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Legislative/Regulatory Utility Operations **Events** Education Discussion Forums Newsroom Careers in Public Power Research & Development (DEED) Newsletters & Magazines Special Utility Programs

In This Section

- [Events Calendar](#)
- [Events Archive \(Presentations, Photos\)](#)
- [Sponsor / Exhibit / Advertise](#)
- [International Registrations](#)
- [Green Meetings Initiative](#)
- [National Conference 2010](#)

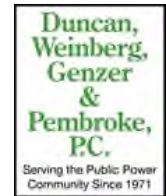
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Breakout Sessions



Thanks to our 2010 Conference Sponsors!



Monday, June 21

11 a.m. - Noon

1. Smart Grid 101: What Could it Mean to Your Community?

Smart grid options are manifold. Managers and policy officials need to understand smart grid technologies and how to plan for their possible application. Hear a basic description of smart grid technology and the options for applications to public power utilities that is geared to boards, city councils, and others who are mystified by the smart grid, its components and its practical application for communities of different sizes and needs.

Speakers: **Sean Dempsey**, Smart Grid Director, WESCO Distribution, Inc., Raleigh, N.C.; **Irvin Lane**, Manager of Metering, Orlando Utilities Commission, Fla.; and **James Schreiber**, Account Executive, Elster Electricity, LLC, Seminole, Fla.

2. Public Power is Good for Business: Your Utility's Role in the Future of Main Street

Businesses are feeling the effects of tighter credit, reduced consumer spending, higher unemployment, and the potential of increased energy and environmental costs. This creates an opportunity for public power utilities to help these customers stay in business and in your community. Hear how utilities let their large customers know about the advantages of operating in a public power community.

Speakers: **Jelynn LeBlanc-Burley**, Acting General Manager, CPS Energy, San Antonio, Texas; and **John Roukema**, Director of Electric Utility, Silicon Valley Power, Santa Clara, Calif.

3. Energy Efficiency Solutions to Help Customers in Difficult Economic Times

Energy efficiency programs can help customers save energy, reduce their bills and in turn help the utility ensure that customers are able to pay their bills. Hear from utilities that are using energy efficiency programs to assist residential (including low-income), commercial and industrial customers deal with tough economic conditions; and about the extensive array of services within APPA's Energy Efficiency Resource Central (EERC) program that are available to EERC partners and APPA members.

More about the APPA National Conference

As of June 10, please register on site in Orlando for the conference. Please do not fax any registrations to the APPA office.

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[General Sessions](#)

[Preconference Seminars](#)

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**COAL-GEN
20-TEN**

August 10-12, 2010

David L. Lawrence
Convention Center
Pittsburgh, PA

[coal-gen.com](#)



Speakers: **David Byrne**, Energy Services Director, City of Tallahassee Electric Utility, Fla.; **Bill Radio**, Director, Member and Public Relations, Missouri River Energy Services, Sioux Falls, S.D.; and **Ursula Schryver**, Director of Customer Programs, American Public Power Association, Washington, D.C.

4. New Cyber Security Regulations (And How They Will Impact Your Utility)

Cyber security has become a risk management issue for all electric utilities. Large public power utilities face complex new obligations for compliance with North American Electric Reliability Corp. cyber standards now under development, while all public power utilities face new obligations in areas such as smart grid, protection against cyber attacks on utility and customer facilities and public Web sites. Speakers will cover the ever-changing regulatory environment on cyber security and identify some security gaps that utility managers and board members may not know they have on their system.

Speakers: **Nathan Mitchell**, Director of Reliability Standards and Compliance, American Public Power Association, Washington, D.C.; and **Peter David Vickery**, Executive Vice President, N-Dimension Solutions, Richmond Hill, Ont.

5. Lighting Efficiency: Your Best ROI Opportunities

Public power utilities identified lighting programs as the "most effective" for reducing demand, saving energy, and customer popularity. Learn about lighting technologies and (LED streetlights, induction, LE Plasma, and more), and about the innovative lighting programs being tested at other utilities.

Speakers: **Rick Bain**, Director of Business Development, CREE, Durham, N.C.; and **Phil Bisesi**, Business Developer, Electricities of North Carolina, Raleigh, N.C.

6. Load Forecasting in Uncertain Times

The increasing real costs of energy, the economic downturn, the impact of mandatory conservation regimes, the increasing interest in efficiency and potential imposition of additional environmental protection costs have all made load forecasting more challenging. Hear a discussion of these factors and shrinking options for generation, and chart their impact on projecting future load growth and methods forecasters should use in planning to meet future energy demand.

Speaker: **Mark Gabriel**, Senior Vice President, Halcrow Power - North America, Denver, Colo.

