

PMA

The Power Marketing Association

1519 22nd Street, S-200
Arlington, Virginia 22202
Tel 703.892-0010
Fax 703.979.4677
E-Mail info@pmaconference.com

- Registration Information: [Click Here](#)
- Expo Information: [Click Here](#)
- Agenda Information: [Click Here](#)

The Power Marketing Association's Annual Fall Meeting

Power Markets 2002 October 16-17, 2001 Washington, D.C.

This year's focus:

Energy Policy and its Impact on Energy Markets

and Power Markets Expo 2002
featuring the latest in technologies and services
designed for the deregulated energy industry

Energy isn't deregulated yet-- governmental policy is still critical to creating and maintaining a vibrant market. For example, after years as a nonstarter, eminent domain for powerlines is now on the agenda. Credit, or the lack thereof, is become a factor in whether rates are "just and reasonable". The good old boy network is no longer good enough to assure reliability-- NERC, long a voluntary organization, is looking for some teeth. Environmental regulation appears to waver with energy shortfalls. NIMBY fades with blackouts. Demand side management, out of vogue since the early 90s is back in the spotlight, and green power is gaining credence as gas prices fly up. Is gas an appropriate powerplant fuel? Should we be investing more research to support coal-fired generation? Has Texas found the formula for making retail markets work? PUCHA, antitrust policy, nondiscriminatory data access, distributed generation and the viability of ISOs RTOs and Transcos. State and Federal Energy Policy has increased dramatically in its importance to the marketplace. That is the focus of the Power Marketing Associations Eighth Annual Fall Meeting: Energy Policy and its Impact on Energy Markets: Power Markets 2002.

