



# **40th Annual Fall Conference & Exhibition**

***September 30th - October 1st, 2025***

***AT&T Conference Center ~ Austin***

***CONFERENCE CHAIRS:***

***Carrie Collier-Brown, Partner, Husch Blackwell***

***Marty Hopkins, Partner, Wilkinson Barker Knauer LLP***

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**LARGEST ANNUAL REGIONAL GATHERING OF  
POWER PROFESSIONALS!**

**800+ Attendees Expected**

*(Based on 2025 Attendance of 800+)*

**Prominent Industry & Government Speakers**

**Timely Session Topics & Discussions**

**[REGISTER FOR FALL CONFERENCE NOW](#)**

**Pre-Conference Activity Add-Ons on Monday, September 29**

**Workshop "50 Years of PUC History" from 1:00 - 4:30 PM**

**Welcome Reception from 5:00 - 6:30 PM**

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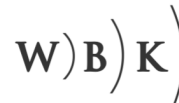


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## GCPA 40th Annual Fall Conference

September 30 - October 1, 2025

AT&T Conference Center - Austin

### HOTEL, ROOM RESERVATION & PARKING INFORMATION

GCPA has a room block with a limited number of rooms for the nights of Mon 9/29 - Tue 9/30 at AT&T Hotel & Conference Center. **Single or double occupancy rooms are available at the special rate of \$249 per night. Rate includes complimentary in-room high speed wireless internet service.**

Reservations must be received on or before the room block cutoff date of Monday, September 8.

[CLICK HERE TO RESERVE YOUR ROOM ONLINE](#)

***Call 512-404-3600 if you need assistance; mention the room block***

**TO VIEW THE AT&T HOTEL & CONFERENCE CENTER WEBSITE: [Click Here](#)**

Parking is available at AT&T Conference Center standard rates which are currently \$21/day for self parking in the attached garage. Valet parking is \$21 for 8 hours or less and \$38 for overnight guests.

### 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 9.0 hours of credit if all conference sessions are attended and 3.25 hours of credit for the 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 legislative outcomes; reliability standards; resource adequacy; market design and pricing; power markets outside Texas; co-location; transmission challenges; Texas energy governance; ERCOT innovations; VPPs; Texas's energy journey. There are no prerequisites. The learning objectives for the workshop are: to obtain an in-depth understanding of PUC History. Attendees will receive 11.5 hours of credit if all conference sessions are attended and 3.5 hours of credit for the workshop.

**Attorneys:** GCPA will be applying for Texas State Bar approval for credit hours for a portion of this conference. Please check back for approval confirmation and number of hours.

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## GCPA 40th Annual Fall Conference

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### CONFERENCE OVERVIEW - [REGISTER NOW](#)

***Join us at this fall's leading electric power conference  
for the ERCOT/Gulf Coast region.***

*800+ attendance expected based on 2024 attendance of 800+ with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President.*

#### **Pre-Conference Activity Add-On - Monday, September 29**

- "50 Years of PUC History" Workshop at AT&T Conference Center from 1:00 PM - 4:30 PM (separate fee and registration needed)
- Welcome Cocktail Reception for Attendees at AT&T from 5:00 PM - 6:30 PM (included with conference or workshop registration - rsvp when registering)

#### **Fall Conference Day One - Tuesday, September 30**

- Registration and Continental Breakfast opens at 7:30 AM
- Conference opening welcome at 8:20 AM
- Session and keynoter presentations from 8:30 AM - 5:15 PM
- Cocktail Reception from 5:15 PM - 7:00 PM

#### **Fall Conference Day Two - Wednesday, October 1**

- Registration and Continental Breakfast opens at 8:00 AM
- Session and keynoter presentations from 8:30 AM - 12:00 PM
- Conference adjourns at close of final session at 12:00 PM