7. Reality Check: The Impact of Technology, Permitting, Financing and Regulations on the Future of Geologic Sequestration (CCS) of CO2 from Power Plants

Much has been said about the potential of geologic sequestration of CO2 to solve the problems of carbon emissions, but the path to achieving geosequestration is difficult and unclear. The speaker will address the challenges facing utilities interested in CCS, including the commercial, permitting, financial, legal, and informational hurdles.

Speaker: **Timothy Gablehouse**, Attorney, Gablehouse, Calkins & Granberg, LLC, Denver, Colo.

8. Federal Legislative Agenda: Climate, Energy, Tax and Other Initiatives

Senior APPA government relations staff will discuss congressional initiatives impacting public power, including an update on climate change legislation and potential federal regulation, how cap and trade and regulatory models will work, the potential for an energy bill and what it would include, new tax provisions, and cyber security legislation, among other important areas.

Speakers: **Joy Ditto**, Director of Legislative Affairs, and **Joe Nipper**, Senior Vice President, Government Relations, American Public Power Association, Washington, D.C.

1:30 – 2:30 p.m.

9. Smart Grid Case Studies: An Update

More than 30 public power utilities have been awarded federal Smart Grid Investment Grants in 2009. Hear how utilities are exploring the smart grid options and how they decide which to pursue.

Speakers: **Robert Jolly**, General Manager, Marblehead Municipal Light Dept., Mass.; and **Paul Kalv**, Director, Leesburg Electric Department, Fla.

10. A New View on Energy Efficiency: What Utility Boards Need to Know About the Economics of Saving Energy

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As power supply and related environmental costs increase, saving energy may be a more economical long-term strategy than selling more energy. Learn why the traditional business approach of maximizing sales may no longer be sound for electric utilities, as energy efficiency and conservation may represent the least-cost approach to providing services to your customers and community.

Speakers: **Ron Elks**, General Manager/CEO, and **J. Freeman Paylor**, Board Vice Chair, Greenville Utilities Commission, N.C.

11. Are Energy Efficiency Building Codes in Your Future?

New buildings may be the single best long-term opportunity to achieve energy efficiency since building efficiently initially costs much less than retrofits. Several states have passed energy efficiency requirements for new buildings. Hear an update on building code requirements and learn what some public power communities have done to meet or exceed their local codes.

Speakers: **Ted Coates**, Power Superintendent/COO, Tacoma Power, Wash.; and **David Karmol**, Vice President, International Code Council, Washington, D.C.

12. RP3: Maximizing Your Investment in Your Consumer-Owned Utility

Learn about the benefits of APPA's Reliable Public Power Provider (RP3) program, and how a utility can market RP3 to customers, improve bond ratings, leverage economic development value, and reduce worker compensation insurance costs.

Speakers: **Paul Allen**, Vice President, Operations - Engineering, Nashville Electric Service, Tenn.; and **Paul Jakubczak**, Electrical Director, Rock Falls Electric Department, Ill.

13. How AMI and Smart Grid Technologies Will Impact Delivery of Utility Customer Services

Automated metering infrastructure (AMI) and smart grid could lead to significant changes in delivering service to customers, including the need for flexible billing systems, rates, and new customer service policies. Hear the challenges and opportunities in using and managing the technology and data generated by the new applications, and how they may change your day-to-day operations and relationships with your customers.

Speakers: **Victor Monfort**, Director, IT Project Management Services, JEA, Jacksonville, Fla.; and **Robert White**, Chief Public Relations Officer, Johnson City Power Board, Tenn.

14. Renewable Energy Technologies: Public Power Case Studies

Public power utilities are investigating and implementing a variety of innovative renewable energy technologies based on the specific opportunities available in their regions. Hear how two utilities are employing biomass, wind, solar, hydro, and biogas options for the benefit of their communities – and learn what works and what to avoid.

Speakers: **Ed Regan**, Assistant General Manager for Strategic Planning, Gainesville Regional Utilities, Fla.; and **Phillip Solomon**, Energy Services Director, City of St. George, Utah

15. Fuel Crisis: The Impacts on Public Power as Our Industry Turns to Natural Gas as the Fuel of the Future

Learn about the forces that are driving fuel uses and prices (domestic and worldwide) and identify the ramifications of using natural gas, rather than coal or diesel for base load generation. Find out what general managers, system planners and fuel managers need to know about natural gas prices, supply, pipeline availability, storage issues and options for hedging and other approaches to mitigating the risks of supply and price volatility.

Speaker: **Catherine Elder**, Senior Associate, Aspen Environmental Group, Sacramento, Calif.