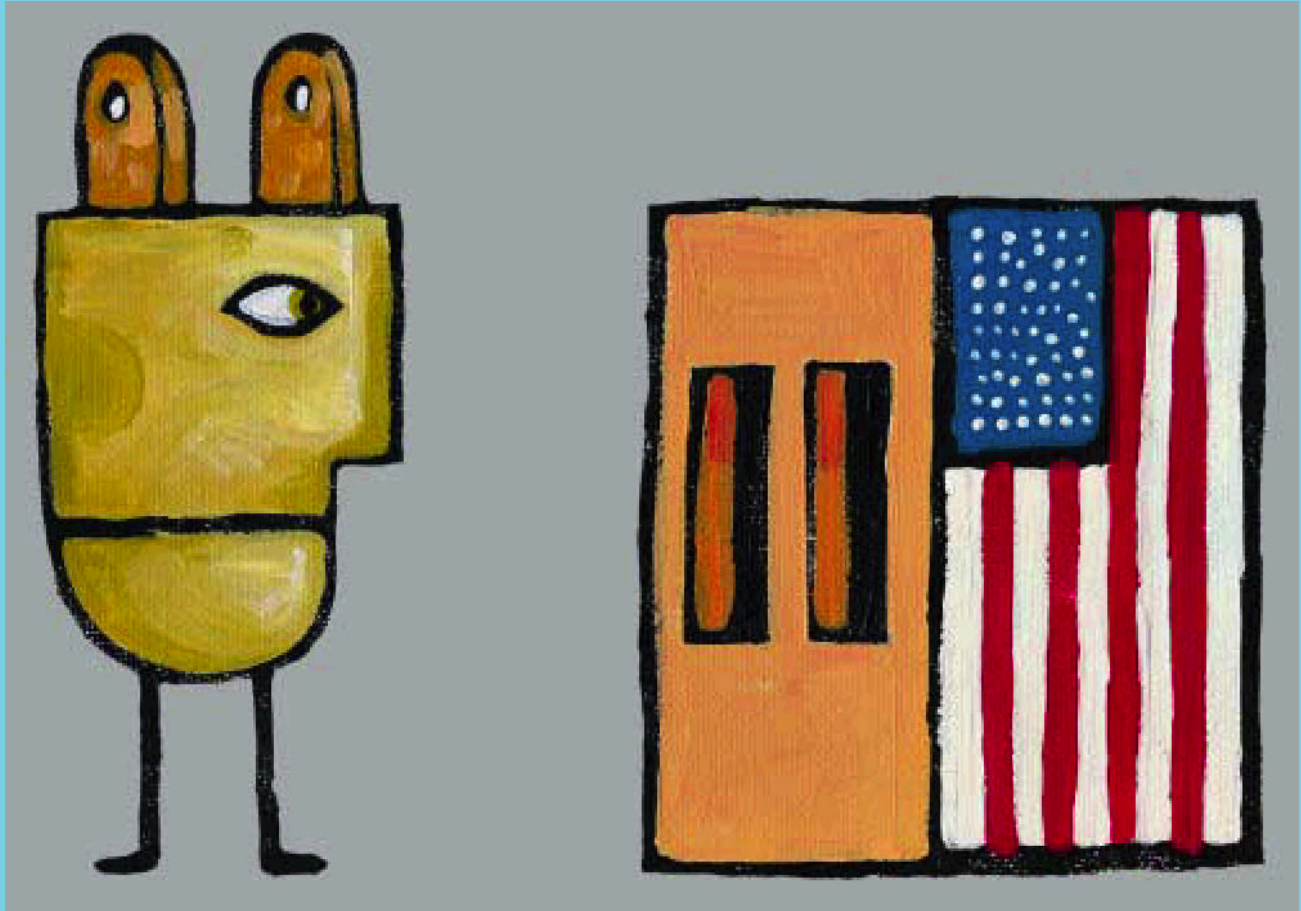
Warmest Regards,

Glenn Lovin
Executive Director

POWER MARKETS 2002

The Power Marketing Association's Seventh Annual Fall Meeting

October 16-17, 2001 Washington, D.C.



Energy Policy and its Impact on Energy Markets

*Come a day early for the Power Marketing Association's
most popular one-day seminar:*

The Fundamentals of Power Marketing
October 15, 2001

POWER MARKETS 2002: ENERGY POLICY

DAY ONE: Tuesday, OCT 16, 2001

8:00 a.m. - 9:00 a.m. — Continental Breakfast in Exhibition Hall

— **Opening Plenary Session** —

8:30 a.m. — WELCOME: WHAT'S IN STORE FOR THE NEXT TWO DAYS?

8:40 a.m. — A BRIEF HISTORY OF HOW WE GOT WHERE WE ARE TODAY

Energy has always been on the edge of the regulated and unregulated, governmental and private. A retrospective on how we got where we are today.

9:20 a.m. — ENERGY CRISES AND THEIR IMPACT ON POLICY AND MARKETS

In modern times we have had oil crises, gas crises and now electricity crises, each bringing forth governmental responses and market counterresponses. What happens next.

10:00 a.m. to 10:30 a.m. — Break — Visit Exhibits

10:30 a.m. — STATE AND NATIONAL ENERGY POLICY: THE PANEL

A panel of industry experts answers questions from the moderator and the audience.

WHOLESALE

11:30 a.m. — CAPACITY CRISIS OR CREDIT CRUNCH?

Price caps, mandated sales, litigation threats and unpaid bills. Do we really face capacity shortages, or is it a credit crunch?

RETAIL

11:30 a.m. — TEXAS: DOES RETAIL WORK?

More retail electric programs fail than succeed, but retail natural gas works, and Texas seems to work. What's gone wrong with implementation of retail access, and how can it be fixed

12:15 to 2:00 p.m. — luncheon --

— **Concurrent Sessions** —

WHOLESALE

2:00 p.m. — NERC AND RELIABILITY

Never mind price—it's reliability stupid! Consumers clearly care more about reliability than price. But reliability is still mostly voluntary. The current and future role of NERC.

2:00 p.m. — CALIFORNIA: WHAT HAPPENED?

A retrospective of the decisions made going into the summer, what happened, and why.

2:45 p.m. — ENVIRONMENTAL REGULATION AND NEW POWER PLANTS

Balancing environmental concerns and the immediate need for new power plants. NIMBY, procedural delays, Kyoto, excessive compliance costs vs blackouts.

2:45 p.m. — DEMAND SIDE MANAGEMENT— AGAIN

DSM was created in the 70s as a cure for OPEC dependence, and again in the 80s as a means of avoiding new plant construction. Today it is being revived as a means of avoiding shortages. What works, what doesn't, what's being tried.

