

ENERGY MARKETERS 2000

Spring Conference & Trade Show • April 17–18, 2000 • Marriott Metro Center • Washington, DC



This spring an elite group will explore business opportunities generated by one of the last major public policy initiatives of the modern era: the state and federal restructuring of the \$300 billion electricity and natural gas market. Discover the new markets, legal pitfalls and changing business climate developing in the largest marketplace for a single product in the world—the North American energy arena.

Hear about current and upcoming proposals for, and understand the pace of, change from the individuals who are drafting and implementing those changes. In addition, discover how new technologies and related services help you meet evermore challenging business needs.

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ENERGY MARKETS



FEATURING THESE INVITED SPEAKERS:

- **Senator Frank Murkowski (R-AK)**, Chairman, Senate Energy Committee
- **Representative Joe Barton (R-TX)**, Chairman, Subcommittee on Energy and Power, House Commerce Committee
- **Senator Don Nickels (R-OK)**, Assistant Senate Majority Leader
- **Representative Tom Delay (R-TX)**, Majority Whip
- **Jeff Bandman**, Senior Vice President and General Counsel, Prebon Energy
- **Chris Bernard**, General Counsel, Entergy Power Marketing Corporation and Chairman, NEM Contract Standards Committee
- **Carry Bullock**, President and CEO, Excelegy
- **Susan Clark**, Commissioner, Public Utility Commission of Florida
- **Michael Foley**, President, Utilipro
- **Joel Gilbert**, President and CEO, Apogee Interactive
- **William Massey**, Commissioner, Federal Energy Regulatory Commission
- **Richard J. Pierce**, Lyle T. Alverson Professor of Law, The George Washington University of Law School
- **John Quain**, Chairman, Public Utility Commission of Pennsylvania
- **Charles Watkins**, President, Duke Solutions
- **Neal Wolkoff**, Executive Vice President, New York Mercantile Exchange
- **Kim Zentz**, President, Avista Labs, Inc.

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AGENDA (as of December 10, 1999)

MONDAY, APRIL 17, 2000

- 8:00am–4:30pm *Registration*
- 8:00am–8:30am *Continental Breakfast*
- 8:30am–8:45am *Welcome Remarks*
Craig Goodman, President, National Energy Marketers Association
Kevin Stoffer, Chairman, National Energy Marketers Association
- 8:45am–9:15am *Keynote Address*
Senator Don Nickels (R-OK), Assistant Senate Majority Leader
- 9:15am–9:45am *Keynote Address*
Representative Tom Delay (R-TX), Majority Whip
- 9:45am–10:45am *Session I—Overview of Natural Gas and Electricity Restructuring from Lawmakers, Regulators and Policymakers*
Moderator: Craig Goodman, President, National Energy Marketers Association
Panelists: Susan Clark, Commissioner, Public Utility Commission of Florida
John Quain, Chairman, Public Utility Commission of Pennsylvania
- 10:00am–6:00pm *Exhibits Open*
- 10:45am–11:00am *Refreshment Break in the Exhibit Area*
- 11:00am–12:00pm *Session II—Bringing the Benefits of Energy Competition to Homeowners and Small Businesses Nationwide*
Moderator: Charles Watkins, President, Duke Solutions
Panelist: Brian Watt, President and CEO, Columbia Energy Services
- 12:00pm–1:30pm *Luncheon*
William Massey, Commissioner, Federal Energy Regulatory Commission (FERC)
- 1:30pm–2:45pm *Concurrent Sessions*

Policy Track I—Federal Law, Regulations and Public Policy Dealing with Creating and Assuring the Continued Vitality of Competitive Wholesale Power Markets and Cutting Edge Developments

Moderator: Barry Green, Co-Chairman, Federal Policy Issues, U.S. Regulatory Affairs, Ontario Power Generation

Panelists: Peter Esposito, Vice President and Regulatory Counsel, Dynegy Corporation
Richard J. Pierce, Lyle T. Alverson Professor of Law, The George Washington University of Law School

Legal experts, regulators and academics will discuss the challenges faced by the power industry and regulators as they try to develop competitive, liquid wholesale markets and the tools available to them to meet those challenges. These challenges include navigating the “alphabet soup” of impediments to open access, such as ATC, TLRs, CBM and seam issues. Some of the tools available are RTOs, rulemakings, and other FERC proceedings and legislation. This session will also review antitrust developments and the repeal of the state action defense and whether the energy industry is overlooking a powerful tool, as well as mergers and acquisition policies.