16. The Rating Agencies Highlight Credit Concerns

Representatives of the major credit rating companies will discuss the most important challenges facing public power and other sectors of the electric utility industry in the next five years. Speakers also will discuss trends in credit ratings, public power's strengths and weaknesses, and steps boards and managers should take to assure the financial strength of your organization.

Speakers: **Dan Aschenbach**, Senior Vice President, Moody's Investors Service, New York, N.Y.; **Christopher Jumper**, Senior Director - Public Power, Fitch Ratings, New York, N.Y.; and **Peter Murphy**, Senior Director, Standard & Poor's, New York, N.Y.

17. Making Lemons into Lemonade: Using Energy Efficiency to Avoid Environmental Penalties



The U.S. Environmental Protection Agency went searching for New Source Review violations at a 1950s coal plant in Ohio. American Municipal Power's CEO and general counsel will describe their strategy for addressing the problem and tell how they reached a settlement. The situation could have led to a costly compliance regime; instead it led to a robust energy efficiency program for AMP members and their customers.

Speakers: **John Bentine**, General Counsel, and **Marc Gerken**, President/CEO, American Municipal Power, Columbus, Ohio

Tuesday, June 22

11 a.m. – Noon

18. Smart Grid, Dumb Grid or Electric Grid?: The Truth Behind the Hype

Learn the truth behind the smart grid hype: reliable, safe, efficient. How much smarter can a distribution system get? Examine the costs/benefits of installing smart grid equipment and why smart grid applications may not be right for all utilities.

Speakers: **Seth Hulkower**, Strategic Energy Advisory Services, New York, N.Y.; and **Dean Mueller**, Manager of Customer Sales & Service, Omaha Public Power District, Neb.

19. Understanding New Approaches to Retail Rate Design: A Primer for Board and Council Members

Energy conservation, efficiency, smart grid, demand response, interruptible load, economic development, and environmental costs all represent issues to take into account in utility planning and all could have an impact on the rates your utility charges its customers. This session addresses, in lay terms, new rate design options that assist in implementing the strategic directions and policy decisions your utility board and/or city council adopts.

Speaker: **Mark Beauchamp**, President, Utility Financial Solutions, Holland, Mich.

20. Explaining Climate Change and Energy Efficiency Issues to Customers

Your customers are beginning to understand that mitigating climate change will likely raise energy costs. Hear about the potential impacts of climate change costs on your utility and how to explain those costs to your customers. Find out what energy efficiency and other measures your customers can implement to reduce energy consumption and their electricity bills.

Speakers: **Larry Johnston**, Director, Corporate Development & Agency Relations, Southern Minnesota Municipal Power Agency, Rochester, Minn.; and **Lewis Walton**, Marketing Manager, Gainesville Regional Utilities, Fla.

21. How to Use APPA's DEED Program to Benefit Your Utility

For 30 years APPA's research and grant program, Demonstration of Energy-Efficient Developments (DEED), has invested in the future technologies and best practices of the electric industry, providing more than \$7 million to support more than 400 innovative utility projects. Hear how to make the most of your DEED membership by accessing DEED research and utilizing DEED resources (such as grant funding) for your innovative utility projects.

Speakers: **Andy Boatright**, Electric Utility Manager, Westerville Electric Division, Ohio; and **Larry Koshire**, General Manager, Rochester Public Utilities, Minn.

22. Helping Commercial and Industrial Customers Save Energy

Commercial and industrial energy efficiency programs typically help utilities achieve the highest degree of energy savings and can have a significant impact on the customer's bottom line. Learn more about the programs utilities are offering their C&I customers and about free tools and resources available from DOE's Save Energy Now that can help your industrial customers save energy.

Speakers: **Ryan Harry**, Technical Research Associate, BCS, Inc., Arvada, Colo.; and **Arlen Orchard**, General Counsel, Sacramento Municipal Utility District, Calif.

23. Customer-Owned Generation: Blessing, Curse or Just Business as Usual?

Public power utilities in many states are under pressure to encourage customer-owned renewable generation to meet renewable portfolio standards and reduce carbon footprints. Get a



checklist of factors for your utility to consider, including rate design, financing, calculation of environmental benefits (and costs), impact on utility operations, quality of service for other customers, and the public outreach to explain which technologies make sense for the utility and the community – and which don't.

Speaker: Ed Regan, Assistant General Manager for Strategic Planning, Gainesville Regional Utilities, Fla.

24. Understanding EPA Regulations for Controlling & Permitting CO2 for the Power Sector

Learn how electric utilities with fossil generation (coal, oil, and gas) will be regulated by the U. S. Environmental Protection Agency under existing law.

Speaker: Theresa Pugh, Environmental Services Director, American Public Power Association, Washington, D.C.

