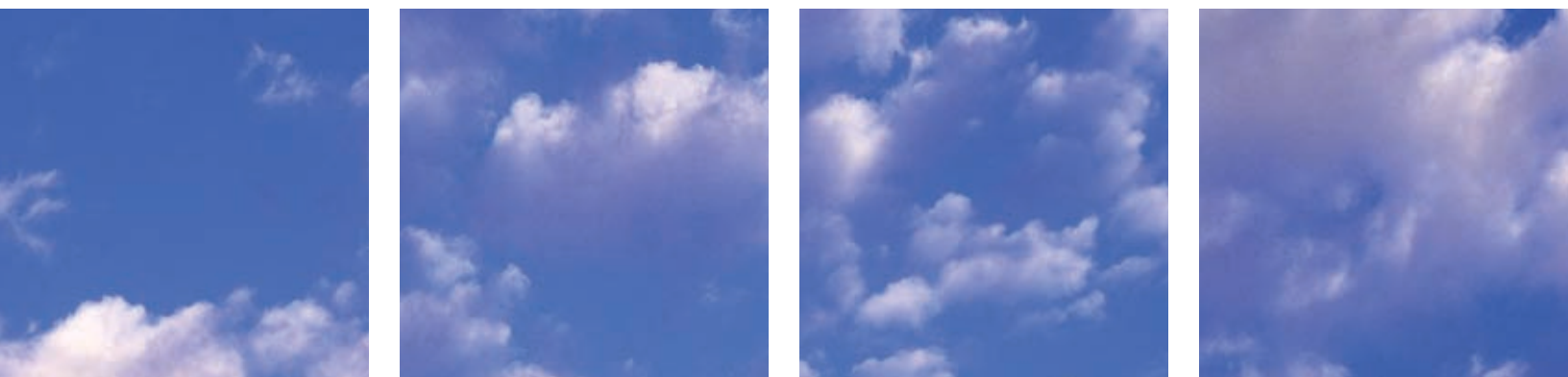


Marketing Renewables in a Carbon-Conscious World



Conference Program and Agenda



**Twelfth National Renewable Energy
Marketing Conference**

October 21–24, 2007 • Philadelphia, PA



**Twelfth National Renewable Energy
Marketing Conference**
October 21–24, 2007 • Philadelphia, PA

Welcome to the National Renewable Energy Marketing Conference!

This year we mark the conference's 12th anniversary, and its theme of "marketing renewables in a carbon-conscious world" reflects the growing understanding by consumers about the causes of climate change, and the strong role of renewable energy in reducing greenhouse gas emissions. From the emerging carbon markets to the extraordinary growth of the voluntary renewable energy market, the issues for brokers, marketers, and utilities are becoming more complex—and that's why we've packed the two and a half day conference with sessions designed to help you develop insights and strategies for your business.

The Annual National Renewable Energy Marketing Conference is the biggest national gathering for renewable energy marketers, utilities, and other stakeholders. It is organized by the Center for Resource Solutions (CRS) along with the U.S. Department of Energy and the U.S. Environmental Protection Agency. This year we have over two dozen sessions, workshops, and networking events to give you the chance to learn about the growing market opportunities in the renewable energy and carbon sectors. Hear about case studies and public policy issues that can affect your business, and learn about new technologies that will impact the industry in the coming year.

This is our 10th year at CRS, an anniversary we are celebrating by introducing a Green-e certification program for greenhouse gas reductions. We believe that retail greenhouse gas reduction strategies are important because they give consumers a way to "cover" the emissions they can't eliminate through energy efficiency or buying renewable energy. Green-e is just the kind of transparent, rigorous verification process that consumers need when considering investing in greenhouse gas offsets. Stop by our booth to learn more about the latest CRS initiatives, including the new greenhouse gas program that will bring a needed level of credibility and confidence to the marketplace.

Please enjoy the conference, and take time to walk around beautiful and historic Philadelphia while you're here. We look forward to sharing with you strategies for marketing renewables in this new carbon-conscious world.

Jan Hamrin
President

Center for Resource Solutions



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Conference Agenda

Sunday–Monday

Sunday

10:00 AM – 4:00 PM

Tour of Atlantic City Wind Project, Hosted by Community Energy

1:00 PM – 4:00 PM

Pre-Conference Workshop: Green Power 101

6:00 PM – 8:00 PM

Pre-Conference Reception and Registration

Monday

8:30 AM – 10:15 AM

Opening Session and Keynotes

Welcoming Address Jan Hamrin, Center for Resource Solutions, “We’ve Arrived! Now What?”

Executive Roundtable The State of the Green Power Market

Session Chair: Jan Hamrin, CRS

Brent Alderfer, Community Energy; **Mel Jones**, Sterling Planet; **Brian Keane**, SmartPower; **Carrie Cullen Hitt**, Constellation NewEnergy; **Rob Harmon**, Bonneville Environmental Foundation

10:15 AM – 10:45 AM

Networking Break

10:45 AM to 12:15 PM

The Interplay Between REC and Carbon Markets I: Policy Issues

Session Chair: Matt Clouse, U.S. EPA

Ed Holt, Ed Holt and Associates, “Current Trends of RECs Consideration in State Carbon Policies”; **Dan Kalafatas**, 3Degrees, “The U.S. Voluntary Carbon Market: Driving Towards a Low-Carbon Economy”; **Lars Kvale**, Center for Resource Solutions, “Selling GHG Reductions: The Importance of Standards and Independent Certification Systems”; **Alex Perera**, World Resources Institute

12:15 PM – 1:30 PM

Group Luncheon

1:30 PM – 3:00 PM

The Interplay Between REC and Carbon Markets II: Product Development

Session Chair: Jennifer Martin, Center for Resource Solutions

Karl Rábago, The AES Corporation, “Moving Markets to Large Scale: the AES/GE Joint Venture to Develop and Sell GHG Credits”; **Brenna Zimmer**, Green Mountain Energy Company, “Blazing a Trail in the New Carbon Offset Market”; **Adam Capage**, 3Degrees, “Carbon Products: The Next Generation of Green Pricing?”; **Rachel Goldstein**, EPA Landfill Methane Outreach Program, “LFG: Maximizing the Value of Emissions Credits”