Technology Track I—New Technologies that will Share Information and Reduce Energy Costs

Moderator: Michael Foley, President and CEO, Utilipro

Panelists: Thom Blischok, Executive Vice President and Group Executive, Equifax Knowledge Engineering

Carry Bullock, President and CEO, Excelergy

Tom Ulry, President, Energy.com

New technologies and compatibility of information exchanges will control both the speed and cost reductions available from energy restructuring. Industry experts and leaders will discuss the latest developments with actual case studies from customers and vendors and give technology updates in the fields of billing, information technology (IT), electronic data interface (EDI), smart meters and customer service.

2:45pm–3:15pm *Refreshment Break in the Exhibit Area*

3:15pm–4:30pm *Concurrent Sessions*

Policy Track II—Latest State and Regional Developments in Uniform Industry, Business Rules, Utility and Marketer Codes of Conduct and Standard Wholesale Power Contracts

Moderator: Philip R. VanHorne, President and CEO, Niagara Mohawk Energy, and NEM Chairman, North East Electricity Policy

Panelist: Chris Bernard, General Counsel, Entergy Power Marketing Corporation and Chairman, NEM Contract Standards Committee

Regulators and leading industry experts will discuss uniform business rules and practices, uniform codes of conduct, standardized wholesale power contracts and the implementation of competitive providers of last resort.

Technology Track II—*The Latest Generation Technologies and Internet Platforms and Applications*

Panelist: Sharon Allan, Director of Product Management, ABB Automation, Inc.

Kim Zentz, President, Avista Labs, Inc.

Industry professionals will review actual case studies and technology updates for both conventional and non-conventional generation technologies, such as advanced micro-turbines, fuel cells and other distributed generation technologies. Also to be discussed are the latest Internet applications in the restructuring of the energy industry.

4:30pm–6:00pm *Reception in the Exhibit Area*

TUESDAY, APRIL 18, 2000

8:00am–12:00pm *Registration*

8:00am–12:00pm *Exhibits Open*

8:00am–8:45am *Continental Breakfast in the Exhibit Area*

8:45am–9:30am *Keynote Address*

Senator Frank Murkowski (R-AK), Chairman, Senate Energy Committee

9:30am–10:30am *Session I – Highlights from the Most Progressive State and Regional Natural Gas Restructuring*

Panelists: William R. Hoatson, Director, Business Development, Amerada Hess Corporation, and NEM Chairman, Mid-Atlantic Natural Gas and Electricity Policy

Michael Meath, Vice President, Agway Energy Products, and NEM Chairman, Northeast Natural Gas Policy

A region-by-region in-depth look at specific opportunities opening up for energy marketers. Learn about gas and power marketing opportunities evolving in the Northeast, Mid-west, Mid-Atlantic and Southeast regions. Discover where market need has not been filled, where profit potential is highest and where infrastructure constraints limit opportunity for deliverability or open opportunity for supply. Finally, uncover where business partners can help fill geographic niches to build additional profit potential for all parties.

10:30am–11:00am *Refreshment Break in Exhibit Area*

11:00am–12:00pm *Session II – Latest Developments in Financial Markets, Risk Management and Financial Services Affecting Restructuring*

Moderator: Elliot Boardman, Executive Director, Association of Energy Services Professionals International

Panelists: Jeff Bandman, Senior Vice President and General Counsel, Prebon Energy

Bernie Bilski, President, Weatherwise USA, Inc.

Joel Gilbert, President and CEO, Apogee Interactive

Neal Wolkoff, Executive Vice President, New York Mercantile Exchange

High ranking officials from the nation's leading commodity exchange and largest energy brokerage firm discuss how to provide liquidity and manage counter-party risks during price spikes. Plus, a leading expert will review how to set market prices for demand side loads and how to create both liquidity and flexibility for demand side load shaping.

