

Tenth National Green Power Marketing Conference

October 24-26, 2005 · Austin, Texas · Austin Marriott at the Capitol

10

Green Power 101 Workshop

Sunday, October 23rd; 2:00 – 5:00pm

2:00 – 2:10	Welcome & Introduction to Workshop Këri Bolding of the Center for Resource Solutions
2:10 – 2:30	State of the Marketplace: Politics, Policies and Progress Kurt Johnson of the U.S. Environmental Protection Agency speaks on the different players involved in today's renewable energy and green power market, the progress that green power marketing has made in recent years, on new policies affecting market development, and the outlook for coming years.
2:30 – 2:45	Market Movement: RECs, Regulations and Resources Dan Lieberman of the Center for Resource Solutions provides context on the movement in the market place now, and sales across competitive, regulated and RECs markets. He will discuss RECS in depth and their applications as a new and growing market mechanism. He will discuss certification, and NGO resources that support the market and provide information.
2:45 – 3:00	Questions and Answers
3:00 – 3:15	BREAK
3:15 – 3:45	Top 10 Tricks of the Trade to Reach Customers Barry Friedman of E Source's Green Energy Services will share expertise from years of national research with utilities and marketers of green power products. Attendees will learn industry best practices in marketing and the evolution of the most effective strategies for acquiring and retaining customers.
3:45 – 4:15	Green Pricing Programs: The Secret to Success Jim Burke of the Sacramento Municipal Utility District (SMUD) will discuss the road to the success of their green pricing program. He will cover key lessons learned, techniques employed to reach consumers, the power of the call center, and methods to keep acquisition costs while executing high quality marketing efforts.
4:15 – 4:45	Business and Product Models Ed Holt of Ed Holt & Associates, will discuss the different approaches to selling renewables, including the pros and cons of each. Models addressed include: do-it-yourself programs, hub-and-spoke programs, and partnership models. Product models include block products, percent of usage products, POP tags, future RECs, and CO2 offsets.
4:45 – 5:00	Questions and Answers
5:00	ADJOURN