Why Every Utility Should Have a Green Power Program

Session Chair: Jeff Anthony, American Wind Energy Association

David Bates, Florida Power & Light; **Patrick Keily**, We Energies; Joyce Kinnear, Silicon Valley Power; **Thor Hinkley**, Portland General Electric; Rhonda Rasmussen, PacifiCorp; **Kathy Lentini**, PECO Wind; **Alma Evans**, Santee Cooper

3:00 PM – 3:30 PM

Networking Break

3:30 PM – 5:00 PM

Increasing RECs Market Liquidity

Session Chair: John Atcheson, DOE

Lenny Hochschild, Evolution Markets, “Overview of REC Markets and Prices”; **Jennifer DeCesaro**, Clean Energy States Alliance, “Working with the States to Address RPS/RECs Issues”; **Meredith Wingate**, Center for Resource Solutions, “Developments in Renewable Certificate Tracking”; **Reiner Musier**, APX Inc., “US REC Markets, Regional Tracking Systems, and GHG Cap and Trade Market Designs: Tightly Linked?”

Selling Solar/Facilitating On-site Systems

Session Chair: Kurt Johnson, Recurrent Energy

Jim Burke, SMUD, “Selling Solar Shares”; **Paul Danielsen**, MMA Renewable Ventures, “RECs and the New Finance Models Speeding Up the Solar Sell”; **Mark Buckley**, Staples

5:00 PM – 6:00 PM

Pre-Banquet Reception

6:00 PM – 9:00 PM

Conference Banquet Presentation of the Seventh Annual Green Power Leadership Awards

Tuesday

- 8:30 AM – 10:00 AM **Purchasers Session**
Session Chair: Blaine Collison, U.S. EPA Green Power Partnership
Rob Schasel, PepsiCo; **Cecil Scheib**, New York University; **John Fojut**, Kohl's; **Mark Gordon**, Macy's
- 10:00 AM – 10:30 AM **Networking Break**
- 10:30 AM – 11:00 AM **Keynote Address** Pennsylvania Governor Edward G. Rendell
- 11:00 AM – 12:15 PM **Green Power/Carbon Offsets/Sustainability and the Media**
Session Chair: Arthur J. O'Donnell, The Energy Overseer
Mark Fryburg & Thor Hinckley, Portland General Electric; **Ted Rose**, Renewable Choice Energy; **Matthew Rose**, MWW Group; **Molly Tsongas**, SmartPower; **Hampton Newsome**, Federal Trade Commission
- 12:15 PM – 1:30 PM **Group Luncheon** Presentation by National Theatre for Children
- 1:30 PM – 3:00 PM **The Interplay Between Voluntary and Compliance Markets**
Session Chair: Ed Holt, Ed Holt and Associates
Matt Clouse, EPA; **Jeff Anthony**, AWEA; **Lori Bird**, National Renewable Energy Laboratory; **David Smith**, Babcock & Brown LP; **John Saintcross**, NYSERDA
- State and Municipal Purchasing Programs/Initiatives**
Session Chair: Anthony Amato, ERG
Michael Vickerman, RENEW Wisconsin, "Anatomy of a State Renewable Energy Purchase"; **Thomas MacLean**, Puget Sound Energy, "Building Green Community Partnerships"; **Anne Marie McShea**, NJ Board of Public Utilities, "New Jersey's Clean Power Choice Program. A Statewide Program from Design to Implementation"; **Keri Enright**, SmartPower, "SmartPower Community Marketing Toolkit: Developing a Winning Clean Energy Marketing Campaign"; **Eric Coffman**, Montgomery County (MD) Dept. of Environmental Protection, "Case Study: Montgomery County Maryland Efforts to Expand Clean Energy Awareness and Adoption in Government Operations and the Community"
- 3:00 PM – 3:30 PM **Networking Break**
- 3:30 PM – 5:00 PM **RECs and Project Finance**
Session Chair: Blair Swezey, Applied Materials
Karlynn Cory, NREL, "The Role of REC Purchases in Stimulating New Renewables Development"; **Nick Lenssen**, Energy Insights, "Case Studies in How RECs Help Finance New RE Projects (Utility Examples)"; **Carrie Cullen Hitt**, Constellation NewEnergy, "Linking End Users and Renewable Facilities"; **Peter Toomey**, Community Energy, Inc.; **Cameron Brooks**, Renewable Choice Energy, "Carbon Accounting: Connecting RECs to Project Finance"
- Interactive Discussion Forum**
Facilitators: Carrie Harvilla, CRS and James Critchfield, U.S. EPA
- 6:00 PM – 9:00 PM **Conference Reception**
Independence Visitors Center, Independence National Historical Park

Wednesday

8:30 AM – 10:00 AM

Public Opinion and Green Power Marketing

Session Chair: Jeff Swenerton, Center for Resource Solutions

Helen Brauner, Green Mountain Energy Company, “Lessons Learned from a Decade of Renewable Energy Marketing”; **Gwynne Rogers**, Natural Marketing Institute, “Profiling Today’s Renewable Energy Customer.” **Jim Cabot**, Rasky Baerlein Strategic Communications, “Renewable Energy Communications: From Strategy to Tactics,” **Jim Pierobon**, ACORE, “How Embracing Renewable Energy Is Helping Businesses Become Green To The Core”

Energy Efficiency Credits

Session Chair: Jan Hamrin, CRS

Alfredo Forte, Neuwing, “Energy Efficiency Credits, the next REC”?; **Alden Hathaway**, Sterling Planet, “White Tags,™ Pioneering the US Market in Energy Efficiency”; **Jonathan Edwards**, SmartPower, “The Importance of Energy Efficiency to the Clean Energy Market: The Emergence of Energy Efficiency Research”; **John Kuntz**, ERT, “White Tag Certification Programs”

10:00 AM – 10:30 PM

Networking Break

10:30 AM – 12:00 PM

Marketing Channels/Creative Marketing/Effective Messaging

Session Chair: James Critchfield, EPA

Patrick Kelly, We Energies, “Direct Mail Campaigns”; **Meg Denney**, Community Energy, Inc., “Creative Marketing Methods and Messaging to Grow Green Power Programs”; **Brian Keane**, SmartPower, “Marketing Clean Energy in a YouTube World”; **Amanda Mortlock**, 3Degrees, “Developing Successful Marketing Partnerships with Your Customers”; **Karen Aboussie**, Green Mountain Energy Company, “How to Create Messaging and Advertising That Work”

12:00 PM

Conference Adjourns

Playing Our Part

To make the Twelfth National Renewable Energy Marketing Conference as environmentally sustainable as possible, the Center for Resource Solutions worked with the following companies and products:

Green-e Certified Renewable Energy Certificates provided by Host Sponsor **Community Energy**, and Platinum Sponsors **Constellation NewEnergy** and **Sterling Planet** to offset on-site conference electricity usage.

