



Presented by Energy
Management Institute

Register Today!

See Registration Form Inside for Details

Fundamentals of Retail Power

October 19-20, 2010 • Omni Hotel • Philadelphia, PA

*Join our leading industry experts
and gain a comprehensive
understanding of how the retail
power markets work.*





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What You Will Learn

Our leading industry expert will provide comprehensive hands-on instruction, lecture and real-life examples that bring to life the retail power markets. While we will examine real data, we will focus on the principles, not the mathematics. Our curriculum sets a new standard in higher learning as we delve deeply into the deregulated power markets with highly relevant content for today and tomorrow's power industry.

With particular attention to supply issues, this course provides basic to mid-level participants with comprehensive training on how the retail markets function. Beginners will learn the essentials while more advanced learners will learn many finer points. EMI delivers highly focused insight into the key factors that drive success in the evolving retail power sector.

Topics covered during this course include:

- How do the retail markets differ from traditional power distribution?
- Where has retail power advanced the furthest, and how does it work?
- How is default service provided?
- How do we supply the retail customer with power?
- What fundamental factors drive wholesale price and volatility?
- What role does weather play in driving load profiles and prices?
- What role do fuel prices play in determining prices?
- What are Locational Marginal Prices and why should I care?
- What trading tools are used in the power markets, and where can participants find liquidity?
- How do price and load interact to drive cost and risk? How do we aggregate this into a risk book?

Who Should Attend

The course is directed to the staff of retail power participants and those who interact with them as customers or suppliers. This includes power and fuel purchasers, analysts, traders, trade support staff, finance and auditing personnel. Entry-level to intermediate professionals from: merchant generators, banks, utilities, power marketers, back office, hedgers, investors, marketers, end-users, and government agencies.

CPE Credits



This course earns 12 CPE credits. EMI awards credit hours towards CPE and Certified Purchasing Manager status (CPM).

Course Times

8am - 4pm, October 19
8am - 4pm, October 20

Venue Location

Omni Hotel at
Independence Park
401 Chestnut Street
Philadelphia, PA 19106
215.925.0000

Registration Fees

1st delegate: \$1,895
2nd delegate: \$1,595
3rd delegate: \$1,395*

Fee includes full course, expert instruction, course materials, continental breakfast & lunch.

3 Easy Ways to Register

- 1 Call PMA Conference Management at 201.871.0474 or send email to: register@pmaconference.com.
- 2 Complete & fax this form to 253.663.7224.
- 3 Complete & mail the form to: PMA Conference Management, POB 2303, Falls Church, VA 22042.



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Course Syllabus DAY ONE: THE FUNDAMENTALS

Session 1: Overview

We will begin our day with a broad discussion of the state of the retail power sector. Where have the markets advanced furthest? Where have they been stunted, and why? What regulatory framework does the retail power sector operate under? How is that framework evolving?

Session 2: Market Segments

We will continue with a thorough examination of the residential, commercial and industrial segments of the retail power business. In particular, how do their load profiles compare? What are the issues in addressing the differing needs of each of these segments?

Session 3: Power Industry

We will further our discussion by exploring basic power industry facts and terminology. How is power delivered to our home or business? What is a peak day? Capacity? Reserves? Ancillary services? What is "reliability" and why is it so important? How is reliability ensured? Where does the retail sector fit in the overall power industry?

