8:15 AM
OPENING KEYNOTE ADDRESS
Dr. Michael Webber, Deputy Director, Energy Institute; Co-Director, Clean Energy Incubator, UT Austin

8:45 AM
Session VII - At the Nexus of Energy and Water: Managing the Interdependency
Water and energy systems are interdependent. According to the Department of Energy, we use half of all U.S. water withdrawals for cooling for electricity production. We use energy to pump, extract, deliver, treat and desalinate water. Weather, the environment, and various legal regimes affect the relationship between energy and water. Whether facing drought conditions or not, there is an opportunity to optimize the production and consumption of each by connecting the industries' understanding of the use of each. This panel will explore the economic and legal issues and opportunities at the nexus and how an electricity generation company is managing the issues.

Session Moderator: Dr. Michael Webber, Deputy Director, Energy Institute; Co-Director, Clean Energy Incubator, UT Austin
Panelists:
Paul Faeth, Director Energy, Water & Climate, CNA
Dr. Carey King, Assistant Director, Energy Institute, University of Texas at Austin
Dan Shelledy, Business Development Manager, Power Plants, Wärtsilä North America, Inc.

9:45 AM
Session VIII - Supply Piranha Tank
Supply Piranha Tank “contestants” include a conventional generation developer, a renewable resource developer, and a demand side/new technology developer. Each contestant will try to convince our “Piranha” to invest in their respective technologies. The Piranha will seek to find out which of the contestants offers the best investment opportunity based on the current ERCOT market fundamentals. The Piranha will want to know: which technology is the best investment and why; what is it about the ERCOT market design that supports each contestant’s technology; and are there any legal, environmental, or compliance issues that separate a contestant’s technology from the others? The audience will be asked to vote on their technology of choice at the end of the session.

Session Moderator: Stephen Byrd, Head of Research, Utilities & Clean Energy, Morgan Stanley
Panelists:
Richard Gruber, Managing Director, Thirdpath Advisors
Frank Lacey, Sr. Vice President, Regulatory and Market Strategy, CPower
Robert Simmons, Partner, Panda Power Funds

10:45 AM
NETWORKING COFFEE BREAK

11:00 AM
Session IX - Walking in Their Shoes: What’s It Like to Be a PUC Chairman?
There have been 856 Nobel Prize winners and 314 people inducted into the Baseball Hall of Fame. However, only 16 people have served as Chairs of the Public Utility Commission of Texas. In an open discussion, three past Chairmen describe what made the job challenging for this rare breed. Was it serving as a surrogate for competition in the regulated realm or setting up a competitive structure as required by SB7? Perhaps it was dealing with the legislature every two years or facing individuals in the public when ordering a transmission line across somebody’s private land. The panelists will share their recollections of the challenges they faced turning statute into practice.

Session Moderator: Steve Davis, President, Alliance for Retail Markets
Panelists:
Paul Hudson, Managing Partner, Stratus Energy Group; Former Commissioner & Chairman 2003 - 2008
Becky Klein, Principal, Klein Energy; Former Commissioner & Chairman 2001-2004
Barry Smitherman, Partner, Vinson & Elkins; Former Commissioner & Chairman 2004 - 2011

12:00 PM
LUNCHEON

1:00 PM
KEYNOTE ADDRESS
Brandy Marty Marquez, Commissioner, PUCT

1:30 PM
APPLE GIFT CARD DRAWING - CONFERENCE ADJOURNS
PRE-CONFERENCE ACTIVITIES

On Tuesday, September 29th:

PLEASE NOTE: AS OF 9/9/15, REGISTRATION FOR GOLF IS CLOSED DUE TO SELLOUT OF AVAILABLE SLOTS. If you would like to be added to a wait list, please contact Penny Sullivan.

GCPA ANNUAL FALL GOLF TOURNAMENT
Sponsored by: GCPA emPOWERing Women
at River Place Country Club in Austin
Check-In & Box Lunch Pick-Up starting at 12:00 PM; Shotgun Start at 1:30 PM;
Prizes & Cash Bar following the tournament
SOLD OUT
Pricing through 9/25: $110 WITH Conference Registration; $135 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 512-346-6784.
To request placement with partner/foursomes: Email Penny Sullivan.