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Conference badge lanyards are post-consumer recyclable materials, made with fiber created from 100% soda and water bottles. Vinyl badge holders are made from 20–30% recycled post-consumer waste

**These companies participate in the Green-e Marketplace, a program that supports the nationally recognized consumer symbol for renewable energy excellence.*

Keynote Speaker

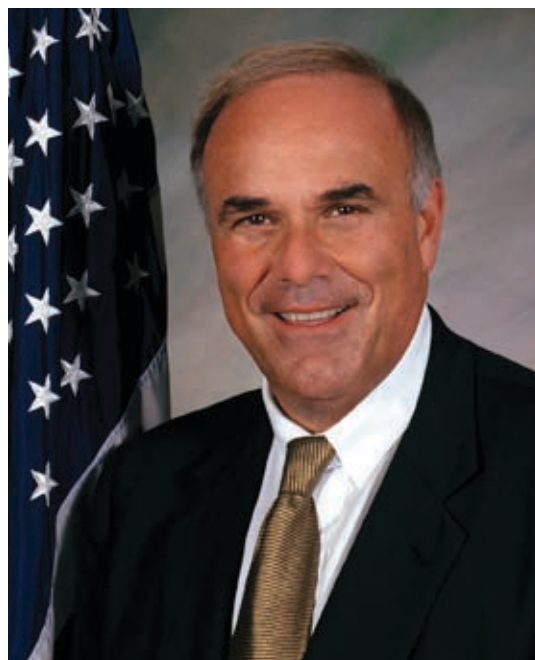
Edward G. Rendell, Pennsylvania's 45th Governor, began a second term of office on January 16, 2007, following a landslide re-election victory. As Governor, Rendell serves as chief executive of the nation's sixth most-populous state and oversees a \$27.5 billion budget.

Governor Rendell's unprecedented strategic investments have energized Pennsylvania's economy, revitalized communities, improved education, protected the environment and expanded access to health care to all children and affordable prescription drugs for older adults. He championed and signed into law Pennsylvania's first comprehensive measure to substantially reform the local tax system by providing \$1 billion in urgently needed property tax relief to homeowners.

Governor Rendell is also making Pennsylvania a leader in pursuing energy independence—creating jobs in the emerging alternative-energy economy while developing effective strategies to reduce dependence on foreign oil and save families money.

In addition, Governor Rendell won passage of the landmark Growing Greener 2 environmental investment package. The \$625 million initiative is cleaning up rivers and streams, improving parks, returning abandoned industrial sites to productive use, protecting open space and preserving farmland.

From 1992 through 1999, Governor Rendell served as the 121st Mayor of the City of Philadelphia. Among his many accomplishments as Mayor, Rendell eliminated a \$250 million deficit; balanced the city's budget and generated five consecutive budget surpluses; reduced business and wage taxes for four consecutive years; implemented new revenue-generating initiatives, and dramatically improved services to the City's neighborhoods. The *New York Times* called the Philadelphia renaissance under Rendell "the most stunning turnaround in recent urban history." Before serving as Mayor, Rendell was elected district attorney of the City of Philadelphia for two terms from 1978 through 1985.



Speakers

Anthony Amato

**Climate Change and Energy Analyst
Eastern Research Group (ERG)**

Amato's work focuses on renewable energy and energy efficiency issues at ERG, a nationally recognized environmental consulting firm. As a contractor to the EPA, Anthony assists the Green Power Partnership with program operations as well as developing and executing strategies to recruit new Partners. He earned his Ph.D. in Public Policy at the University of Maryland and has a Masters in Energy and Environmental Analysis from Boston University. Prior to joining ERG, Amato was a graduate researcher on several energy and environmental studies, including: an analysis of the implications of climate change on electricity demand; an integrated assessment of the impacts of climate change on infrastructure in metropolitan Boston; and an econometric analysis of the effects and effectiveness of policies designed to reduce the carbon emissions from the U.S. steel industry.

David Bates

**Program Manager
Sunshine Energy
Florida Power & Light Company**

David Bates has a bachelor's degree in Physics from Wake Forest University and an MBA from Florida International University. Bates has 22 years experience at Florida Power & Light Company in various areas including account management, regulatory affairs, energy efficiency programs and green pricing. He is currently the Program Manager for FPL's Sunshine Energy Program which is one of the largest green pricing programs in the United States.

Lori Bird

**Senior Energy Analyst
National Renewable Energy Laboratory**

Bird specializes in the area of renewable energy markets and policy. She has co-authored a number of publications pertaining to green power and renewable energy certificate (REC) markets, utility green pricing programs, and renewable portfolio

standards. She maintains the Green Power Network, a web-based clearinghouse of information on green power products and consumer issues. Before joining NREL, she worked for DOE's Office of Energy Efficiency and Renewable Energy in Denver and Hagler Bailly Consulting in Boulder, Colorado. She holds a master's degree in Environmental Studies from Yale University's School of Forestry and Environmental Studies.