25. Community Development: Preparing for the Coming Recovery

The economic downturn has underscored the need for communities to engage in targeted activities to promote local economic growth. Hear case studies about utilities that are doing well in a slow economy and learn steps utilities can take to position your community for the recovery.

Speakers: Dennis Hall, Economic Development Manager, Nebraska Public Power District, Columbus, Neb.; and **Chris Platé**, Executive Director, Economic Development & Aviation, City of Monroe, N.C.

1:30 – 2:30 p.m.

26. The Future of Smart Grid: Where It Is and Where It's Headed

What does the smart grid of the future look like? Is it a reality or just optimism? Hear prediction on what the smart grid might look like in 10 years.

Speaker: Eric Lightner, Director, Smart Grid Task Force, U.S. Department of Energy Office of Electricity, Washington, D.C.

27. Best Practices: Utility Financial Management in Difficult Economic Times

During challenging economic times, utilities struggle with delinquent accounts, diminished reserve levels, pressures to increase transfers to city general funds, keeping up on operations and maintenance improvements, and more. Hear a discussion on sound financial and operating policies for city councils and utility boards and managers.

Speakers: Paul McElroy, Vice President, Financial Services, JEA, Jacksonville, Fla.; and **Robert Trippe**, Chief Financial Officer, American Municipal Power, Inc., Columbus, Ohio

28. Achieving Energy Efficiency Goals by Changing Customer Behavior

Customers say they want more energy efficiency programs but then don't take advantage of utility efficiency programs or otherwise change their behavior. Hear about a new behavior-changing program that allows homeowners to compare their energy use habits with those of their neighbors.

Speakers: Patty Bigner, Customer and Employee Relations Manager, Fort Collins Utilities, Colo.; and **Alex Laskey**, President, OPOWER, Arlington, Va.

29. Using Demand Response to Reduce Power Supply Costs

Demand response programs help utilities reduce their power supply costs. Hear how utilities can use time-of-use of pricing and incentive programs for demand response, the benefits to the utility and the importance of educating customers on why programs are beneficial to them.

Speakers: Harold DePriest, President & CEO, EPB, Chattanooga, Tenn.; and **Richard Sedano**, Director and Principal, Regulatory Assistance Project, Montpelier, Vt.

30. Finding and Educating Your Future Work Force

Learn about utility programs partnering with high schools and community colleges to help students develop technical and employability skills required for successful careers in utility trades and new smart grid-related jobs.

Speakers: Ramon Abueg, Assistant General Manager, Glendale Water & Power, Calif.; and **Betsy Levingston**, Director of Training & Workforce Development, Lakeland Electric, Fla.

31. Transmission Planning and Cost Allocation: Who Plans and Who Pays?

Issues surrounding how transmission facilities will be planned, by whom, and who will pay continue to percolate both inside and outside Washington, D.C. This session will explore whether planning will be done on an interconnection-wide or regional basis; whether it will be "bottom up" or "top down"?; who will be involved in the effort; how facilities will be financed and how federal regulators and legislators may weigh in on these issues.

Speakers: **Scott Cauchois**, Chair, Transmission Expansion Planning Policy Committee, Western Electricity Coordinating Council, Piedmont, Calif.; **Mason Emmett**, Associate Director, Office of Energy Policy and Innovation, Federal Energy Regulatory Commission, Washington, D.C.; and **David Whiteley**, Eastern Interconnection Planning Collaborative, St. Louis, Mo.

32. Understanding EPA Regulations on Water, Waste and Air Issues for the Power Sector

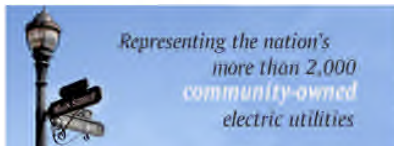
Hear about the variety of air, water and waste regulations related to electric utility uses that the U.S. EPA is expected to issue from 2010-2014.

Speakers: **J.P. Blackford**, Environmental Services Engineer, and **Theresa Pugh**, Environmental Services Director, American Public Power Association, Washington, D.C.

33. EMRI Progress Report & Outlook

APPA's Electric Market Reform Initiative has identified serious problems and practical solutions that exist in RTO-run markets under FERC supervision, raising awareness of those problems with the media and state and federal policymakers. Hear an overview of EMRI activities to date – including those of the related Campaign for Fair Electric Rates – and APPA's plan for continuing to address these issues, particularly as the federal government contemplates a new carbon market.

Speakers: **Elise Caplan**, EMRI Coordinator, and **Joe Nipper**, Senior Vice President, Government Relations, American Public Power Association, Washington, D.C.



