

# Ninth National Green Power Marketing Conference

October 4-6, 2004 · Albany, New York · Crowne Plaza Hotel



## Sunday, October 3

9:00 AM to 3:30 PM	<b>Tour of Fenner Windpower Project</b>
6:00 PM to 8:00 PM	<b>Pre-Conference Reception</b> <i>Featuring a display of green power marketing materials from around the country</i>

## Monday, October 4

8:30 AM to 9:45 AM	<p><b>Local Welcome</b> <b>Peter R. Smith</b> <b>President, New York State Energy Research and Development Authority</b></p> <p><b>Green Power Markets: Key Indicators and Market Developments</b> <b>Session Chair: Blair Swezey, National Renewable Energy Laboratory</b></p> <p>Utility Green Pricing Programs <b>Lori Bird, National Renewable Energy Laboratory</b></p> <p>Competitive Retail Markets <b>Julie Blunden, KEMA-XENERGY</b></p> <p>Renewable Energy Certificates <b>Dan Lieberman, Center for Resource Solutions</b></p>	
9:45 AM to 10:15 AM	<p><b>Keynote Speaker</b> <b>The Honorable Suedeem G. Kelly, Commissioner</b> <b>Federal Energy Regulatory Commission</b></p>	
10:15 AM to 10:45 AM	<p><b>Networking Break</b></p>	
10:45 AM to 12:15 PM	<p><b>State Funds Support for Green Power Markets</b> <b>Session Chair: Lew Milford, Clean Energy States Alliance</b></p> <p><u>Presenters</u> <b>Martha Broad, Massachusetts Technology Collaborative</b> <b>Bryan Garcia, Connecticut Clean Energy Fund</b> <b>B. Scott Hunter, New Jersey Office of Clean Energy</b> <b>John Saintcross, New York State Energy Research and Development Authority</b> <b>Nancy Selman, Rhode Island Renewable Energy Fund</b></p>	<p><b>Marketing Green Power to Non-Residential Customers: What Have We Learned?</b> <b>Session Chair: Kurt Johnson, U.S. Environmental Protection Agency</b></p> <p>“Data and Insights from the Green Power Partnership” <b>Matt Clouse, U.S. Environmental Protection Agency</b></p> <p>“Don’t Neglect Small Business Customers” <b>Jeff Anthony, We Energies</b></p> <p>“Sector-Specific Targeting of Marketing, Sales and Products” <b>Mark Crowdis, Think Energy, Inc.</b></p> <p>“Developing Next Generation Retail Green Power Products” <b>Craig Hanson, World Resources Institute</b></p>

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<p>12:15 PM to 1:30 PM</p>	<p align="center"><b>Group Luncheon</b> <b>Keynote Speaker</b> <b>The Honorable George E. Pataki</b> <b>Governor, State of New York</b></p>	
<p>1:30 PM to 3:00 PM</p>	<p align="center"><b>The Policy Context for Green Power Markets</b> <b>The Honorable William M. Flynn</b> <b>Chairman, New York State Public Service Commission</b> <b>The Honorable Donald W. Downes</b> <b>Chairman, Connecticut Department of Public Utility Control</b> <b>The Honorable Ronald A. Guns</b> <b>Commissioner, Maryland Public Service Commission</b> <b>Ronald F. LeComte, Director, Electric Power Division</b> <b>Massachusetts Department of Telecommunications and Energy</b></p>	
<p>3:00 PM to 3:30 PM</p>	<p align="center"><b>Networking Break</b></p>	
<p>3:30 PM to 5:00 PM</p>	<p align="center"><b>Renewable Energy Certificates and Tracking</b> <b>Session Chair: Adam Capage, Platts</b> "Selling Green Power into RECs Markets" <b>Dean Cooley, Calpine</b> "The Role of Regionally Based RECs" <b>Jeff Keeler, Community Energy Marc Kaplan, American Lung Association of New York State</b> "The Western Renewable Energy Generation Information System (WREGIS)" <b>Rasa Keanini, California Energy Commission</b> "Tracking and Verification of DG RECs" <b>Sam Swanson, Pace Law School David Beavers, The Cadmus Group</b></p>	<p align="center"><b>Marketing Partnerships Looking Across the Supply Chain</b> <b>Session Chair: Lori Bird, National Renewable Energy Laboratory</b> <u>Presenters</u> <b>Steven DeMott, PECO Energy</b> <b>Amy McGinty, Community Energy</b> <b>Dan Kalafatas, 3 Phases Energy</b> <b>Bob Maddox, Sterling Planet</b> <b>Tom Starrs, Bonneville Environmental Foundation</b></p>
<p>5:00 PM to 6:00 PM</p>	<p align="center"><b>Pre-Banquet Reception</b></p>	
<p>6:00 PM to 9:00 PM</p>	<p align="center"><b>Conference Banquet</b> <i>Featuring the Fourth Annual Green Power Leadership Awards</i>  Dinner wines provided by:  <b>Rodney Strong</b></p>	

