

Tenth National Green Power Marketing Conference

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

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Tenth National Green Power Marketing Conference



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PRE-CONFERENCE	----- SUNDAY, OCTOBER 23 -----
2:00 PM to 5:00 PM	GREEN POWER 101 WORKSHOP
3:00 PM to 5:00 PM	ERCOT FACILITIES TOUR
6:00 PM to 8:00 PM	WELCOME RECEPTION & EARLY REGISTRATION

----- DAY 1 -----	----- MONDAY, OCTOBER 24 -----	
8:30 AM to 10:00 AM	<p><u>OPENING PLENARY</u></p> <p>Welcome from Austin Mayor Will Wynn</p> <p>Address from Jerry Patterson, Commissioner, Texas General Land Office</p> <p>The State of the Green Power Marketing Industry: A Decade of Industry Development and a Look to the Future</p> <p style="text-align: center;"><u>Moderator</u> <i>Blair Swezey, National Renewable Energy Laboratory</i></p> <p style="text-align: center;"><u>Presenters</u> <i>Roger Duncan, Deputy General Manager, Austin Energy Paul Thomas, CEO and President, Green Mountain Energy Company Brent Alderfer, President and CEO, Community Energy, Inc. Jan Hamrin, President, Center for Resource Solutions</i></p>	
10:00 AM to 10:30 AM	NETWORKING BREAK	
10:30 AM to 12:00 PM	<p><u>TRACK A</u> Green Power Markets and Policies</p> <p style="text-align: center;">The Texas Green Power Market</p> <p style="text-align: center;"><u>Moderator</u> <i>Karl Rábago, Houston Advanced Research Center</i></p> <p style="text-align: center;"><u>Presenters</u> "Status Report on the Texas Retail Market" <i>Jess Totten, Public Utility Commission of Texas</i> "Selling Green Power in the Texas Retail Market" <i>Russel Head, Green Mountain Energy Company</i> "Trading RECs in Texas" <i>Charles Nunu, Element Markets</i> "What Do Renewable Generators Need from the RECs Market?" <i>Mike Sloan, Virtus Energy</i></p>	<p><u>TRACK B</u> Best Practices in Program Implementation</p> <p style="text-align: center;">Green Power Product Design</p> <p style="text-align: center;"><u>Moderator</u> <i>Jeff Anthony, We Energies</i> (Introduction: "The Basics of Green Power Product Design and Pricing")</p> <p style="text-align: center;"><u>Presenters</u> "Residential Product Design" <i>Dan Kalafatas, 3 Phases Energy Services</i> "Corporate Product Design" <i>Rhonda Rasmussen, PacifiCorp Craig Hanson, World Resources Institute</i> "Green Power Sourcing" <i>Mel Jones, Sterling Planet</i></p>

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<p>12:15 PM to 1:15 PM</p>	<p style="text-align: center;">LUNCHEON</p> <p style="text-align: center;">Presentation by Vijay Vaitheeswaran Global Environment & Energy Correspondent for <i>The Economist Magazine</i></p>	
<p>1:30 PM to 3:00 PM</p>	<p style="text-align: center;"><u>TRACK A</u> Green Power Markets and Policies</p>	<p style="text-align: center;"><u>TRACK B</u> Best Practices in Program Implementation</p>
	<p style="text-align: center;">State Policy Support for Green Power Markets</p> <p style="text-align: center;"><u>Moderator</u> <i>Mark Sinclair, Clean Energy States Alliance</i> (Introduction: "How States are Supporting Green Power Markets")</p> <p style="text-align: center;"><u>Presenters</u> "The MTC Clean Energy Choice Program" <i>Martha Broad, Massachusetts Technology Collaborative</i></p> <p style="text-align: center;">"Connecticut's 'Clean Energy Communities' Program" <i>Bob Wall, SmartPower</i></p> <p style="text-align: center;">"The Maine Green Power Connection" <i>Erika Morgan, Maine Energy Investment Corporation</i></p> <p style="text-align: center;">"Using State Funds and RECs Markets to Develop New Renewables Projects: The Oregon Model" <i>Gabe Petlin, 3 Phases Energy Services</i></p>	<p style="text-align: center;">Green Power Program Administration</p> <p style="text-align: center;"><u>Moderator</u> <i>Thor Hinckley, Portland General Electric</i> (Introduction: "Key Considerations in Green Power Program Administration")</p> <p style="text-align: center;"><u>Presenters</u> "Results from the 2005 E Source Utility Green Pricing Benchmark Study" <i>Adam Capage, E Source Green Energy Watch</i></p> <p style="text-align: center;">"The Utility Partnering Decision" <i>Jack Rose, Florida Power & Light</i></p> <p style="text-align: center;">"Engaging and Motivating the Utility Sales Department" <i>Jim Burke, Sacramento Municipal Utility District</i></p>
<p>3:00 PM to 3:30 PM</p>	<p style="text-align: center;">NETWORKING BREAK</p>	
<p>3:30 PM to 5:00 PM</p>	<p style="text-align: center;"><u>PLENARY SESSION</u></p>	
	<p style="text-align: center;">Why We Decided to Buy Green Power: A Business Customer Panel</p> <p style="text-align: center;"><u>Moderator</u> <i>Matt Clouse, EPA Green Power Partnership</i> (Introduction: "Partner Data and Market Observations for EPA's Green Power Partnership")</p> <p style="text-align: center;"><u>Panelists</u> <i>John Beckinghausen, HSBC North America</i> <i>George Milner, Mohawk Fine Papers</i> <i>Joe Pettus, Safeway</i> <i>Auden Schendler, Aspen Skiing Company</i> <i>Steve Vissotzky, Hyatt Regency Dallas & Hyatt Regency DFW</i> <i>Rebecca Zimmer, Starbucks Coffee</i></p>	
<p>5:00 PM to 6:00 PM</p>	<p style="text-align: center;">PRE-BANQUET RECEPTION</p>	
<p>6:00 PM to 7:00 PM</p>	<p style="text-align: center;">CONFERENCE BANQUET</p>	
<p>7:00 PM to 9:00 PM</p>	<p style="text-align: center;">GREEN POWER LEADERSHIP AWARDS CEREMONY</p>	