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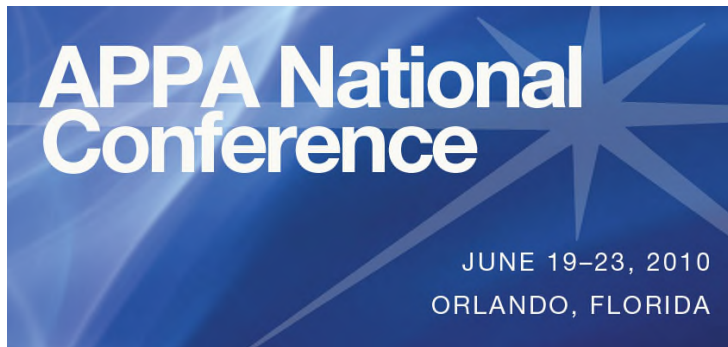
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- [Events Calendar](#)
- [Events Archive \(Presentations, Photos\)](#)
- [Sponsor / Exhibit / Advertise](#)
- [International Registrations](#)
- [Green Meetings Initiative](#)
- [National Conference 2010](#)

[Home](#) > [Events](#)

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2010 APPA National Conference & Public Power Expo



APPA National Conference & Public Power Expo
June 19-23, 2010
Orlando World Center Marriott
Orlando, FL

About the APPA National Conference

The National Conference is APPA's premier annual event, attracting mayors, city council members, elected and appointed utility board members, general managers and senior utility executives. Over 1,500 individuals active in the public power industry attend this event held each year in June.

The conference features sessions on the topics facing the electric utility industry and public power, covering all facets of utility governance and operations. It's a great tool for those in the industry to learn about trends, changes, and new ideas, as well as ways to develop practical programs to benefit customers.

APPA's National Conference is also the Association's annual major policy-setting meeting, where the APPA Board of Directors and Legislative and Resolutions Committee convene to approve policy objectives for the coming year.

Maximize Your Conference Value

Your time and money are precious resources that you invest in yourself and your organization when you come to the conference. [Check out these tips](#) to make sure you get the greatest value for your investment.

Public Power Day of Giving



Friday, June 18, 2010

The 2010 National Conference will also mark the 3rd annual Public Power Day of Giving, a community service opportunity for conference attendees and their guests to give back to the local community.

Volunteers at this year's Day of Giving will help needy families and individuals in central Florida by working with The Russell Home; Helping Others Make the Effort; Quest; and A Brush with Kindness. Learn more about the [Public Power Day of Giving](#), the projects we will be working with, and [sign up to volunteer](#).

Find out how your organization can help support the Public Power Day of Giving by [becoming a Day of Giving Partner](#).

Conference Agenda

Friday, June 18

7 a.m. - 4 p.m. **Public Power Day of Giving** [Details](#)

Saturday, June 19

8:30 a.m. - 5 p.m. **Pre-Conference Seminars** [Details](#)

- Running a Small Utility: Key Management and Financial Considerations for Managers and Boards (full day)
- Effective Strategic Planning for Utility Boards (a.m.)

More about the APPA National Conference

As of June 10, please register on site in Orlando for the conference. Please do not fax any registrations to the APPA office.

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[Public Power Expo](#)

[General Sessions](#)

[Breakout Sessions](#)

[Preconference Seminars](#)

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Here's what past attendees are saying about the APPA National Conference:

"As a utility board member, I have found the APPA National Conference to be one of the most valuable meetings I have attended. The sessions and seminars, as well as networking with other utilities, helped me be a better board member for our utility."



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- Fostering Effective Board/Management Relations (p.m.)
- Understanding the Economic Advantages of a Utility Energy Efficiency Program (a.m.)
- Selling Energy Efficiency to Your Community and Your Customers (p.m.)

- Robert Swenson, Commissioner, Moorhead Public Service, Minn.

Sunday, June 20

8:30 a.m. - 5 p.m. **Pre-Conference Seminars** [Details](#)

- Introduction to Enterprise Risk Management for Public Power Managers and Board Members (full day)
- Smart Grid 101: What Utility Boards and Managers Need to Know (a.m.)
- Smart Grid and Customer Rates: New Rate Designs for Our High Tech Future (p.m.)
- Switching from Coal to Natural Gas: Understanding the Environmental and Operational Impacts (full day)

"The APPA National Conference provides an excellent return on the investment of your time and financial resources, regardless of whether you are a board/council member, a utility manager, or utility staff."

- Phyllis Currie, General Manager, Pasadena Water and Power, Calif.

2 - 4 p.m.

Legislative & Resolutions Committee Meeting

3:30 - 5 p.m.