Helen Brauner

**Director of Marketing
Green Mountain Energy**

After a stint as a consultant, Helen began her marketing career at Kindermusik International, where she focused on database marketing, e-commerce and e-mail marketing. She left Kindermusik to earn an MBA at the University of Texas. While in graduate school, she worked for a year and a half evaluating clean energy technologies/business plans and mentoring entrepreneurs at the Clean Energy Incubator in Austin. After committing to both the clean energy industry and Austin, Helen joined Green Mountain Energy Company three years ago. She currently oversees marketing for three different residential green power programs.

Cameron Brooks

**Vice President of Resource Development
Renewable Choice Energy**

Renewable Choice is a full-service provider of renewable energy credits and carbon offsets. Brooks is responsible leading Renewable Choice's procurement team, building their portfolio of renewable energy credits and carbon offsets, developing supply relationships and structuring financial partnerships for new project development. Previously, he led multistate investment and technology collaborations for the Clean Energy States Alliance as project director with the Clean Energy Group, including initiatives to coordinate promotion of community wind development, renewable energy credit markets, fuel cell technologies and engagement with the nation's leading business schools. In this capacity, he was responsible for extensive out-

reach into the venture, project finance and private equity investment communities in order to structure public-private partnerships and developed a network of investment principals from institutional investors exploring opportunities for clean energy investments across all asset classes of their portfolios. Brooks is a graduate of Yale University and holds an MBA from Cornell University.

Jim Burke

Burke holds a BA in Advertising from Michigan State University. During his career at SMUD, Jim has worked as an advertising specialist, program manager for Greenergy and Solar programs as well as managing billing process improvement efforts. Prior to joining the District, Jim served as VP of Account Services at JHME Advertising, Design & Public Relations, VP of Marketing at Team Results, a Direct Response services company, and as Marketing Communications Manager at INTRIX Systems Group, an application software development company. He lives in Roseville, CA.

Jim Cabot

Senior Vice President, Energy and Environment

Rasky Baerlein Strategic Communications

Jim Cabot manages Rasky Baerlein's energy and environment practice where he works closely with large and small energy and clean-tech companies, overseeing integrated communications programs including media relations, public affairs, project management, and regulatory strategy. Cabot spent twelve years with the U.S. EPA, New England, serving most recently as Director of Strategic Planning, managing the launch of new strategic planning, program evaluation, and accountability systems. Prior to that, Cabot also served as Director and Founder of EPA's first environmental technology development and commercialization center. At EPA, Cabot was also engaged with technology development policy, environmental performance, and the role of capital markets, shareholder proposals, corporate governance, and environmental reporting, accounting and disclosure. Prior to EPA, Cabot was an entrepreneur as part of the founding team of the environmental publications company Green Book, Inc. He holds a BA from Harvard University and an MBA from the Harvard Business School.

Matt Clouse

**Director, Green Power Partnership
U.S. Environmental Protection Agency**

This voluntary, climate protection program seeks to reduce greenhouse gas emissions by building demand for green power. EPA's growing numbers of Green Power Partners are annually purchasing more than ten billion kilowatt-hours of renewable power. This electricity would be responsible for close to fourteen billion pounds of CO₂ if generated by conventional means. Matt joined the EPA in 2000 to design and launch the Green Power Partnership. As program director, Matt is responsible for program management and renewable energy policy. He received his Masters of energy and environmental policy from the University of Delaware.

James Critchfield

**Program Manager
U.S. EPA Green Power Partnership.**

The Green Power Partnership is a voluntary program that works with US organizations to reduce the environmental impacts associated with purchased electricity use. James joined the Partnership in 2005 after working in the California solar industry. Currently, he is the lead communications specialist for the Green Power Partnership. James received his B.S. in Forestry from the University of California at Berkeley, and an MBA in International Management from Thunderbird.

Jennifer DeCesaro

**Clean Energy States Alliance
Project Director**

Jennifer is responsible for facilitating the Northeast and Mid-Atlantic States Collaborative on RPS Implementation, leading CESA's efforts as a part of the U.S. DOE's Solar America Initiative and works on other issues including bioenergy, wind, hydrogen and fuel cells. She works closely with the clean energy fund managers, state legislators, state government officials, private investors, business academics and the national laboratories to provide information and analysis to develop market opportunities for clean energy. In addition to convening the managers of existing state clean energy funds to work on common program development challenges, Jennifer assists states in the creation of new clean energy funds from the legislative and

rulemaking processes through to individual technology program development.

Nadav Enbar

Research Analyst

Energy Insights, an IDC Company

Nadav Enbar is an analyst for research and consulting firm Energy Insights, an IDC Company. In his role, he reports and presents on a variety of topic areas in the distributed and renewable energy fields. Recent research includes analyses of the wind and photovoltaic segments, an exploration of grid access to intermittent renewables, REC-based project finance issues, and market-based environmental mediation practices. Before joining EPRI Solutions' Market Intelligence division (now part of Energy Insights) in July 2005, Enbar contracted his services to several energy consultancies, including Summit Blue and Sieben Energy Associates. As an independent consultant, he worked on a variety of project work including the development of a five-year strategic energy efficiency plan for a large U.S. utility, a comparative assessment of the demand side management (DSM) portion of electric utility integrated resource plans, and an evaluation of DSM modeling approaches. He has provided qualitative analysis of the energy sector since 2003. Prior to his career in energy, Nadav worked at Business Week Online. He received a M.A. in the Social Sciences at the University of Chicago.

Alma Evans

Research Economist

Santee Cooper

Alma Evans is a research economist for Santee Cooper's Green Power Program, and has been with it since its inception. She has been with Santee Cooper for eight years. She has a BS in Financial Management and an MS in Economics, both from Clemson University.

Alfredo A. Forte

Executive Vice President

Neuwing Energy Ventures

Al has more than 18 years of experience working in every facet of the energy industry including supply side and risk management, demand side management and most recently the management of greenhouse gases due to the combustion of fos-

sil fuels. Prior to joining Neuwing, Forte served as Pfizer's Director of Climate Change and Energy Programs where he was responsible for championing Pfizer's efforts in promoting energy conservation and advancing Pfizer's public position on climate change. Additional responsibilities included acting as an advocate for Pfizer to shape the course of regulations for greenhouse gases and renewable energy. Forte gave Congressional Testimony and served on a panel to help shape the McCain-Lieberman Bill to control greenhouse gases. Forte was credited for developing, certifying, and trading the first Energy Efficiency Credit (EEC) in the United States. Forte's previous positions included working for Wyeth Pharmaceuticals, where he was Director of Energy Procurement and Risk Management in the Corporate Operations Analysis Group. Prior to joining AHP Corporate, Forte worked at AHP's largest facility in Pearl River, NY where he held various positions including environmental compliance

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SunPower designs, manufactures and delivers high-performance solar electric technology worldwide.