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----- DAY 2 -----	----- TUESDAY, OCTOBER 25 -----	
8:30 AM to 10:00 AM	<p style="text-align: center;"><u>PLENARY SESSION</u></p> <p style="text-align: center;">Keynote Speaker</p> <p style="text-align: center;">“Public Opinions About the Environment: An Update on the Roper Green Gauge Survey” <i>Bob Pares, GfK NOP</i></p> <p style="text-align: center;">Green Power Marketing Materials and Messages: Past, Present and Future</p> <p style="text-align: center;"><u>Moderator</u> <i>Këri Bolding, Center for Resource Solutions</i> (Introduction: “The Evolution of Green Power Marketing & Communications: A 10-Year Retrospective”)</p> <p style="text-align: center;"><u>Panelists</u> <i>John Savage, Green Mountain Energy Company</i> <i>Brian Keane, SmartPower</i></p>	
10:00 AM to 10:30 AM	NETWORKING BREAK	
10:30 AM to 12:00 PM	<u>TRACK A</u> Green Power Markets and Policies	<u>TRACK B</u> Best Practices in Program Implementation
	<p style="text-align: center;">CO₂ and Green Power Markets</p> <p style="text-align: center;"><u>Moderator</u> <i>Joe Bryson, U.S. Environmental Protection Agency</i> (Introduction: “The Relationship Between Climate Policy and Green Power”)</p> <p style="text-align: center;"><u>Presenters</u></p> <p style="text-align: center;">“Emissions Market Designs and Implications for Renewable Energy” <i>Andrew Aulisi, World Resources Institute</i></p> <p style="text-align: center;">“The Impact of CO₂ Cap-and-Trade Systems on Green Power Markets” <i>Rob Harmon, Bonneville Environmental Foundation</i></p> <p style="text-align: center;">“U.S. Greenhouse Gas Registries and Renewable Energy” <i>Virinder Singh, PacifiCorp</i></p> <p style="text-align: center;">“Canada’s Approach to Green Power Under Kyoto” <i>Leslie Welsh, Environment Canada</i></p>	<p style="text-align: center;">Market Analysis and Strategies for Effective Targeting</p> <p style="text-align: center;"><u>Moderator</u> <i>Dan Lieberman, Center for Resource Solutions</i> (Introduction: “Getting Beyond the First 1%”)</p> <p style="text-align: center;"><u>Presenters</u></p> <p style="text-align: center;">“Segmenting the Market for Residential Renewable Power” <i>Steve French, The Natural Marketing Institute</i></p> <p style="text-align: center;">”Direct Response Campaigns Using Geodemographic Segmentation” <i>Barry Friedman, E Source Green Energy Watch</i></p> <p style="text-align: center;">“Factors Influencing Corporate Purchasing of Green Power” <i>Kevin Hagen, Shuksan Energy Consulting</i></p> <p style="text-align: center;">“Positioning Green Power as a Corporate Climate Change Solution” <i>Blaine Collison, EPA Green Power Partnership</i></p>
12:15 PM to 1:15 PM	<p>LUNCHEON</p> <p>Remarks from The Honorable Barry Smitherman Commissioner, Public Utility Commission of Texas</p>	