EMRI Forum: Current Issues in Wholesale Electricity Markets and Future Priorities [Details](#) *RSVP to [Elise Caplan](#) to attend*

"The information we gather at the National Conference and the ability to tap into the wealth of experience represented by APPA members is invaluable. The conference offers something for everyone, regardless of whether you are new to public power or a seasoned veteran. **There is a lot to learn for everyone.**"

- Dennis J. Walstra, Mayor, Sioux Center, Iowa

6 - 7:30 p.m.

Welcoming Reception [Details](#)

Monday, June 21

7 - 8:15 a.m.

PowerPAC Breakfast [Details](#)

8 - 10 a.m.

Opening General Session [Details](#)

Public Power: Energy and Environmental Leadership in the Next Decade

Mark Crisson, President & CEO, APPA

Behind the Headlines: The Challenges Facing Our Nation and Our World

Claire Shipman, Senior National Correspondent, ABC News

11 a.m. - Noon

Breakout Sessions [Details](#)

- Smart Grid 101: What Could it Mean to Your Community?
- Public Power is Good for Business: Your Utility's Role in the Future of Main Street
- Energy Efficiency Solutions to Help Customers in Difficult Economic Times
- New Cyber Security Regulations (And How They Will Impact Your Utility)
- Lighting Efficiency: Your Best ROI Opportunities
- Load Forecasting in Uncertain Times
- Reality Check: The Impact of Technology, Permitting, Financing and Regulations on the Future of Geologic Sequestration (CCS) of CO2 from Power Plants
- Federal Legislative Agenda: Climate, Energy, Tax and Other Initiatives

"Given the current wide range of variables for the next few years in the electric industry, **there has probably been no more important time to network with other industry leaders** and obtain the best perspective we can so we can assist our customers in meeting these challenges."

- Austin Carroll, General Manager, Hopkinsville Electric System, Ky.

1:30 - 2:30 p.m.

Breakout Sessions [Details](#)

- Smart Grid Case Studies: An Update
- A New View on Energy Efficiency: What Utility Boards Need to Know About the Economics of Saving Energy
- Are Energy Efficiency Building Codes in Your Future?
- RP3: Maximizing Your Investment in Your Consumer-Owned Utility
- How AMI and Smart Grid Technologies Will Impact Delivery of Utility Customer Services
- Renewable Energy Technologies: Public Power Case Studies
- Fuel Crisis: The Impacts on Public Power as Our Industry Turns to Natural Gas as the Fuel of the Future
- The Rating Agencies Highlight Credit Concerns
- Making Lemons into Lemonade: Using Energy Efficiency to Avoid Environmental Penalties

"APPA National Conference participation is an essential component in staying up to date on core utility issues with **current, focused information about the status and direction of the industry.** It should be on every utility's 'must participate' list to keep up on the latest trends and issues impacting utilities, big and small."

- Dennis Rykken, Chairman, Sauk Centre Public Utilities Commission, Minn.

2:45 - 4 p.m.

General Session [Details](#)

Bulk Power Reliability: A New Strategic Direction for NERC and What It Means for Public Power

Gerry Cauley, CEO, North American Electric Reliability Corporation

Concurrent General Session [Details](#)

Have You Tweeted Today? Using Social Media Tools to Advance Your Utility's Goals

Matthew Burks, Manager of Mass-Markets, E Source
Chris Gent, Vice President, Communications, Kissimmee Utility Authority

4 - 6 p.m.

Public Power Expo Opening Reception [Details](#)

Tuesday, June 22

8 - 10 a.m.

Presentation of Awards and General Session [Details](#)



What America is Really Thinking: Understanding and Communicating with Your Customers and Constituents

Frank Luntz, political strategist and pollster, ABC News, NBC News, PBS, the BBC, Newsweek, U.S. News and World Report, and The Wall Street Journal

- 10 - 11 a.m. Public Power Expo Coffee Break [Details](#)
- 11 a.m. - Noon **Breakout Sessions** [Details](#)
- Smart Grid, Dumb Grid or Electric Grid?: The Truth Behind the Hype
 - Understanding New Approaches to Retail Rate Design: A Primer for Boards and Council Members
 - Explaining Climate Change and Energy Efficiency Issues to Customers
 - How to Use APPA's DEED Program to Benefit Your Utility
 - Helping Commercial and Industrial Customers Save Energy
 - Customer-Owned Generation: Blessing, Curse or Just Business as Usual?
 - Understanding the EPA's Regulations for Controlling & Permitting CO2 for the Power Sector
 - Community Development: Preparing for the Coming Recovery
- Noon - 1:30 p.m. **Public Power Expo Closing Luncheon** [Details](#)
- 1:30 - 2:30 p.m. **Breakout Sessions** [Details](#)
- The Future of Smart Grid: Where It Is and Where It's Headed
 - Best Practices: Utility Financial Management in Difficult Economic Times
 - Achieving Energy Efficiency Goals by Changing Customer Behavior
 - Using Demand Response to Reduce Power Supply Costs
 - Finding and Educating Your Future Work Force
 - Transmission Planning and Cost Allocation: Who Plans and Who Pays?
 - Understanding the EPA's Regulations on Water, Waste and Air Issues (Not CO2) for the Power Sector
 - EMRI Progress Report & Outlook
- 2:45 - 3:45 p.m. **General Session** [Details](#)
 What's Next: The World and U.S. Economies After the Financial Crisis
 Zanny Minton-Beddoes, Economic Editor, The Economist
- 4 p.m. **Association Business Meeting** [Details](#)
- 8 p.m. **Special Event: A Night in Old Havana** [Details](#)
- Wednesday, June 23**
- 8 a.m. **Board Chair's Breakfast & Closing Session** [Details](#)
Leading a Culture of Service Excellence: Lessons from the Mouse
 Dennis Snow, consultant and 20-year employee of Walt Disney World, including five years as instructor in Disney University
- 11 a.m. **Adjourn**