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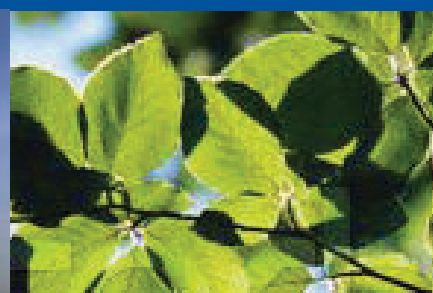
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management, pharmaceutical production management, and the operation of the site's 18-megawatt combined heat and power facility. Prior to entering the pharmaceutical industry, Forte worked for EPA Region II in the Air and Waste Management Division as an Environmental Engineer. Forte earned a Bachelor of Science in Chemistry from Fordham University in 1986, and a Bachelor of Science in Chemical Engineering from Columbia University in 1987. In addition he earned an MBA/MOT from the University of Pennsylvania's Wharton School of Business and the School of Engineering and Applied Science in 1997.

Rachel Goldstein

Program Manager

EPA Landfill Methane Outreach Program

The LMOP is a voluntary program that encourages methane emissions reductions through the capture and beneficial use of landfill gas. Rachel's primary roles are to manage the New England/ Mid-Atlantic territory and LMOP's corporate outreach activities. In addition, she is the contact for India, China and Korea under the Methane to Markets Partnership. Prior to joining the EPA, Rachel spent eleven years in the environmental safety and health field. Rachel is on the board of directors for the Women's Council on Energy and Environment. She has an MBA from the George Washington University with a concentration in environmental management.

Dr. Jan Hamrin

President

Center for Resource Solutions

CRS is a nonprofit corporation located at the Presidio in San Francisco, California. Dr. Hamrin has served as advisor to the Commission for Environmental Cooperation on renewable energy policy issues, and the G-8 Renewable Energy Task Force as well as to numerous legislatures and regulatory commissions both in the US and internationally. Most recently, Jan has been involved in the integration of renewable energy and energy efficiency into greenhouse reduction programs. Dr. Hamrin founded and served nine years as Executive Director of the Independent Energy Producers' Association (IEP) in California and played a key role in the implementation of the Public Utilities Regulatory Policies Act (PURPA) in California and elsewhere in the US. She received her Ph.D. in Ecology, with

emphasis on public policy evaluation of environmental and energy programs, from the University of California, Davis. She also holds Masters degrees in Public Administration and Consumer Science from U.C. Davis as well as a B.S. from the University of New Mexico.

Rob Harmon

Chief Innovation Officer/SVP

Bonneville Environmental Foundation

Rob Harmon is credited with developing BEF's Green Tag program, which began in 1999. In 2000, Rob developed and launched the first carbon calculator on the Internet, and closed the first large retail Green Tag transaction in the United States. In 2004, Rob was awarded the national Green Power Pioneer Award for his introduction on the retail Green Tag and his ongoing efforts to build a thriving and credible Green Tag market in the United States. He recently contributed two chapters to the book: *Voluntary Carbon Markets: A Business Guide to What They Are and How They Work*. Harmon has worked in the fields of energy productivity and renewables since 1987. He has served as the Chairman of the American Wind Energy Association's Small Wind Turbine Committee, as a member of the California Emerging Renewables Advisory Board, and on the Advisory Board for the Environment & Alternative Energy Cluster Working Group of the Puget Sound Regional Council. He currently serves on the Board of the Northwest Energy Coalition and is Chairman of the Power Marketers Advisory Committee to Green-e.

Carrie Harvilla

Conference Organizer

Carrie is the organizer of the Twelfth National Renewable Energy Marketing Conference as a consultant to the Center for Resource Solutions (CRS). Her overarching interest is facilitation of participatory design and decision-making with the goal of building community and raising environmental awareness. Carrie recently worked on greenway development in the San Francisco Bay Area with Urban Ecology and rainwater harvesting in the Open Space Greening Program of the Council on the Environment of New York City. Additional projects include developing a sustainable storm water management curriculum for high school students and leading the design and construction of

an outdoor community space using natural building materials. From 2000 to 2004, she worked on the Green-e Renewable Energy Certification Program at CRS. Carrie has an M.S. in Community Development from the University of California, Davis and a B.S. in Civil Engineering from Lehigh University.

Alden Hathaway II
SVP, Business Development
Sterling Planet

Alden Hathaway manages Sterling Planet's new customer accounts in the non-residential sector. Hathaway tailors customized solutions for climate neutrality that combine White Tags Energy Efficiency Certificates, renewable energy and direct carbon offsets. Hathaway has extensive experience in clean energy policy, market development and application of leading-edge technology. As Director of EcoPower Programs for the Environmental Resources Trust (ERT), Hathaway coordinated re-

newable energy certification, as well as energy and environmental consulting services for national accounts, utilities and government agencies. He also provided input for development of EPA's Green Power Partnership Program.

Hathaway also manages a 10-year-old operation called Solar Light for Africa, www.solarlightforafrica.com. This not-for-profit organization installs solar power in rural villages across sub-Saharan Africa, bringing light, power and solar-pumped water to some of the poorest regions of the world. Over the past decade, the organization has installed more than 2,400 lighting systems in Uganda, Tanzania, Rwanda, Ethiopia, Sudan, and Congo.

