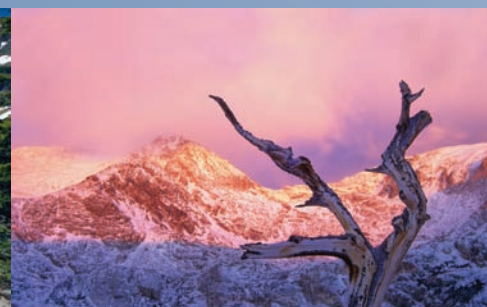
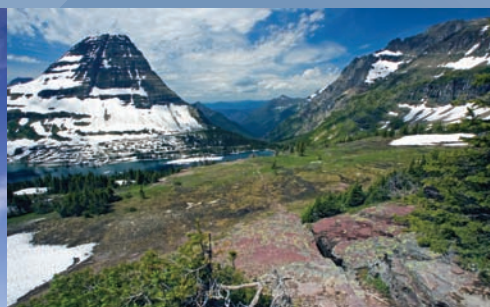
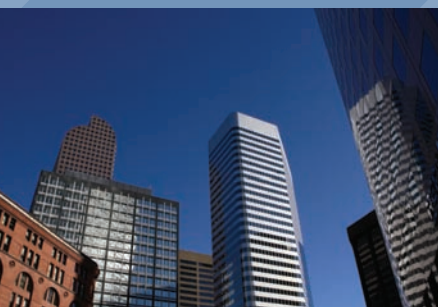


CONFERENCE PROGRAM AND AGENDA


National
Renewable Energy
Marketing Conference
2008 **Denver**

A new climate for **change**



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As we mark this conference's 13th anniversary, its theme of "A New Climate for Change" could not be more appropriate. There is an undeniable momentum shift at all levels of government to address climate change, and a broad recognition of the strong role of renewable energy in reducing greenhouse gas emissions. From the emerging carbon markets to the continued 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 next two-and-a-half days with sessions designed to help you develop insights and success strategies for your business.

The 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. But most of all, take time to get to know your fellow attendees.

This is a watershed year for CRS, representing the beginning of our second decade of achievement. I am honored to take on Jan Hamrin's mantle in CRS's continuing campaign to promote the benefits of renewable energy and the value of the marketplace that you, your customers, and all our other partners have created together over the past 10 years.

Please make a point of visiting the booths of our multiple sponsors and exhibitors. And by all means, spend some time with CRS staff at our booth to learn more about the latest CRS initiatives, including the growing Green-e Climate program that brings a needed level of credibility and confidence to the evolving carbon marketplace.

Please enjoy the conference, and take advantage of beautiful Denver downtown while you're here.



CRS

center for
resource
solutions

A handwritten signature in black ink, reading "Arthur O'Donnell".

Arthur O'Donnell
Executive Director
Center for Resource Solutions

SUNDAY

1:00–4:00 **Pre-Conference Workshop**
Renewable Energy 101/201
Organized by the Center for Resource Solutions (CRS)

5:30–7:30 **Pre-Conference Reception and Registration**

MONDAY

7:30–8:30 **Breakfast**

8:30–10:15 **Opening Session and Keynotes**
Session Chair: Arthur O'Donnell, CRS

Welcoming Address
Arthur O'Donnell, "A New Climate for Change"

Executive Roundtable on the State of the Green Power Market
Mel Jones, Sterling Planet
Brian Keane, SmartPower
Claudine Schneider, Former Congresswoman, Energy Consultant
Fred Stoffel, Xcel Energy
Tom Plant, Colorado Governor's Energy Office

10:45–12:15 **The State of the Renewable Energy Markets**
Session Chair: Jan Hamrin, ETNNA
Lori Bird, NREL, "The State of the Green Power Market"
Lisa Jacobsen, USBCS, "Checking the Pulse of Federal Policies"
Jennifer Martin, CRS, "Lessons from a Decade of Green-e Market Development"
Liz Salerno, AWEA, "Growing Pains in U.S. Wind Development"

12:15–1:30 **Group Luncheon**

1:30–3:00 **The Interplay Between Climate Change Policies and Renewable Energy Markets**
Session Chair: Jane Valentino, CRS
Ghita Carroll, University of Colorado, "Interaction of Renewable Energy Markets and Carbon Markets"
Cliff Chen, Union of Concerned Scientists, "Do GHG Markets Obviate the Need to Increase RPS?"
Rachel McMahon, CEERT, "Renewable Energy and Climate Change Policy Approaches: Beyond the RPS"
Gabe Petlin, 3Degrees, "Renewable Energy and Climate Change: Integrating Policies is the Rational Approach"

Going Local: How Municipalities View Green Opportunities
Session Chair: Susan Innis, Colorado Governor's Energy Office
Anthony Amato, Eastern Research Group
Ann Livingston, Boulder County Sustainability Initiative
Pat Nye, Bonneville Environmental Foundation (BEF)
Norman Weaver, City of Fort Collins Utilities
Michele Weingarten, City of Denver Greenprint Program

3:30–5:00 **Regulation and Renewable Energy Policy**
Session Chair: Paul Hibbard, Massachusetts Dept. of Public Utilities
Lou Villaire, Mesa State College, "Five Case Studies of RPS and Solar Set-Asides"
Eric Thumma, Iberdrola Renewables, "The Future of Utility-Based Voluntary Renewable Energy Progress"
Pam Newell, Xcel Energy, "Meeting Colorado's RPS with Solar*Rewards"
Jim Pierobon, Pierobon & Partners, "Feed-in Tariffs"