Visit Orlando



Whether your last trip to Orlando was last year or last decade, you are sure to find plenty of exciting new adventures awaiting you in this great, family-friendly destination. Orlando is home to Walt Disney World, Sea World, and Universal Studios – not to mention 176 golf courses, great shopping, and a fantastic nightlife.

[Learn about everything there is to see and do in Orlando](#) - including attractions, dining, shopping, nightlife, arts and culture, golf, sports and recreation, and spas.

Spread the Word

No doubt you know others who would benefit from participating in the National Conference - your governing board, city council, colleagues, or peers at another utility. We've pulled together some [resources](#) to help you spread the word about the National Conference.

Get Credit for Attending

APPA is pleased to offer National Conference participants Continuing Education Units (CEUs) and Professional Development Hours (PDHs) for attending sessions at the National Conference. [More information](#)



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- [Events Calendar](#)
- [Events Archive \(Presentations, Photos\)](#)
- [Sponsor / Exhibit / Advertise](#)
- [International Registrations](#)
- [Green Meetings Initiative](#)
- [National Conference 2010](#)

[Home](#) > [Events](#)

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Preconference Seminars



APPA is pleased to offer these in-depth preconference seminars to attendees to help them make the most of their time in Orlando. Preconference seminars are designed for public power utility policymakers and executives, and to give you even more time to delve into the important and complicated issues you're facing. Seminars require separate registration.

More about the APPA National Conference

As of June 10, please register on site in Orlando for the conference. Please do not fax any registrations to the APPA office.

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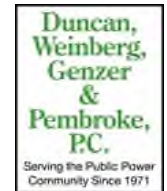
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Saturday, June 19

Running a Small Utility: Key Management and Financial Considerations for Managers and Boards

Full day • 8:30 a.m. – 4:30 p.m.

Tailored to the needs of small utilities, this program will give utility managers techniques to balance the needs of customers, policymakers, employees and bondholders, while managing and dealing with the cost implications of aging infrastructure, significant capital expenditures, and the new digital technology. Managers will learn how to identify areas for improvement and strategies for dealing with the social and financial implications of cost and rate increases. Participants will also receive a financial performance checklist to use at their utilities.

Instructors: **Mark Beauchamp**, President, Utility Financial Solutions, Holland, Mich.; and **Ron Holcomb**, Executive Vice President, Tennessee Valley Public Power Association, Inc., Chattanooga, Tenn.

Effective Strategic Planning for Utility Boards

Half day • 8:30 a.m. – Noon

The business environment for electric utilities is changing continuously and poses risks to utilities and their customers. Utility policymakers and senior managers must address these changes and minimize their risks. Strategic planning enables managers and policymakers to focus the organization's resources and ensure that they are working toward the organization's goals. The instructor will address the importance of strategic planning and lay out the necessary steps in the strategic planning process.

Instructor: **Bryan Singletary**, President, Practical Energies, Inc., Tampa, Fla.

Understanding the Economic Advantages of a Utility Energy Efficiency Program

Half day • 8:30 a.m. – Noon

The up-front costs associated with retrofitting existing facilities or installing more efficient technologies can make efficiency difficult to sell to governing bodies and customers. To assist customers with these decisions, utility employees need to understand the economics behind energy efficiency and be prepared to calculate and communicate the long-term savings to their

customers.

Instructor: Bill Jackson, Senior Consultant, Paragon Consulting Services, Portland, Ore.

Fostering Effective Board/Management Relations

Half day • 1:30 – 5 p.m.