Carrie Cullen Hitt
VP, Product Mgmt–Renewable Products
Constellation NewEnergy

Carrie Cullen Hitt oversees Constellation NewEnergy's renewable power products. In this role, she develops programs and capabilities to help customers manage their business' impact on the environment through greenhouse gas reducing activities, including purchasing renewable power. Hitt has worked for NewEnergy a total of eight years, most recently as Vice President of Government and Regulatory Affairs. Before that, she worked at Green Mountain Energy Resources as Director of Regional Business Development. With fifteen years of industry experience, Hitt has held positions among a diverse set of energy-focused organizations, including assistant director of the Harvard Electricity Policy Group. She also served as an analyst to the Joint Committee on Energy of the Massachusetts Legislature and served as consultant during discussions on the 1997 Energy Restructuring Act in that State. Currently, she serves on the advisory board of the Massachusetts Renewable Energy Trust. She is a graduate of Clark University and earned her masters in international economics from Johns Hopkins University.

Lenny Hochschild
Director, Environmental Markets
Evolution Markets

Having opened Evolution Markets' San Francisco office in January 2004, he provides professional brokerage services to the renewable energy market place inclusive of REC transactions and power purchase agreements. Hochschild joins Evolution Mar-

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2. *Renew.*

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kets with extensive experience in commodity trading and brokerage. At American Electric Power, he specialized in deal origination for the company's coal-fired power plants and negotiation of the company's biomass and Synfuel contracts. Hochschild also acted as a domestic and international coal trader for Enron Global Markets and as a base metals and precious metals trader in New York and London. In 2005, he was elected to serve on the Board of the Western Renewable Energy Generation Information System (WREGIS) which is expected to commence operation during 2007. Hochschild holds Series 7, Series 24 and Series 63 professional licenses and is registered with the NASD.

Kurt Johnson

**Director, Business Dev. & External Affairs
Recurrent Energy**

Kurt has 15 years of experience in renewable energy. Before joining Recurrent Energy in March of 2007, Kurt spent a year working as a renewable energy specialist for the California Public Utilities

Commission (CPUC), helping to shape the California Solar Initiative, a \$3-billion solar market development program. Prior to joining the CPUC, Kurt worked at the EPA for 11 years where he founded EPA's Green Power Partnership, providing technical assistance and public recognition to Fortune 500 companies purchasing green power. Kurt started his career working on Capitol Hill in Washington, DC where he spent four years working on environmental and energy policy issues as a legislative assistant for U.S. Rep. Dick Swett (D-NH). Kurt holds masters degrees from Johns Hopkins and Stanford University.

Mel Jones

**Co-Founder, President and CEO
Sterling Planet**

Mel Jones is one of two seasoned utility executives who in 2000 founded Sterling Planet, the first company to provide renewable energy certificates to the retail market on a nationwide basis. As president and chief executive officer of Sterling Planet, Jones now guides the pioneering company into new territory, with the nation's first White Tags™ Energy Efficiency Certificates and plans to enter international markets. Jones serves on the advisory board of the Frederick A. and Barbara M. Erb Institute for Global Sustainable Enterprise at the University of Michigan, which supports a broad societal transition to sustainability through education, outreach and scholarship. Jones also participates on the advisory board of the Apollo Alliance, which works to build a broad constituency in support of a sustainable and clean energy economy that creates jobs, reduces dependence on foreign oil, and strengthens communities. Jones also serves on the boards of the American Council on Renewable Energy (ACORE) and the Environmental Business Association of New York State. He has advised and/or testified before the public utility commissions in the states of New York, Florida, California, Connecticut, Hawaii and Nevada on renewable energy and energy conservation policy.

Lars Kvale

**Analyst
Center for Resource Solutions**

Lars Kvale works with CRS on various initiatives related to climate change and renewable energy. This includes work to develop and launch the



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Clean Energy: Today's Reality. Tomorrow's Opportunity is
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TOM CHAPPELL, CEO
KATE CHAPPELL, VP
TOM'S OF MAINE CO-FOUNDERS

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Green-e Greenhouse Gas Certification Program for offsets sold in the retail market, as well as work related to cap-and-trade policies being developed and implemented in California and in the Regional Greenhouse Gas Initiative. Lars has broad experience working with climate change issues related to GHG registries, the integration of renewable energy in greenhouse policies and developing standards for voluntary markets for renewable energy and GHGs. He has authored and co-authored several reports on the voluntary renewable energy market and climate change policy. Past work with the California Energy Commission was focused on supporting the development of greenhouse gas protocols for the California Climate Action Registry. Lars has a Bachelor's Degree from the University of Aarhus, Denmark, and a Master's Degree in International Relations from San Francisco State University.

Patrick Keily **We Energies**

Patrick Keily has 25 years of experience in the utility business. He is currently responsible for We Energies Energy for Tomorrow green pricing program, customer owned renewable generation tariffs, renewable energy generation tracking and administering programs associated with renewable energy at We Energies. He has a BS in Industrial Engineering from Iowa State University and an MBA from the University of Wisconsin, Milwaukee.

Thomas MacLean **Mgr. of Green Power & Emerging Technologies** **Puget Sound Energy**

Tom currently serves as the at Puget Sound Energy. Tom's primary duties include customer program development and growth, along with climate change policy. Previously Tom served in the Integrated Resource Planning group as well as in the Rates and Regulations department. Duties have included long term modeling, public policy analysis and creation of new tariffs. Tom has represented the company on resource planning issues at the Washington Utilities and Transportation Commission, the Northwest Power and Conservation Council, the National Association of Regulatory Commissions, and with policy makers in Washington, D.C. He earned his Ph.D. in Economics (Resources, Public Policy and Econometrics) from the University of Washington in 1997. Tom earned his

M. Ed. from Stanford University and a BS and MS in Ag Econ from UC Davis.

Jennifer Martin **Dir. of Certification and Verification Services** **Center for Resource Solutions**

Jennifer Martin manages product certification and verification for the Green-e program, and is leading CRS's effort to develop a new consumer protection program for retail greenhouse gas reduction products. She also provides expert assistance to CRS's public power, renewable energy certificates, and tracking system initiatives. Martin has over 18 years of experience in renewable energy and distributed generation policy, greenhouse gas policy and regulation in the electric utility sector, and sustainable energy strategies. She has worked on environmental, regulatory and renewable energy issues for electric utilities and state and federal agencies and regulatory bodies in the North American, Asia and the Middle East. She is the author of several reports and papers addressing renewable energy and utility policy and technology assessment, resource planning, risk assessment and environmental impacts. She earned her B.A. from Pomona College and her M.P.P. from Duke University.