Break Visit Exhibits:
3:30-4:15 P.M

RETAIL

— Concurrent Sessions —

WHOLESALE

RETAIL

4:15 p.m. TRANSMISSION BOTTLENECKS

Why allow a line to go through your state if it only benefits those downstream? Why indeed. The need for Federal eminent domain legislation, enhanced rates of return and accelerated depreciation to encourage needed new transmission facilities.

4:15 p.m. — GREEN POWER POLICY

Green looks a lot better with \$10/MCF gas. But state and Federal policy provides incentives and minimum requirements for green power. The state of green power policy and what it means for the power industry.

5:00 p.m. — PUHCA REFORM, ANTITRUST POLICY AND MERGERS AND ACQUISITIONS

Seventy years ago a half-dozen power companies dominated the industry. Will PUHCA reform result in similar consolidation, or will vertical disintegration rule the day?

5:00 p.m. — DATA ACCESS POLICY: FROM AMR TO EDI

It's impossible to have retail competition without quick and accurate access to customer data, whether through automatic meter reading equipment or electronic data interchange with the utility. In any case, regulatory policy on data access makes or breaks competitive markets.

6:00 p.m. to 7:30 p.m. — PMA Reception

DAY TWO Wednesday, Oct. 17, 2001

7:00 a.m. to 8:00 a.m. — Continental Breakfast in Exhibition Hall

8:00 a.m. PRICE SPIKES AND HEDGING

Should use of derivatives by utilities be permitted? Encouraged? Required? How about insurance products? Mark-to-market accounting? The impact of FASB regulations and utility commission practices on prices in the marketplace.

8:40 a.m. - NATURAL GAS AND POWER POLICY

It wasn't long ago that gas was prohibited as a fuel for power. Today, it is the favored solution. But are the plans for new pipelines sufficient? Can they be sited quickly enough? Will gas be affordable as a power fuel?

9:30 a.m. INTERCONNECTING DISTRIBUTED GENERATION

Interconnection policy, as well as tariffs for standby service have traditionally been used as a barriers to distributed generation. Have current shortage fears changed things? A review of the key state and Federal policies.

10:10 a.m. to 11:00 a.m. - Break -Visit Exhibits

11:00 a.m. COAL POLICY

Most U.S. power is generated from coal, but new coal plants haven't been built in years. However, now, large new coal-fired plants are being proposed by substantial market participants. Can coal plants still be built?

11:40 a.m. — ISOS RTO, TRANSCOS AND STATUS QUOS

FERC policies on ISOs and RTOs has created interesting hybrid organizations in which stakeholder representation is given preference over efficacy. Transcos may be the better solution.

12:30 p.m. — CONFERENCE ADJOURNS

Certified Power Marketer Program

PMA now offers the "Certified Power Marketer" certification program **FREE**, to PMA members and employees of corporate members. The certificate is evidence that the recipient is familiar with the fundamental elements of both the wholesale and retail power marketing industries and can therefore more readily be utilized in a power marketing organization in positions of responsibility.

Program consists of assigned readings and web-based presentations, attendance at the Fundamentals of Power Marketing seminar, and successful completion of the Power Marketers examination. Call (703) 892-0010 for details, or download brochure at:

<http://www.powermarketers.com/cpm.pdf>

Come a day early for PMA's most popular, in-depth seminar:

THE FUNDAMENTALS OF POWER MARKETING

Monday, October 15, 2001; 9:00 a.m. to 5:00 p.m.

There are two distinct markets for power—wholesale and retail. The skills and capabilities, the products required in each differ dramatically. This one program will introduce you to what you need to know to succeed in either— as buyer or seller.

1. Introduction to the Power Industry. A brief history of today's power industry— private, public, regulated and independent. The physical plant: powerplants, transmission and distribution lines. The institutional structures: Federal and state rate regulation, Independent System Operators and control areas, FERC Order 888.

2. Getting Started as a Marketer. Obtaining power marketer status; the importance of membership in the Western Systems Power Pool; how and why to enter into "pro forma" transmission tariffs, and standardized interchange agreements. Review capital, personnel and software and equipment requirements.

3. Lexicon of Power Marketing. The major price indices; the forward curve; NYMEX electricity futures contracts; basis contracts; puts and calls; collars; recallable contracts; swaps; arbitrage; tolling agreements.

4. Marketer Products & Their Applications:

Indexed Transactions. The simplest, lowest margin product is the index transaction.