## THANKS TO OUR PLANNING COMMITTEE

#### **Conference Chairs:**

**Carrie Collier-Brown, Partner, Husch Blackwell**

**Marty Hopkins, Partner, Wilkinson Barker Knauer LLP**

**Matthew Arth, ERCOT**

**Eric Blakey, Pedernales Electric Coop**

**Eric Goff, Goff Policy**

**Lauren Thomas, Base Power Company**

**Lucy Nashed, PUCT**

**Bryan Sams, Calpine Corporation**

**Maura Yates, Mothership Energy**

## JOIN US & HEAR THESE OUTSTANDING SPEAKERS

### *Confirmed Speakers:*

**Monica Batra-Shrader**, Policy Manager, Central Region, Enchanted Rocks  
**Ned Bonskowski**, Vice President, Texas Regulatory Policy, Vistra  
**Keith Collins**, Vice President, Commercial Operations, ERCOT  
**Zach Dell**, Co-Founder & CEO, Base Power Company  
**Dan Diorio**, Vice President, State Policy, Data Center Coalition  
**Mark Dreyfus**, President, MD Energy Consulting  
**Wyatt Elbin**, Manager Regulatory Strategy & Analysis, Calpine Energy Solutions LLC  
**Julia Frayer**, Partner and Managing Director, London Economics International LLC  
**Beth Garza**, Sr. Fellow, R Street Institute  
**Jimmy Glotfelty**, Former PUCT Commissioner  
**Clayton Greer**, Vice President, Energy Division, Cholla Inc.  
**Kayla Guo**, Politics Reporter, Texas Tribune  
**Robert Helton**, Vice President Government & Regulatory Affairs, ENGIE  
**Kristi Hobbs**, Vice President, System Planning & Weatherization, ERCOT  
**Paul Hudson**, President, General Infrastructure, Blackstone  
**Casey Kelly**, Vice President, State Government Affairs - South, Constellation  
**Becky Klein**, Principal, Klein Energy LLC  
**Stephanie Kroger**, President, Hunt Energy Network  
**Warren Lasher**, President, Lasher Energy Consulting LLC  
**Doug Lewin**, President, Stoic Energy; Associate Professor, LBJ School of Public Affairs  
**Brandy Marty Marquez**, Principal, Marquez Public Affairs  
**Kenny Mercado**, Executive Vice President, Electric Utilities, Quanta Services, Inc.  
**Julie Parsley**, CEO, Pedernales Electric Cooperative  
**John Pitts Jr.**, Co-Managing Principal, Texas Star Alliance  
**Chris Plante**, Head of Trading, Gridmatic  
**Mary Powell**, CEO, SunRun  
**Juliana Sersen**, Partner, Baker Botts  
**Caitlin Smith**, Vice President, Policy & Corporate Communications, Jupiter Power  
**Barry Smitherman**, Chairman, Texas Geothermal Energy Alliance  
**Hayden Stanley**, Founder, GoodPeak  
**Werner Roth**, Sr. Market Economist, PUCT

## AGENDA - TUESDAY, SEPTEMBER 30

7:30 AM	<b>REGISTRATION &amp; CONTINENTAL BREAKFAST</b>
8:20 AM	<b>CONFERENCE INTRODUCTION</b>
8:30 AM	<b>KEYNOTE ADDRESS</b>
9:00 AM	<b>Session I - Texas Energy Legislative Outcomes: Impact &amp; Insights from the 89th Session</b> Discover the outcomes of the 89th Texas Legislative Session and their effects on the ERCOT electricity market. Key legislation, including SB 6 on large loads will be examined. The session also saw significant activity in Senate and House committees, advancing bills on grid resilience, wildfire mitigation, solar protections, and transmission planning. Our Panel will analyze emerging themes like battery storage, resiliency, renewable siting, and oversight trends in PUC and ERCOT. Join us to explore the long-term impacts of these legislative changes on Texas's energy landscape.
9:45 AM	<b>NETWORKING BREAK</b>
10:15 AM	<b>Vignette - ERCOT Reliability Standards: Adoption &amp; Impact</b> Explore how new reliability standards are shaping ERCOT's future, with insights into their requirements and expected industry effects.
10:30 AM	<b>Session II - Resource Adequacy in a Changing ERCOT: Meeting the Moment</b> As ERCOT navigates a rapidly evolving energy landscape, this panel dives into the fierce challenge of ensuring enough power to meet peak demand. From integrating more renewables and retiring old thermal plants to managing extreme weather and incentivizing new investments, we'll explore what it takes to keep the lights on. Join industry experts, ERCOT insiders, and innovators for an engaging discussion on demand forecasting, dispatchable generation, and building a resilient energy future in Texas.
11:15 AM	<b>Session III - Market Design &amp; Pricing Dynamics: Pricing Puzzles—Decoding Market Signals &amp; Incentives</b> This lively panel explores how market design shapes signals, influences incentives, and drives investment in ERCOT. We'll examine recent developments like Dispatchable Reliability Reserve Service (DRRS) RTC +B, changes to ECRS, and retail pricing innovations—all crucial to navigating Texas's dynamic energy markets. Industry insiders and market experts will decode the complex pricing puzzle, revealing what these changes mean for stakeholders and Texas's energy future. Join us for an engaging discussion on the forces shaping ERCOT's evolving landscape.
12:00 PM	<b>emPOWERing YOUNG PROFESSIONAL AWARD PRESENTATION</b>
12:10 PM	<b>LUNCHEON</b>
1:45 PM	<b>KEYNOTE ADDRESS</b>
2:15 PM	<b>Session IV - Lessons from Other Power Markets: Beyond Texas</b> Venture beyond Texas and gain valuable insights from other leading power markets. This engaging panel explores what Texas can learn from the successes, challenges, and innovations happening nationwide. Industry experts will share real-world lessons and innovative strategies that can shape the future of Texas's energy landscape. Join us for a compelling discussion on how looking outside Texas can help us build a stronger, more adaptable power system here at home.
3:00 PM	<b>NETWORKING BREAK</b>
3:25 PM	<b>Vignette - Co-Location Quick Start: Three Keys to Making it Work</b> A concise guide to the top three factors you must consider before embarking on a co-location project in ERCOT.