Anne Marie McShea **Program Administrator, Clean Energy Program** **New Jersey Board of Public Utilities**

McShea's Clean Energy Program provides over \$180 million dollars each year to New Jersey residents, businesses, schools, and communities towards the use of clean energy technologies. New Jersey BPU and its Clean Energy Program are nationally recognized for its policies and programs that support the development of renewable energy markets including its renewable portfolio standards, net metering and interconnection policies and solar financing programs. McShea began her career as an Environmental Management Consultant for Fortune 100 companies in the energy sector and has worked for over seven years in renewable energy markets, developing policies and regulations to support market development. Prior to joining BPU she served as the Regional Program Manager for Green-e and the Center for Resource Solutions in San Francisco, CA which helped established voluntary standards for Renewable Energy Certifi-

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cates and she served on the Federal Energy Management Advisory Council. Anne Marie received a Masters of Science in Environmental Policy and Communications from the State University of New York, College of Environmental Science and Forestry in Syracuse, New York.

Amanda Mortlock

Partnership Manager

3Degrees

Based in Portland, Mortlock manages 3Degrees' partnership with PacifiCorp. In this role, Mortlock provides account management services and coordinates marketing efforts designed to increase participation in the Blue Sky renewable energy program in Oregon. Mortlock manages a team of four to execute effective community-focused and grassroots outreach in the geographically diverse service territory. The Blue Sky program has a five percent participation rate in Oregon and is regularly recognized as a "top ten" program by the Department of Energy's National Renewable Energy Laboratory. Mortlock joined the company in 2004 and has a BA in Mathematics and Spanish from Linfield College. She is pursuing an MBA from the University of Oregon through the Oregon Executive MBA program.

Reiner Musier

Vice President and CMO

APX, Inc.

Reiner Musier has more than 17 years experience in business-to-business software technology development, product management, marketing, strategic planning, and sales. APX is the nation's largest infrastructure provider for environmental markets, and Reiner is responsible for the company's market strategy for its environmental and energy market offerings. Prior to joining APX, Reiner was Vice President of Sales and Marketing for the Siemens Corporation division providing energy industry solutions for strategic and financial planning, energy trading and risk management, power market operations solutions, and market simulation. Reiner represented APX during Governor Schwarzenegger's recent California Trade Mission to Canada, and frequently appears in the environmental trade press and as a conference speaker. Musier holds Ph.D. and M.S. degrees in Chemical Engineering from the Massachusetts Institute of

Technology, and a B.S. degree from Northwestern University. He also completed the Wharton Management Program - a two-year certificate program for executives, and a one year post graduate fellowship at the Universitaet Karlsruhe in Germany.

Arthur O'Donnell

O'Donnell is an independent business, energy, and environmental writer based in San Francisco. Besides writing an opinion column in the *California Energy Circuit* newsletter, he serves as editor of *Land Letter*, a weekly online service devoted to natural resources. He received the Online News Association's "best commentary" award in 2005, as well as honors from the National Press Club and the Newsletter & Electronic Publishers Foundation. He was named "Person of the Year" in 2003 by the Power Association of Northern California. As the founding editor and associate publisher of the award-winning *California Energy Markets* newsletter from 1989 through 2002, O'Donnell documented the creation of modern wholesale/retail power markets and the subsequent collapse of the state's regulatory restructuring effort. O'Donnell was the San Francisco correspondent for several national news services, including McGraw-Hill's "Electric Utility Week". He is the author of *Soul of the Grid: A Cultural Biography of the California Independent System Operator*, and *The Guilty Environmentalist*, both published in 2003.

Alex Perera

**Senior Associate, Climate and Energy
World Resources Institute**

In addition to leading the Green Power Market Development Group (US), Alex helps drive World Resources Institute (WRI)'s expanding work in renewable energy. Alex has over ten years of experience in energy policy, finance, and the private sector. Most recently, he helped found Seahorse Power, a renewable energy company with a mission of developing innovative new solar energy products that will help reduce transportation related emissions. Prior to Seahorse Power, Alex worked at the Natural Resources Defense Council, where he participated on Governor Pataki's Greenhouse Gas Task Force. He also served on two advisory committees that invested in over \$7 million in renewable energy R&D projects in New York City and Long Island.

Jim Pierobon

Jim Pierobon is in charge of ACORE's communications and relations with external parties. He is a 10-year veteran of daily newspaper journalism and worked 15 years on small- and large-scale client campaigns through his own consultancy, Pierobon & Partners; Potomac Communications Group; and Ogilvy Public Relations Worldwide. He has advised government agencies, trade associations, and publicly-held corporations and their leaders on targeted outreach campaigns, crisis response plans and third-party advocacy programs. Some of his previous assignments included helping win public and regulatory approval for the nation's first radioactive waste repository; the first-ever crisis communications program for the nation's largest power grid operator—shortly before the 2003 Northeast black-out; the campaign to help salvage the energy trading industry with new corporate risk-management protocol in the wake of the Enron collapse; and the first credible renewable energy initiative by a major oil company. Jim is a graduate of the University of Missouri School of Journalism and College of Business and Public Administration where he returns regularly to counsel students on career options and teach strategic communications courses.

Karl R. Rábago

**VP, Government & Regulatory Affairs
Alternative Energy Group
The AES Corporation**

Karl Rábago has broad experience in business, government and non-governmental environmental organizations. As sustainability alliances leader for Cargill Dow, he oversaw business relationships and practices supporting the company's sustainability mission in all its business activities. He has successfully established a consulting business in sustainability issues as managing director at the Rocky Mountain Institute, overseen national research and development programs in clean energy technologies as a deputy assistant secretary at the US Department of Energy, reformed regulation of electric utilities as a commissioner for the Public Utility Commission of Texas, and successfully championed common sense approaches to improvement and preservation of the environment as energy program director with the Environmental Defense Fund. Karl is an attorney with a bachelor's degree in business from Texas A&M University and

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a Juris Doctorate with Honors from the University of Texas School of Law. In addition, he holds post-doctorate Master of Laws degrees in Military law and Environmental law.