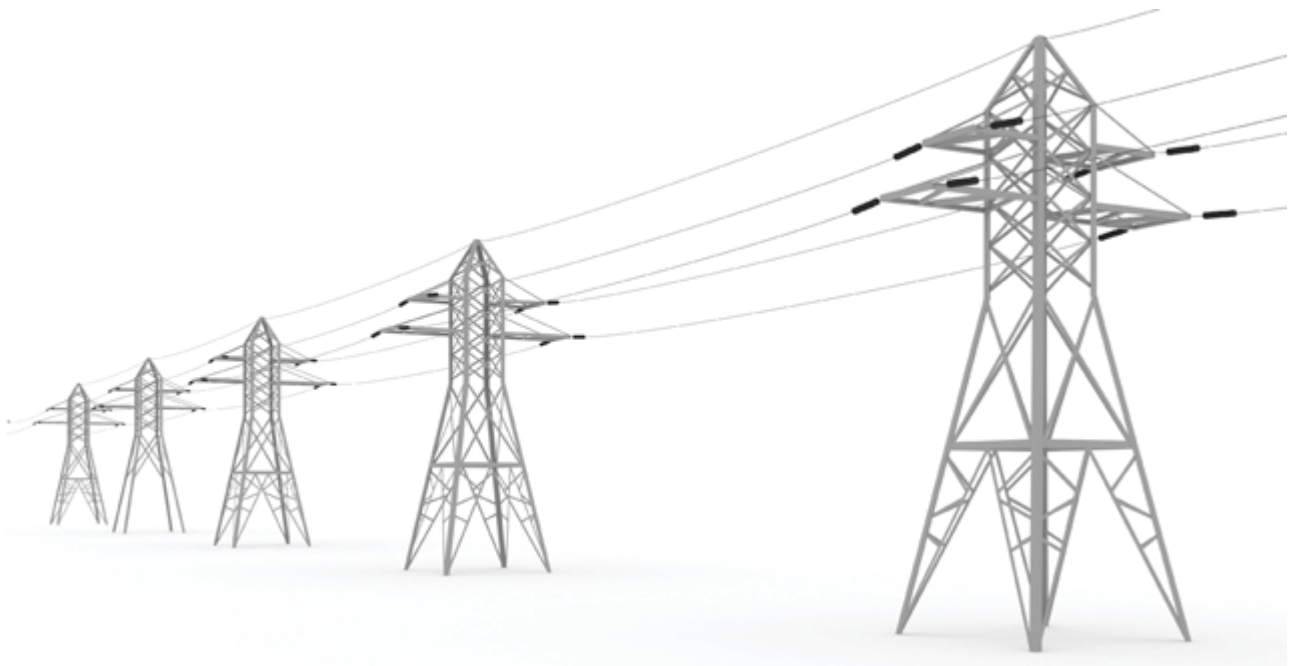
Session 4: Standardized Market Design (SMD)

By FERC mandate, competitive markets are the future of the power sector. We will deepen our understanding of these markets by thoroughly examining the LMP markets where wholesale values are resolved. What is an ISO? How do day ahead and real time differ? What are Financial Transmission Rights? How do the regions differ in their implementation? How are ancillary services handled?

Session 5: Market Fundamentals

Then, we will explore the fundamental factors drive price and volatility on the wholesale side. How do the laws of economics and physics apply to the power sector?

- Supply: Capacity mix. Fuel costs. Coal. Natural Gas. Fuel Oil. What is a 'supply stack'? Heat rate? Implied heat rate?
- Demand: Growth. Weather. Elasticity. How has DSM helped?
- Volatility. Why are the power markets so volatile?





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Course Syllabus DAY TWO: DELIVERING THE ENERGY

Session 6: Cost to Deliver

How do we integrate the load profile and price into an overall cost to serve? How do we measure risk in that overall cost to serve? We will examine these issues in detail in the context of a thoroughly developed case using real data.

Session 7: Hedging Tools

The forward markets are the principal means by which we hedge once the deal is written. We will extend our discussion of the markets with a focus on the mechanics and vocabulary of trading.

- Forwards, futures and swaps
- Trading mechanics
- Trading terminology
- Spreads: Temporal. Locational. Spark. Strips.

Session 8: Options

Options are a key derivative contract by which we trade and manage the volatility of a trading position. We will deepen our understanding of the markets by examining the mechanics, vocabulary and principles of options trading.

- Volatility
- Greeks
- Monthly exercise
- Daily Exercise
- Real Options

Session 9: Position Management

How do we aggregate the load obligations and hedging contracts into a coherent 'value at risk' measure? How do we use the principles and vocabulary of option trading to describe and measure value at risk? What similar measures might we use? Can dynamic hedging be used effectively?