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Tuesday, October 5

8:30 AM to 10:00 AM	<p align="center"><b>Green Power and Emissions Markets: A Nexus?</b> <b>Session Chair: Joe Bryson, U.S. Environmental Protection Agency</b></p> <p>“What You Don’t Know About Emissions Markets, But Should” <b>Joe Bryson, U.S. Environmental Protection Agency</b></p> <p>“Opportunities and Obstacles for Obtaining Air Emissions Values” <b>Colin High, Resource Systems Group, Inc.</b></p> <p>“Montgomery County Regional Wind Energy Purchase” <b>Ann Elsen, Montgomery County Department of Environmental Protection</b></p> <p>“Environmental Markets and a Clean Energy Future” <b>Jennifer Layke, World Resources Institute</b></p>
10:00 AM to 10:30 AM	<b>Networking Break</b>
10:30 AM to 12:00 PM	<p align="center"><b>Renewable Energy Certificates: What Do They Really Convey?</b> <b>A Discussion</b> <b>Session Chair: Ed Holt, Ed Holt and Associates</b></p> <p>“What Do RECs Convey?” <b>Ed Holt, Ed Holt and Associates</b></p> <p><u>Discussants</u> <b>Joe Bryson, U.S. Environmental Protection Agency</b> <b>Anna Giovinetto, Evolution Markets LLC</b> <b>Alden Hathaway, Environmental Resources Trust</b> <b>Dan Lieberman, Center for Resource Solutions</b> <b>Julie Smith-Galvin, Enel North America</b></p>
12:00 PM to 1:30 PM	<b>Group Luncheon</b>
1:30 PM to 3:00 PM	<p align="center"><b>What Do We Want to Be When We Grow Up?</b> <b>Visions of the Future Green Power Market</b> <b>Session Chair: Jan Hamrin, Center for Resource Solutions</b></p> <p>“Renewable Energy Development in the United States: Where We’ve Been and Where We’re Headed” <b>Jan Hamrin, Executive Director, Center for Resource Solutions</b></p> <p>“International Renewable Energy Policy Developments” <b>Chris Flavin, President, Worldwatch Institute</b></p> <p><u>Discussants</u> <b>Julie Blunden, KEMA-XENERGY</b> <b>Rob Harmon, Bonneville Environmental Foundation</b> <b>John Savage, Green Mountain Energy Company</b> <b>Barrett Stambler, PPM Energy</b></p>
3:00 PM to 3:30 PM	<b>Networking Break</b>

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<p>3:30 PM to 5:00 PM</p>	<p><b>Financing New Renewable Energy Projects with Green Premiums</b> <i>Session Chair: Michael Eckhart, American Council on Renewable Energy</i></p> <p>“The State of Renewable Energy Finance Today” <b>Michael Eckhart, American Council on Renewable Energy</b></p> <p>“The Value of RECs Sales in Financing New Wind Project Development” <b>Brent Beerley, Community Energy</b></p> <p>“Using Long-Term RECs Contracts to Help Developers Secure Project Financing” <b>Nils Bolgen, Massachusetts Technology Collaborative</b></p>	<p><b>Colleges and Universities Purchasing Green Power: A New Student Movement Takes Hold</b> <i>Session Chair: Suzanne Tegen, University of Colorado, Boulder</i></p> <p><u>Panelists</u></p> <p><b>Suzanne Tegen, University of Colorado, Boulder</b></p> <p><b>Kassie Rohrbach, Center for Resource Solutions</b></p> <p><b>Billy Parish, The Climate Campaign</b></p> <p><b>Sam Hummel, Duke University</b></p> <p><b>Peter Horgan, Connecticut College</b></p> <p><b>Nick Algee, Southern Alliance for Clean Energy</b></p> <p>Session made available via Webcast to colleges and universities nationwide</p>
<p>5:00 PM to 6:00 PM</p>	<p><b>Networking Break</b></p>	
<p>6:00 PM to 8:00 PM</p>	<p><b>“Green Power Fiesta” Conference Reception at Washington Park</b> <i>Featuring food and beverages from green power purchasers</i></p>	

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## Wednesday, October 6

8:30 AM to 10:00 AM	<p style="text-align: center;"><b>Customer Perceptions and Marketing Messages</b> <i>Session Chair: Këri Bolding, Center for Resource Solutions</i></p> <p>"Identifying Effective Marketing Messages" <b>Brian Keane, SmartPower</b></p> <p>"Green Energy Direct Marketing That Sells" <b>Sue Hanson, Primen</b></p> <p>"Effective Print Material for Green Pricing: Ensuring Communications Support the Product" <b>Barry Friedman, Platts</b></p> <p>"What Are Customers Looking For?" <b>John Savage, Green Mountain Energy Company</b></p>
10:00 AM to 10:30 AM	<b>Networking Break</b>
10:30 AM to 12:00 PM	<p style="text-align: center;"><b>Creative Marketing Tactics</b> <i>Session Chair: Këri Bolding, Center for Resource Solutions</i></p> <p><u>Presenters</u></p> <p><b>Këri Bolding, Center for Resource Solutions</b> <b>Jim Burke, Sacramento Municipal Utility District</b> <b>Ed Clark, Austin Energy</b> <b>Dan Drennan, Public Service Company of New Mexico</b> <b>Quayle Hodek, Renewable Choice Energy</b></p>
12:00 PM	<b>Conference Adjourns</b>
<i>Lunch on Own</i>	
1:30 PM to 4:00 PM	<p style="text-align: center;"><b>Post-Conference Workshop</b> <b>Improving the Performance of Your Green Pricing Program</b> (held in conjunction with the Marketers' Marketers Group)</p>