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	TRACK A Green Power Markets and Policies	TRACK B Best Practices in Program Implementation
1:30 PM to 3:00 PM	<p style="text-align: center;">Renewable Energy Certificates</p> <p style="text-align: center;"><u>Moderator</u> <i>Ed Holt, Ed Holt & Associates</i> (Introduction: "REC Market Size and Challenges")</p> <p style="text-align: center;"><u>Presenters</u> "The Many Facets of the RECs Market" <i>Greg Pool, BP Energy</i></p> <p style="text-align: center;">"Opportunities and Challenges in Cross-Border REC Transactions" <i>Theresa Howland, Vision Quest</i></p> <p style="text-align: center;">"REC Tracking Systems: The Need for Coordination" <i>Meredith Wingate, Center for Resource Solutions</i></p> <p style="text-align: center;">"Encouraging Community-Scale Systems with REC Purchases" <i>Larry Flowers, National Renewable Energy Laboratory</i></p>	<p style="text-align: center;">Maximizing the Benefits of a Green Power Purchase</p> <p style="text-align: center;"><u>Moderator</u> <i>Ron Kamen, Community Energy, Inc.</i></p> <p style="text-align: center;"><u>Presenters</u> "Corporate Leveraging of Green Power Purchases" <i>Kendall Youngblood, ICF Consulting</i></p> <p style="text-align: center;">"Bridging the Business-to-Consumer Divide, Follow the Leaders" <i>Quayle Hodek, Renewable Choice Energy</i></p> <p style="text-align: center;">"The Green-e Product Labeling Initiative" <i>Këri Bolding, Center for Resource Solutions</i></p> <p style="text-align: center;">"Green Power Purchases: What Can You Really Claim About Environmental Benefits?" <i>Tom Rawls, THR Associates, LLC</i></p>
3:00 PM to 3:30 PM	NETWORKING BREAK	
3:30 PM to 5:00 PM	<p><u>PLENARY SESSION</u></p> <p>The U.S. Green Power Marketing Industry: Strengths, Weaknesses, Opportunities, and Threats</p> <p>Future green power industry growth may depend on whether the green power community can harness its strengths, successfully address its weaknesses, seize opportunities, and minimize the risks of potential threats. This session will start with an overview presentation introducing key factors impacting future industry growth, followed by a panel discussion—with a view toward developing common understanding regarding the most important threats and opportunities and the collaborative industry actions needed to address them.</p> <p style="text-align: center;"><u>Moderator</u> <i>Kurt Johnson, EPA Green Power Partnership</i> (Introduction: "Key Issues and Challenges Facing Green Power Markets")</p> <p style="text-align: center;"><u>Panelists</u> <i>Jeff Anthony, We Energies</i> <i>Brent Beerley, Community Energy, Inc.</i> <i>Adam Capage, E Source Green Energy Watch</i> <i>Rob Harmon, Bonneville Environmental Foundation</i> <i>Susan Innis, Western Resource Advocates</i> <i>Dan Lieberman, Center for Resource Solutions</i> <i>Tom Rawls, THR Associates, LLC</i></p>	
6:30 PM to 9:00 PM	OFF-SITE DINNER AND MUSIC AT THREADGILL'S RESTAURANT	

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----- DAY 3 -----		----- WEDNESDAY, OCTOBER 26 -----	
	<u>TRACK A</u> Green Power Markets and Policies	<u>TRACK B</u> Best Practices in Program Implementation	
8:30 AM to 10:00 AM	<p style="text-align: center;">Policy Developments Impacting Green Power Markets</p> <p style="text-align: center;"><u>Moderator</u> <i>Mike Eckhart, American Council on Renewable Energy</i></p> <p style="text-align: center;"><u>Presenters</u> “FERC Initiatives in Support of Renewable Energy Development” <i>Carol White, FERC</i></p> <p>“State Approaches to Financing New Renewable Energy Projects” <i>Karlynn Cory, National Renewable Energy Laboratory</i></p> <p>“Community Aggregation: An End-Run Approach to Green Power?” <i>Jan Hamrin, Center for Resource Solutions</i></p> <p>“Supplying Green Power in Compliance and Voluntary Markets” <i>Barrett Stambler, PPM Energy</i></p>	<p style="text-align: center;">Successful Techniques for Corporate, Community and Mainstream Audiences</p> <p style="text-align: center;"><u>Moderator</u> <i>Linda Silverman, U.S. Department of Energy</i></p> <p style="text-align: center;"><u>Presenters</u> “Achieving Mainstream Market Penetration for Green Power” <i>Karen Aboussie, Green Mountain Energy Company</i></p> <p>“Aggregating Local Government Purchasers in New York State” <i>Keith Christensen, Community Energy, Inc.</i></p> <p>“Green Power Community Campaigns” <i>Sarah Wright, Utah Clean Energy</i> <i>Matt Clouse, U.S. EPA Green Power Partnership</i></p>	
10:00 AM to 10:30 AM	NETWORKING BREAK		
10:30 AM to 12:00 PM	<p style="text-align: center;"><u>CLOSING PLENARY</u></p> <p style="text-align: center;">Putting it All Together: Lessons Learned from Top Green Power Programs</p> <p style="text-align: center;"><u>Moderator</u> <i>Lori Bird, National Renewable Energy Laboratory</i> (Introduction: “Key Trends in U.S. Green Pricing Programs”)</p> <p style="text-align: center;"><u>Panelists</u> <i>Jeff Anthony, We Energies</i> <i>Jim Burke, Sacramento Municipal Utility District</i> <i>Carol Harwell, Austin Energy</i> <i>Thor Hinckley, Portland General Electric</i> <i>Rhonda Rasmussen, PacifiCorp</i></p>		
12:00 PM	CONFERENCE ADJOURNS		

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Rob Harmon, Bonneville Environmental Foundation

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Mel Jones, Sterling Planet

Carrie Plemons, PPM Energy

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Thank you for your expertise and contributions!

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