12:00pm–1:00pm *Luncheon*

Representative Joe Barton (R-TX), Chairman, Subcommittee on Energy and Power, House Commerce Committee

1:00pm–4:00pm *National Energy Marketers Association (NEM) Policy Development Meeting*

Open to Non-Members

Issues in which NEM is seeking input:

- How to implement competition to be the Provider of Last Resort (POLR)
- Priorities for uniform business rules and practices
- Other regulatory issues that affect energy marketing opportunities nationwide

**All speakers are invited and subject to change.*

ABOUT THE SPONSORS

National Energy Marketers Association

National Energy Marketers Association is a national, non-profit trade association representing a regionally diverse cross-section of both wholesale and retail marketers of natural gas and electricity. National Energy Marketers Association also represents producers, generators, transporters, and marketers of energy-related information, services and technology throughout the United States.



National Energy Marketers Association is committed to working with regulators and all the other stakeholders to implement laws, regulations, standards of conduct, rates, tariffs and operating procedures that (a) provide all customers meaningful choice, (b) implement open, efficient, liquid and price-competitive energy markets, and (c) that encourage the development of new and innovative energy services and technologies, at the earliest possible date.

Affiliated and independent marketers have come together under the National Energy Marketers Association auspices to forge consensus and to help eliminate as many issues as possible that would otherwise delay competition.

To contact the National Energy Marketers Association:

National Energy Marketers Association
Craig Goodman, President
3333 K Street N.W. • Suite 425 • Washington, DC 20007
Phone: 202-333-3288 • Fax: 202-333-3266
Email: cgoodman@energymarketers.com
Web: www.energymarketers.com

Energy Markets

Hart's *Energy Markets* covers the converging natural gas and electric power industry in North America and around the globe. Editorial examines electricity deregulation, gas unbundling, rebundling of services, mergers and acquisitions, regulatory issues, distributed generation, risk management, information technology, technological developments and new marketing opportunities. Articles target executives and managers involved in energy marketing and trading as well as commercial, industrial and institutional end-users of energy.



To contact the *Energy Markets*:

Energy Markets
4545 Post Oak Place • Suite 210 • Houston, TX 77027
Phone: 713-993-9320 • Fax: 713-840-8585
Web: www.energy-markets.com

HOTEL/VENUE INFORMATION

Marriott Metro Center*
775 12th Street N.W.
Washington, DC 20006

Reservations: 1-800-228-9200

Phone: 202-737-2200

Fax: 202-824-6106

*Hotel is located 15 minutes from Reagan National Airport. Nearest metro stop is the Metro Center Metro Station (with access to the Red, Blue, Orange, Green and Yellow metro lines).

Special Energy Marketers 2000 rates are available.

Single or Double: \$189

(plus applicable taxes currently at 14.5% per room per night and subject to change.)

Contact the hotel directly and specify the Energy Marketers conference. These rates are available only until March 27, 2000.

Registration Fees

	Early Bird (by March 13, 2000)	Regular
NEM Member	\$245/person	\$295/person
AESP Member	\$545/person	\$595/person
Non-Member	\$645/person	\$695/person

Cancellation Policy

Cancellations made less than 30 days prior to a seminar will be subject to a cancellation fee of \$100. All cancellations must be received in writing. Registrants who fail to attend and do not send written notice of cancellation prior to April 14, 2000 will be liable for the full registration fee.

Register Today
&
SAVE!
Call 800-897-HART

5 WAYS TO REGISTER

1. CALL: 800-897-HART (inside U.S.) or
+1-301-424-3338 (outside U.S)

2. FAX: +1-301-340-7136

3. WRITE: Energy Marketers 2000
Attn: Susan Cuevas
1201 Seven Locks Road
Potomac, MD 20854 USA

4. WEB: www.energy-markets.com/EM2000

5. IN PERSON:

If you missed the advance registration deadline of April 14, 2000, please do not send in your registration.