Distinguish between market indices and artificial indices, when indexed transactions make sense and when to convert to fixed.

Swaps. Any expense or revenue stream can be converted into another expense or revenue stream to create custom products.

Tolling Agreements. How to design and price and agreement under which you "rent" the use of a powerplant to convert fuel to electricity, or vice versa, on both a physical and financial basis.

Option-Type transactions. Options can be used to create price floors and ceilings, to devise no-cost "collars", and recallable contracts. How to price and design option contracts.

Finance-Type Transactions. Project finance; valuation of generation capacity; mark-to-market accounting; long-term purchase agreements; Unwinding existing agreements

Serving the Retail Power Market. 90% of all customers simply want a price, fixed, for the year. How to provide it using a combination of futures, basis contracts, options and swaps.

5. Retail Power Marketing: Lessons From the First Open Access Markets: Review of the highlights of the experiences in the pioneer jurisdictions-- the missteps, the right steps.

6. Key issues in Retail Access: Stranded

investment ; practicable tariff design; utility affiliate abuses; fly-by-night competitors; tax issues; metering requirements; information flow and market structure..

7. Nuts and Bolts of Retail Marketing: Marketing and Sales:

Branding, multiple product lines, sales force management;

Customer analysis and pricing.

The key functions: scheduling, nominations, balancing and billing.

8. Wrapup: The \$2 trillion deregulated electric power market of tomorrow will hold plenty of opportunities for companies of all sizes and capabilities. What will the industry look like tomorrow? Where will the profit opportunities lie, and for whom?

Instructor:

Scott Spiewak has acted as advisor to many of the largest power marketing firms in their efforts to establish themselves as leaders in this new market. His clients have included Enron, Natural Gas Clearinghouse, Utilicorp, Williams, and Peabody Coal. Mr. Spiewak's retail energy marketing firm, Metromedia Energy, markets natural gas and electricity in deregulated retail markets in the N.Y. region. He is a member of the NYMEX Advisory Committee on electric power contracts and Secretary of the Power Marketing Association. Mr. Spiewak may be contacted at 201 784-5349; sspiewak@metromediaenergy.com

POWER MARKETS 2002: ENERGY POLICY/ENERGY MARKETS

Please enter my registration for the following sessions (circle appropriate rate below):

| | PMA Individual Members | | Non-Members | |
|---|------------------------|----------|-------------|----------|
| <input type="checkbox"/> POWER MARKETS 2002 Conference: | \$490 | (\$445*) | \$640 | (\$595*) |
| <input type="checkbox"/> Fundamentals of Power Marketing Seminar: | \$470 | (\$425*) | \$570 | (\$525*) |
| <input type="checkbox"/> Both the conference and the seminar: | \$795 | (\$750*) | \$995 | (\$950*) |

Please begin my Power Marketing Association membership at the following level:

Corporate Member (\$9,000) Associate Member (\$4,500) Individual Member (\$300)

- As a newly registered member, you will receive the member registration discounts immediately.
- Registration fees are waived for 4 attendees from Corporate Members; 2 attendees from Associate Members.

Charge my Visa, Master Card, AMEX credit card for the items selected above:

Account Number: _____ Expiration Date: _____

Signature: _____ Total Charge: _____

Check enclosed for the selected registration and/or membership dues. Bill Me

Please send me information on *The PMA Certified Power Marketer (CPM) Program*.

Name: _____

Title: _____

Company _____

Address _____

Address _____

City: _____ State: _____ Zip: _____

Telephone _____ Fax: _____ E-Mail: _____

*** SAVE BY PRE-PAYING!** Receive the discounted rate shown in blue above when paying by credit card, or when your payment is received by PMA on or before September 20, 2001

REGISTRATION IS EASY!

• Register By Mail

Mail the registration form printed at left to:
PMA POWER MARKETS 2002 Conference
The Power Marketing Association
1519 22nd St., S-200
Arlington, VA 22202

• Register By Fax

Fax your registration form to
(703) 641 9265

• Register Online

www.powermarketers.com/reg2001.htm

• Register By Telephone

(703) 641-0613;

Make Your Hotel Reservations Early!