Session 10: Emissions and Renewables

No discussion of the power sector would be complete without a discussion of pollution mitigation. Topics for discussion will include: NOX, SO₂, mercury, carbon, green credits, clean coal, nuclear, wind energy and other renewables.



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Learn From the Experts that Experts Trust

EMI experts are frequent editorial contributors to petroleum magazines & are trusted by today's leading news sources.

Our experts have been featured in:

Futures Magazine • The Wall Street Journal • USA Today • The New York Times • The Washington Post • Journal of Commerce • CNN • NBC • CBS • ABC • Bloomberg • Reuters

EMI's leading industry experts have an average of over 30 years of knowledge and experience in:

**Energy • Commodity trading • Risk management
• Education • Consulting • Financial services**

Plus many years of managing marketing, international trading, manufacturing, consulting, start-up operations and project finance operations of well-known companies; integrated major oil companies as well as international trading companies.

EMI's industry experts have also provided risk and value management analysis, advice, information, and services to a variety of companies in the electric power industry. Clients have included power marketers, integrated utilities, retail power providers, hedge funds, and power plants.

Highlights of our instructors' experience include: • Developing a suite of models for a variety of power markets that quantify value and risk • Managing spark spread portfolios for hedge funds in the power markets • Operating in futures trading pits as a market observer in the power markets • Developing working papers for investigations and performing compliance audits in the power industry • Helping Texaco initiate its first use of futures exchanges as an integral part of hedging/trading strategy • Chief Operating Officer of Triwell Marketing and refining • Director of OPIS, Oil Price Information Service, a management-consulting and educational services group that solely focused on the downstream energy industry • Member of Board of Directors of Longview Refinery • Member of the New York Mercantile Exchange Petroleum Advisory Board • Expert witness for a hearing before the subcommittee on surface transportation for the Commerce, Science, and Transportation Committee of the US Senate • Supplied expert testimony to a US Senate sub-committee hearing on diesel petroleum product pricing • Supplied testimony to the Federal Highway Administration regarding fuel tax evasion • Expert witness in a MTBE litigation against the major oil companies • Publishers of The Daily Hedger, BTU's Daily Gas Wire and BTU's Daily Power Report, which advise thousands of petroleum professionals daily.

Our instructors are frequent expert speakers for numerous petroleum industry events and trade associations including: • DOE DESC World Energy Conference • OPIS Fleet Fueling • NYMEX • Fuel Management University • NATSO • ATA • AAA • Dairy Distribution • eyeforEnergy eCommerce • OPIS Supply Summit • CIOMA • American Society of Mechanical Engineers • American Society of Lubricating Engineers • Ambrust Aviation • NACHA.

Over the years EMI has developed a series of intensive courses covering all aspects of Energy from production all the way to managing the impact price and volatility on the margin of end-users, resellers, traders, marketers, shippers, retailers and refiners. Our instructors have had the privilege to instruct thousands of professionals representing all aspects of the energy industry, including every major oil company (i.e. Exxon Mobil, BP, Shell, Equilon, Motiva) major power utilities (i.e. Sempra, Edison Mission, Berkley, Toronto Hydro, Dominion, Conectiv) small marketers (i.e. Sprague, Getty, Southern Counties, Western Petroleum) trucking fleets from 50 to 10,000 (i.e. UPS, U.S. Postal Service, Yellow, Pepsi, Werner), gasoline-powered fleets hyper-markets (i.e. The Pantry, Wawa, BJs Wholesale) and many fortune 500 energy consumers.



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REGISTRATION FORM

Registration Fees

\$1,895 for full program

This fee includes expert instruction, course materials and lunch.

Discount for Additional Attendees

2nd delegate: \$1,595

3rd delegate: \$1,395

Enrollment Information (Please Print Clearly)

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Payment Method

Please invoice my company (payment must be received prior to course date)

Mastercard Visa American Express

Card Number: _____ Expiration Date: / /

Card Holder Name: _____

Card Holder Signature: _____

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Refund/Cancellation Policy

Registration fee is 100% refundable with 14 days cancellation notice. 80% refundable with 5 days cancellation notice.

Cancellations are non-refundable day of or after the event.