PRE-CONFERENCE WORKSHOP
“Between the Lines and Outside the Box:
Cutting Edge Technologies and Market Trends in the Texas Market”
Hilton Austin - 1:00 PM to 4:30 PM
ONSITE REGISTRATION FEE: $95
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. 9 of this brochure
HOW TO REGISTER: CLICK HERE TO VISIT OUR WEBSITE

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
ONSITE REGISTRATION FEE: $35
HOW TO REGISTER: CLICK HERE TO VISIT OUR WEBSITE
WORKSHOP AGENDA - “Between the Lines and Outside the Box: Cutting Edge Technologies and Market Trends in the Texas Market”
Tuesday, September 29th ~ 1:00 PM - 4:30 PM

The Texas motto says “wide open for business” but the reality is that Texas market design didn’t anticipate some new innovations which are now challenged to participate in the ERCOT market. On top of that, more and more customers are adopting solar, electric vehicles and energy management programs, all of which impacts the traditional utility business model. How will the market adapt to embrace the opportunities brought by new players and new business models? This workshop explores both the challenges and opportunities associated with these cutting edge technologies and market adoption trends, and how to make sure that we read between the lines and think outside the box.

Workshop Host: **Vijay Betanabhatla**, Sr. Operations Engineer, ERCOT

1:00 **Session I: Unlocking the Door to Welcome DERs and Micro-Grids**
Distributed Energy Resources (DERs) and micro-grids are coming, there’s no doubt. Utilities across the country are evaluating distributed resources and micro-grids on the “edge” of the grid to determine the right mix and location for deployment. Current Texas regulations and ERCOT market requirements affect the pace at which they are getting adopted in Texas. Learn about what ERCOT is doing to adapt its requirements and procedures to address the momentum in growth for DERs and micro-grids and how DERs and micro-grids can interface with the larger grid system.

Moderator: **Chad Blevins**, Sr. Consultant, The Butler Firm, PLLC; Chair, Emerging Technologies Working Group, ERCOT

Speakers:
- **Jaclyn Harr**, Lead Analyst, Grid Engineering Solutions, SolarCity
- **Hugo Mena**, COO, Electric Power Engineers, Inc.
- **Shane O’Quinn**, Vice President - Business Development, Enbala
- **Greg Thurnher**, General Manager, Regulatory Policy, Shell Energy North America (U.S.), L.P.

2:00 **Session II: Capturing Value Streams and Overcoming Split Incentives**
Some new technologies offer promising results but companies can’t act because, under current Texas law, they are not able to capture all the potential revenue streams needed to make the investment case viable. This panel will address the legal and market structure changes necessary to make such investments feasible.

Moderator: **Jess Totten**, Principal, Stratus Energy Group

Speakers:
- **Dennis Quinn**, COO, Joule Assets Inc.
- **Todd Ryan**, Director of Regulatory Affairs, Smart Wires
- **Ron Van Dell**, President & CEO, ViZn Energy Systems, Inc.

3:00 BREAK

3:30 **Session III: What Customers Want: The Evolution to Value-Added Services**
There’s momentum building rapidly. Consumers are making new choices every day, in every market structure, that impacts the electricity business as we know it. With the onslaught of the Internet of Things and the Smart Home, consumers are now being offered many options to help them manage their energy use. Many of these service offerings are not coming from utilities. Learn about the market forces driving consumers to choose value-added energy management services.

Moderator & Lead Presenter: **Tom Kerber**, Director of Research, Parks Associates

Speakers:
- **Scott Hinson**, Director, Pike Powers Commercialization Lab, Pecan Street, Inc.
- **Dave Oberholzer**, Vice President, WeatherBug Home

4:30 ADJOURN
PRICING INFORMATION

CONFERENCE PRICING - price includes one and a half day conference on 9/30-10/1 and cocktail reception on 9/30.*Non-Member rate includes 2015 Individual Membership good through 1/31/16.

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<th>Regular Registration 9/9/15-9/25/15</th>
<th>Onsite Reg. 9/30/15 &amp; 10/1/15</th>
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GOLF PRICING - price for 9/29 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 September 29.

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WELCOME DINNER PRICING - price for 9/29 dinner buffet and one drink ticket.

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REFUND POLICY - Cancellations must be received by 5 PM on Friday, September 11 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