Board and staff roles in a healthy organization are continually redefined. Success depends on mutual respect, common expectations, open communication and regular feedback and assessment. This course explores the contrasting perspectives of appointed and elected policymakers and staff and how a greater understanding of each other's perspectives can reduce friction and misunderstandings and result in improved utility service delivery. The instructor will define the roles of the board and CEO and discuss the distinction between policymaking, administration and other issues affecting board/council relationships with utility staff.

Instructor: Bryan Singletary, President, Practical Energies, Inc., Tampa, Fla.

Selling Energy Efficiency to Your Community and Your Customers

Half day • 1:30 – 5 p.m.

Customer participation is one of the most important aspects of a successful energy efficiency program. Too often, customers indicate a willingness to participate, then fail to do so when the program is launched. Identify strategies for avoiding this problem by building and maintaining customer buy-in. Learn techniques for market outreach, a high level of customer service, and branding initiatives.

Instructor: Bill Jackson, Senior Consultant, Paragon Consulting Services, Portland, Ore.

Sunday, June 20

Introduction to Enterprise Risk Management for Public Power Managers and Boards

Full day • 8:30 a.m. – 4:30 p.m.

Today's public power utilities face an increasingly complex business, regulatory and political environment. Customers are making new demands to keep rates low, even as they expect new services. Federal and state officials insist that we reduce our carbon footprints, invest in renewables and smart grid, sell our resources in wholesale markets and then buy them back, while hedging our commodity, regulatory and financial market risks.

This seminar will provide a foundation in enterprise risk management for public power CEOs, senior managers and board members, and educate them on the risks they face that, if left unaddressed, could pose risks to their economic viability.

Instructors: Russ Hissom, CPA, Partner, and **Joel Laubenstein**, Consulting Manager, Baker Tilly Virchow Krause, Madison, Wis.; and **Diane Johnson**, General Manager, Waverly Light and Power, Iowa

Switching from Coal to Natural Gas: Understanding the Environmental and Operational Impacts

Full day • 8:30 a.m. – 4:30 p.m.

The U. S. Environmental Protection Agency's "perfect storm" of new environmental regulations (air, climate, water and waste) may lead many utilities to switch from coal to natural gas for base load energy production to reduce carbon dioxide, sulfur dioxide and fine particulate matter. While natural gas may be an easier environmental choice, the utility's operational issues may grow far more complex when producing electricity with natural gas. Operational issues range from anticipating how much gas to use in lieu of coal, the purchasing ("nomination") process, natural gas transportation issues, and local storage when the gas is not used within 24 hours.

The speaker will address all aspects of natural gas use, from nomination, to setting up procurement operations, to re-sale of natural gas in the market if storage is not available.

Instructors: Ted Chapman, Director, Standard & Poor's, Dallas, Texas; **Catherine Elder**, Senior Associate, Aspen Environmental Group, Sacramento, Calif.; **Doug Hunter**, General Manager, Utah Associated Municipal Power Systems, Salt Lake City, Utah; **Joanie Teofilo**, Vice President, Risk Control & CRO, The Energy Authority, Jacksonville, Fla.; and **Mark Werner**, Director - Fuels and Hedging, CPS Energy, San Antonio, Texas

Smart Grid 101: What Utility Board Members Need to Know

Half day • 8:30 a.m. – Noon

Smart grid can mean different things to different utilities, depending on local individual circumstances. An industry expert will explain the possibilities of

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smart grid, how to determine which applications make sense for your utility, and how to choose a vendor. Participants will also hear how one utility identified the benefits and efficiencies of investing in smart grid and deployed the technologies.

Instructor: Ted Kelly, Principal, Burns & McDonnell, Kansas City, Mo.

Smart Grid and Customer Rates: New Rate Designs for Our High Tech Future

Half day • 1:30 – 5 p.m.

Varying power supply costs, pressure to increase city contributions, declining sales and pressure to provide rate structures that promote economic development, energy efficiency, and the impact of smart grid technologies all affect how we manage and implement customer rates.. This program will address new and old rate forms and how utilities should prepare for the future including: time-of-use rates, marginal costs, why unbundled rates are necessary, alternative rate mechanisms to protect revenues when sales decline, and power cost adjustments.

Instructor: Mark Beauchamp, President, Utility Financial Solutions, Holland, Mich.

Pre-conference seminars require an additional registration fee. Please indicate your pre-conference seminar selections when you [register online](#) or on your [conference registration form](#).

Educational Credits



The American Public Power Association meets the Criteria for Certification established by the Authorized Provider Commission of The International Association for Continuing Professional Education and Training, 1620 Eye Street, N.W., Washington, DC 20036.

APPA educational practices are consistent with the criteria for awarding Professional Development Hours (PDHs) as established by the National Council of Examiners for Engineering and Surveying (NCEES). Course eligibility and number of CEUs/PDHs may vary by state.





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