Simply present it at the Energy Marketers 2000 Registration Area at the Marriott Metro Center hotel.

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REGISTRATION INFORMATION

Yes! Please register me for the Energy Marketers Spring 2000 Conference and Trade Show. Register early and take advantage of the savings!

REGISTRATION FEES

NEM Member Registration Fees

Early Discount (by March 13, 2000) \$245/person
 Regular \$295/person

AESP Member Registration Fees

Early Discount (by March 13, 2000) \$545/person
 Regular \$595/person

Non-Member Registration Fees

Early Discount (by March 13, 2000) \$645/person
 Regular \$695/person

TOTAL REGISTRATION FEE: \$ _____

REGISTRANT INFORMATION

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Customers Outside the U.S.: We accept checks drawn on U.S. banks in dollars or the U.S. dollar equivalent using currencies drawn on your local bank. For foreign currencies, please add \$50 U.S. or U.S. dollar equivalent for wire transfer or check processing.

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HEAR FROM INDUSTRY EXPERTS AND GAIN VITAL INFORMATION...

on where the opportunities exist in the markets for for natural gas, electricity, and energy-related services and technologies and how these markets will be affected by the industry's restructuring efforts. Learn about the policy changes on a federal, state and regional level that affect uniform industry, business rules, codes of conduct and standard wholesale power contracts. Gain insight about the developments in antitrust laws and possible repeal of the state action defense.



FIND OUT ABOUT...

- An overview of natural gas and electricity restructuring from lawmakers, regulators and policy makers.
- Bringing the benefits of energy competition to homeowners and small businesses nationwide.
- Opportunities for gas marketers, electricity marketers and energy-related service and technology providers.
- Developments in antitrust laws and the possible repeal of the state action defense.
- New technologies that will share information and reduce energy costs.
- The latest state and regional developments in uniform industry, business rules, marketers' codes of conduct and standard wholesale power contracts.
- The latest generation technologies and Internet platforms and applications.
- Latest developments in financial markets, risk management and financial services affecting restructuring.

WHO SHOULD ATTEND?

- Utility Executives
- Integrated Energy Service Providers
- Regulated and Deregulated Energy Marketers
- Energy Producers, Transporters and Generators
- Energy Consumers
- E-commerce and Energy Technology Providers
- Suppliers of Energy-related Products and Services
- Legal, Accounting, Financial Analysts and Risk Manager Consultants
- Regulatory Officials



YOU HAVE A VESTED INTEREST IN THIS ERA OF DEREGULATION AND COMPETITION WITHIN THE ENERGY MARKET.

Energy Marketers 2000 will bring together the industry's key personnel from electricity and natural gas firms such as:

- Agway Energy Products
- Amerada Hess Corporation
- Columbia Energy Services
- Con-Ed Solutions
- Duke Energy Trading Marketing, LLC
- Dynegey
- Exelon
- Green Mountain Energy Services
- Illnova
- MidAmerican Energy Company
- Niagara Mohawk Energy
- NICOR
- Ontario Power Generation
- PECO
- People's Energy
- Prebon Energy
- Sempra Energy
- UtiliCorp Energy Solutions
- Williams Company

This two-day conference will feature leaders from Congress and regulatory commissions as well as industry experts to provide you with the analysis, experience and insight you need to compete successfully in these newly deregulated markets for natural gas and electricity.

Phone: 800-897-HART
+1-301-424-3338
Fax: 301-340-7136

Web: www.energy-marketers.com/EM2000



Register TODAY
and
SAVE!

Discount registration is available for a limited time.
See inside for details

RESERVE YOUR SEAT TODAY TO HEAR THESE INVITED KEYNOTE SPEAKERS:

- Senator Frank Murkowski (R-AK)
Chairman, Senate Energy Committee
- Representative Joe Barton (R-TX)
Chairman, Subcommittee on Energy and Power, House Commerce Committee
- Senator Don Nickels (R-OK)
Assistant Senate Majority Leader
- Representative Tom Delay (R-TX)
Majority Whip
- William Massey
Commissioner, Federal Energy Regulatory Commission



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