John Saintcross

Senior Project Manager

New York State Energy Research & Development Authority (NYSERDA)

Saintcross was responsible for managing various renewable technology product development and deployment activities including those associated with the development of green markets at NYSERDA. He is currently the Team Leader responsible for centralized procurement of renewable resources under the Renewable Portfolio Standard in New York. Prior to joining NYSERDA, Saintcross was the Director of Resource Portfolio Management for Green Mountain Power Corporation, where his responsibilities included the development of renewable and distributed power technologies, integrated generation and demand planning, and power contracting, delivery and trading. At Green Mountain Power, Saintcross lead the development of New England's first large-scale wind facility in Searsburg, Vermont. Before entering the energy business, he was employed by Westinghouse working in the Naval Nuclear Propulsion Program where he was responsible for component specification, manufacturing and ship-board maintenance. Saintcross received his B.S. in Nuclear Engineering from the State University of New York at Buffalo in 1977.

Cecil Scheib

Director of Energy and Sustainability New York University

After receiving a Civil and Environmental Engineering degree from Stanford University, Cecil Scheib founded Dancing Rabbit Ecovillage on 280 acres in rural Missouri with the goal of building a new village as an ecological demonstration project. Since then, DR has grown to be 40 people living in 16 off-grid, solar and wind powered, straw bale houses that collect rainwater for drinking. Village residents grow food organically and run shared co-op cars on biodiesel while pursuing their dream lifestyle in the country. After 14 years at Dancing Rabbit, he returned to his native New York City to work as NYU's Director of Energy and Sustainability. Chief goals include reducing University-wide

energy consumption by 5% in the upcoming fiscal year, expanding NYU recycling operations, taking the NYU Garden Shop organic, and helping NYU meet its goal of 30 percent reduction of greenhouse gas emissions in ten years.

David Smith

Renewable Energy Trading and Origination Babcock & Brown

At Babcock & Brown, a global investment and advisory firm, Smith is trading environmental products and evaluating power offtake opportunities associated with the production of wind energy. Prior to joining Babcock & Brown, Smith worked at PPL EnergyPlus, the marketing and trading affiliate of PPL Corporation with a focus on developing and managing the Corporation's renewable energy assets. He has previous experience at PPL trading natural gas and electricity in the Northeastern and Western U.S. energy markets. Prior to that he worked at C.C. Pace Resources in Fairfax, Virginia consulting with industrial clients regarding their natural gas and electricity purchasing strategies.

Patrice Courtney Strong

Conference Event Manager

Strong heads a consulting firm that provides marketing communications and events management in support of energy efficiency and renewable energy initiatives. Since 2002, she and her staff have coordinated Mid-Hudson Energy Smart Communities, an outreach program of the New York State Energy Research & Development Authority (NYSERDA). The Courtney Strong team worked for six years in support of the U.S. Department of Energy, primarily with its Rebuild America program, which promoted market transformation in energy efficiency and renewable energy technologies. A Woodstock, NY resident, Pat began her career as a business reporter and editor in New York and Connecticut. She serves on the Ulster County (NY) Global Warming Task Force and is co-founder of the Business Alliance of Kingston (NY).

Molly Tsongas

SmartPower Pennsylvania State Director

Molly Tsongas is the Pennsylvania State Director for SmartPower, a non-profit marketing organization for clean energy and energy efficiency. She is

directly responsible for the day-to-day operations of the Pennsylvania Clean Energy Communities Campaign, a program designed to create a voluntary clean energy market throughout southeastern Pennsylvania. Tsongas works closely with municipalities in implementing community outreach and marketing strategies to encourage residents and businesses to sign up for clean energy. She graduated from Brown University with a degree in Environmental Studies and was trained by Al Gore's Climate Project to give "An Inconvenient Truth" presentations to audiences throughout Pennsylvania.

or developing certificate tracking systems: WRE-GIS, M-RETS and NY GTS. Wingate is also assisting the California Public Utilities Commission assess the impact of two cap and trade models on the renewable market. Past projects include the development of policy papers and regulatory "best practice" guidance documents related to the support of new markets for renewable electricity in the U.S. and internationally. Wingate has a Master of Environmental Management in Resource Economics and Policy from Duke University and a B.A. in Political Science from the University of Colorado at Boulder.

Michael Vickerman

Executive Director

RENEW Wisconsin

RENEW Wisconsin, a nonprofit organization whose mission is to facilitate the sustained, orderly development of Wisconsin's renewable power sources serving state electricity customers. Since his hiring in 1991—the same year RENEW was incorporated—Vickerman has overseen all aspects of the organization's program, communications, fundraising and administration. Under Vickerman's direction, RENEW has advocated, and mobilized political support for, several major pro-renewable policies, including a statewide 10% renewable requirement by 2015, a state of Wisconsin renewable energy purchasing initiative, the establishment of a public benefits fund dedicated to renewable energy sources, and utility tariffs designed to encourage customer generation of renewable energy. Vickerman's experience with renewable electricity ranges from broad policy mandates and customer-driven green pricing programs to such technical issues as interconnection requirements and renewable energy credit trading.

Meredith Wingate

**Director of the Clean Energy Policy Design
and Implementation Program**

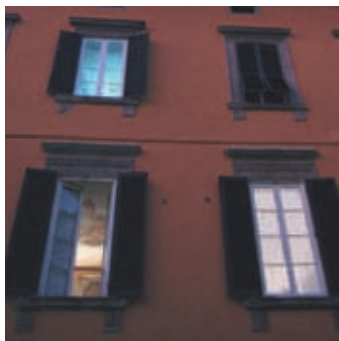
Center for Resource Solutions

Wingate leads CRS's tradable renewable certificate projects, which are focused on providing policy assistance to state regulators and regional groups on certificate tracking and trading issues. Among current projects, Wingate is leading a national initiative to create a network of renewable certificate issuing and tracking bodies in North America. She is also providing technical assistance to three new

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