## **AGENDA - TUESDAY, SEPTEMBER 30 (continued)**

**3:45 PM      Session V - Gridlock: Overcoming Transmission Challenges for a Reliable Future**

Get ready to break through the bottlenecks! This energizing panel dives into the gridlock holding back Texas's transmission infrastructure and explores bold solutions to keep the lights on. From expanding capacity to new technologies, industry experts will spark a lively discussion on how to solve the transmission puzzle—ensuring a more reliable, resilient, and efficient grid. Join us for insights, innovation, and a roadmap to untangling Texas's most pressing energy challenges.

**4:30 PM      Session VI - ERCOT TAC Confidential: Unfiltered Tales from the Front Lines of Texas Energy Governance**

Step behind the curtain with the legendary past Chairs of ERCOT's Technical Advisory Committee (TAC) for an unmissable, unscripted discussion. They'll share candid stories, bold insights, and behind-the-scenes moments from the heart of Texas energy decision-making. This candid session promises no scripts, just real talk about the triumphs, twists, and turbulence shaping the grid's future. Don't miss this spirited, behind-the-scenes look at the pulse of Texas energy governance!

5:15 - 7:00 PM

**COCKTAIL RECEPTION**

## **AGENDA - WEDNESDAY, OCTOBER 1**

8:00 AM

**REGISTRATION & CONTINENTAL BREAKFAST**

8:30 AM

**ANNOUNCEMENTS**

8:35 AM

**KEYNOTE ADDRESS**

9:00 AM

**Session VII - The Future of ERCOT: Innovation & Investment**

Unlock the secrets to Texas's energy evolution in this forward-looking panel! From groundbreaking technologies to innovative business models, we'll explore the game-changers set to transform ERCOT's market in the years ahead. Industry pioneers, tech innovators, and market visionaries will share bold ideas and strategies to power Texas into a smarter, cleaner, and more resilient future. Join us for an inspiring discussion on what's next for ERCOT—and how you can be part of the revolution.

9:45 AM

**NETWORKING BREAK**

10:10 AM

**KEYNOTE ADDRESS*****Radical Collaboration: Powering a Resilient, Equitable Energy Future***

10:40 AM

**Vignette - The Rise of Virtual Power Plants (VPPs) in ERCOT**

How VPPs are starting to gain traction in ERCOT, aggregating distributed energy resources (DERs) like solar, storage, and demand response to provide grid services.

11:00 AM

**Session VIII - Reflecting on Texas's Energy Journey and the Path Forward**

Celebrate the Gulf Coast Power Association's 40th Fall Conference and the Public Utility Commission of Texas (PUCT) 50th anniversary with an enlightening panel featuring former Commissioners. They'll share behind-the-scenes stories from their tenure—how regulatory mandates, policy shifts, and incentives have shaped Texas's energy landscape over the decades. Looking ahead, they'll discuss how new mandates and evolving incentives are creating a regulatory crossroads, guiding Texas through the load boom and technological transformation. Join these industry veterans for a lively conversation on what's worked, what's next, and how Texas can navigate the next 40 years of energy innovation and regulation.