DoubleTree Hotel
National Airport/Pentagon City
300 Army Navy Drive
Arlington, Virginia 22202
Phone: (703) 416-4100
Fax: (703) 416-4147
For hotel reservations call:
1-800-222-TREE
The discounted room rate for conference and exhibition attendees is \$149/night (single) or \$169/night (double) until September 20, 2001.

Membership Information: For details, click on "membership" at powermarketers.com

POWER MARKETS EXPO 2002

featuring the latest in technologies designed for the deregulated energy industry

Space Rental Information

The exhibit booths are offered in the main exhibit hall and Atrium.

8' X 10' Exhibit Hall Booths \$2600 each
End/Corner Booths at \$2700 each
Combined booths are discounted 25%

You may rent a single 8' x 10' space or combine booths in side-by-side or peninsula configurations. Each 8' x 10' booth space includes: 8' high background drape; 3' high side rail drapes.

Space Assignments: The first round of space assignments will be made on a first-come, first-served basis after Corporate members of the Power Marketing Association have made their selection.

Booth Contact: To reserve your space contact:

Glenn Lovin
Power Marketing Association
1519 22nd St., S-200
Arlington VA 22202
Tel. 703.892-0010
Fax: 703-979-4677
Email: glovin@powermarketers.com

Display Ad Special: Get a FREE Spotlight Display Ad on powermarketers.com Energy Yellow Pages (energyyellowpages.net) with your booth.

Spotlight Display ads put you at the top of your category, with room for graphics, links, and descriptions of your company and product. With thousands of listings in the Energy Yellowpages, make your listing stand out with a Spotlight Display Ad at the top of your category.

For information on spotlight ads, or this special offer, contact

Glen Leger
(704) 799 9983
gleger@powermarketers.org

Included in the 8' X 10' booth price:

- Two general exhibition registrations for each booth reserved
- Pre- and post-conference registration mailing lists over the internet or by email
- A listing in the Exhibit Program, to include your company name, address, phone number and short description of your company or products/services.
- Booth backdrop/side rails
- General overhead lighting

Exhibitor Schedule:

Exhibitor move-in: 12:00 p.m. - 6:00 a.m. Wednesday, March 14, 2001

Welcoming Reception in Exhibition Hall 5:30 p.m. - 7:30 p.m.
Monday, October 15, 2001

Expo Opens 7:30 a.m. (Continental breakfast served in Exhibition Hall) Tuesday, October 16, 2001

Cocktail Reception For Exhibitors & Delegates: 5:45 p.m. Tuesday, October 16, 2001

Expo Opens 7:30 a.m. (Continental breakfast served in Exhibition Hall) Wednesday, October 17, 2001

Display Breakdown 12:00 p.m.- 4:00 p.m. Wednesday, October 17.

Sponsorship Opportunities:

Continental Breakfast & Lunch

Fundamentals of Power Marketing Seminar/Workshop 9 a.m. to 5:00 p.m., includes continental breakfast and lunch.
Sponsorship: \$4000

Seminar & Pre-registered Delegates Welcoming Reception

Seminar and Pre-registered delegates
Welcoming Reception in Exhibition Hall.

Opening Conference Continental Breakfast

Continental breakfast and refreshments.
Sponsorship: \$3,500

First Day Luncheon

Sponsoring company will participate with PMA in making presentation on any aspect of the power marketing industry.
Sponsorship: \$7,000

GENERAL CONFERENCE SPONSORSHIP OPPORTUNITIES

POWER MARKETS 2002 Conference Co-Sponsor
Co-Sponsor conference with The Power Marketing Association. Named as co-sponsor on conference brochure, PMA website and delegate folders -- Conference banner will be viewed over 400,000 times before conference. Conference proceedings remain on web for at least 6 months after conference. Includes exhibit booth space.
Sponsorship: \$19,500

Main Reception Sponsor

Exclusive sponsor of main conference social event attended by all delegates and exhibitors. Sponsor for Reception in Exhibition Hall. Exclusive Advertisement on covers of conference registration list. (Includes two complimentary conference registrations and an ad insert in the registration program.) Sponsorship: \$12,500

For Additional Information About POWER MARKETS 2002 Sponsorship Opportunities, call:

Glenn Lovin at (703) 892-0010, or
Peter Dykhuis at (703) 683-1868, or
e-mail: pma@powermarketers.com