12:00 PM

**CONFERENCE ADJOURNS**



## **PRE-CONFERENCE HALF DAY WORKSHOP MON. SEP. 29 - 1:00-4:30 PM**

### ***"Celebrating 50 Years of Progress: An Educational Journey Through the Past, Present, and Future of the PUCT"***

#### **1:00 PM Welcome & Introduction**

Kick off this milestone celebration by exploring the vital role the PUCT has played in shaping Texas's energy and utility landscape. **Connie Corona** will set the stage, sharing insights into how understanding the inner workings of the Commission can empower industry participants to collaborate more effectively and innovate for tomorrow's challenges.

#### **1:15 PM Keynote Address: Envisioning the Next 50 Years – Innovation, Opportunities, and Challenges**

Join **Thomas Gleeson**, PUCT Chair for an inspiring look ahead with a visionary keynote exploring Texas's economic momentum and the PUCT's strategic outlook for the future. Discover how the Commission plans to adapt, innovate, and lead, ensuring a resilient and sustainable energy future.

#### **2:00 PM Interactive Session: PUCT Pro-Tips & Best Practices for Industry Participants**

Navigate the complexities of utility regulation with insider tips from experienced commission staff. Topics include:

- Deciphering the numbers: water and electric sectors and how workflow is affected by each
- Effective participation in contested cases and rulemakings
- Engaging in open meetings and streamlining communications
- Who to contact for specific issues (Introduction to External Affairs)
- Lightning round: Did you know?

#### **3:00 PM Networking Break**

#### **3:15 PM Trivia & Interactive Vignette: Test Your Knowledge of the PUCT's Rich History**

Enjoy a spirited game of Jeopardy or trivia, with live text participation and a chance to win a fun prize! Reflect on the milestones that have defined the Commission's impactful 50-year journey.

#### **3:30 PM Celebration of Legacy: A Conversation with PUCT Legends**

Journey back through time with former Commissioners and staff, recounting pivotal moments that shaped Texas's utility landscape. This lively discussion will showcase personal stories, policy shifts, and the enduring spirit of service that has propelled the PUCT forward.

#### **4:30 PM Closing Remarks & Looking Forward**

**Connie Corona** returns to reflect on the legacy of the past 50 years and share a forward-looking message about the exciting future of the PUCT, inviting everyone to continue this legacy of innovation and service.





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### PRICING INFORMATION

#### CONFERENCE PRICING:

Price includes one and a half day conference on 9/30 - 10/1 and cocktail reception on 9/30.

CONFERENCE	Early Bird Registration through 9/8	Regular Registration 9/9 - 9/26	Onsite Reg. 9/27 - 10/1
GCPA Members	\$980	\$1150	\$1250
Non-Members	\$1280	\$1450	\$1550
State Govt. Employees	\$410	\$410	\$460
GCPA Members in Job Search Mode	\$490	\$540	\$630
Non-Members in Job Search Mode*	\$790	\$870	\$960
Full-Time Students	\$190	\$190	\$250

WORKSHOP PRICING - price includes half day workshop on 9/29, beverages and snack.

WORKSHOP	Early Bird Registration through 9/8	Regular Registration 9/9 - 9/26	Onsite Reg. 9/27 - 9/29
Fee w/ conf. registration	\$270	\$330	\$380
Fee W/OUT conf. reg.	\$325	\$375	\$400

#### WELCOME RECEPTION:

Welcome reception on Mon. 9/29 includes one drink ticket and hors d'oeuvres. Additional cocktails can be purchased at the bar. Reception is complimentary to conference and/or workshop attendees only and is not available as a stand-alone purchase for non-conference attendees. PLEASE RSVP WHEN REGISTERING FOR THE CONFERENCE AND WORKSHOP.

#### REFUND POLICY:

Cancellations must be received by 5 PM on Friday, September 12 in order to receive a refund. A 10% service fee will be charged against all refunds. Please direct all cancellation requests to Mary Armstrong at [marmstrong@gulfcoastpower.org](mailto:marmstrong@gulfcoastpower.org).