- 3:30–5:00 (cont.) **The Emergence of Photovoltaics as a Green Power Source: Current Trends and Future Prospects**
Session Chair: Blair Swezey, Applied Materials
 Mark Culpepper, SunEdison, “Solar Services: The Key for Grid-Competitive PV Deployments”
 Forest Small, Navigant Consulting, “The Market Outlook for Utility-Scale PVs in the U.S.”
 Tom Tansy, Fat Spaniel Technologies, “The Role of Information Systems in Accelerating PV Deployment”
- 5:00–6:00 **Pre-Banquet Reception**
- 6:00–9:00 **Conference Banquet**
 Presentation of the Eighth Annual Green Power Leadership Awards

TUESDAY

- 7:30–8:30 **Breakfast**
- 8:30–10:00 **Buyers’ Issues and Case Studies**
Session Chair: Blaine Collison, U.S. EPA
 Ellen Feeney, White Waves/BEF
 Brian Mahoney, Philadelphia Phillies
 Marty Sedler, Intel Corporation
- 10:30–12:00 **Innovations in Utility Marketing**
Session Chair: Dan Lieberman, 3Degrees
 Leslie Brown, Silicon Valley Power
 Steve Mudd, Xcel Energy, “Using Grassroots Marketing to Build Green Power Programs”
 Dennis Mullan, DTE Energy, “Bill Inserts, Bangtails, Direct Mail...Now What!”
 Jessica Thibodo-Johnson, We Energies, “Utility Innovations in Green Power Marketing”
- Efficiency Markets**
Session Chair: Karl Rabago, AES
 Kelly Bennett, Sterling Planet, “Emerging Role of Energy Efficiency Certificates to Meet Compliance and Voluntary Energy Goals”
 John Cowan, EVO, “Challenges in Getting Credible Energy Savings Reports and Converting Them to Emission Reduction Reports”
 Barry Friedman, NREL, “Energy Saving Certificates, Opportunities, and Implementation Barriers”
- 12:00–1:15 **Group Lunch**
Guest Speaker: Steve Chalk, U.S. Department of Energy
- 1:30–3:00 **New Market Developments: Renewable Energy and Carbon**
Session Chair: Matt Clouse, EPA
 Erin Eckenrod, Element Markets, “Current Regulatory Landscape”
 Peter Toomey, Iberdrola Renewables, “Role of Voluntary RECs in a Carbon Capped World”
 Nicole Fabri Zandoli, Clear Energy Brokerage & Consulting, “Value of RECs in the Carbon Market”
 Shay Ohrel, Green Mountain Energy, “RECs in a Carbon-Constrained Marketplace”
 Jay Carlis, Community Energy, “Using Renewables as VERs”
- Integrating Sustainable Energy Strategies for Business**
 David Haynes, Novar, “Intelligent Building Design and Solutions”
 Allison Grappone and Kevin Hagen, REI, “How Green Power Delivers Profits at REI”
 Chet Dawson, Sony DADC, “Promoting Sustainability In-House”
 Ellen Feeney, BEF, “White Wave Brands”
 Bruce McLeish, Constellation NewEnergy, “Making Sustainability Accessible with Demand Response Benefits”

3:30–5:00

New Market Mechanisms

Session Chair: Andrew Kolchins, Evolution Markets

Andrew Kolchins, Evolution Markets, “GreenExchange”

Kenneth Ivanic, World Energy, “Online Auctions”

Reiner Musier, APX, “State of U.S. RECs Tracking”

Rachael Terada, CRS, “Environmental Tracking Network of North America”

Overcoming Barriers: Financial and Physical

Session Chair: Jonathan Edwards, SmartPower

Karlynn Cory, NREL, “Renewable Energy Price Stability Benefits in Utility Green Power Programs”

David Snyder, Snyder & Associates “Get it Built! Successful Zoning Strategies for Renewable Energy Projects”

John Holtz, Green Mountain Energy Company, “Solar Eclipse in Florida. Lessons Learned: FPL Sunshine Energy Goes Dark”

Darin Lowder, Sheri D. Straily, Ballard Spahr Andrews & Ingersoll, “Drivers and Obstacles for Siting Renewable Energy on Existing Properties”

Karen Hyde, Xcel Energy, “Wind Integration Issues”

6:00–9:00

Conference Reception

WEDNESDAY

7:30–8:30

Breakfast

8:30–10:00

Media and Perception

Session Chair: Arthur O'Donnell, CRS

William Brent, Weber Shandwick, “Debunking Myths Around Green Energy”

Adam Morse, “Finding the Right Narratives for the Renewable Revolution”

Helen Brauner and Marci Grossman, Green Mountain Energy, “Maximizing Media to Complement Marketing Campaigns”

Utility Program Design Issues

Session Chair: Jeff Anthony, AWEA

William Barbieri, Ameren, “Ameren's Pure Power”

Pat Keily, We Energies, “We Energies' ‘Energy for Tomorrow’ Program”

Jim Lane, KEMA, Inc., “Case Studies on Brand, Position, and Price”

Bob Maddox, Sterling Planet, “Utility Program Design Issues”

Amanda Mortlock, 3Degrees, “Community Renewable Energy Challenges”

Heather Mulligan, Puget Sound Energy, “Puget Sound Energy's Green Pricing Program”

10:30–12:00

Claims, Commitments and Contracts

Session Chair: Galen Lemei, California Energy Commission

Andrew Nourafshan, CRS, “Green Power Claims: Best Practices for Buyers and Sellers”

Kari Smith, SunPower, “RECs and Solar DG”

Jill Stoneberg, Community Energy, “Path to Carbon Neutrality”

Jeremy Weinstein, Law Offices of Jeremy D. Weinstein, “ABA/EMA/ACORE National REC Agreement”

Targeting Niche Markets

Session Chair: Brian Keane, SmartPower

Meg Denney, Community Energy, “ConEd Solutions for Marketing to Urban Power Customers”

Rachel Fagan, Green Mountain Energy, “Marketing Campaigns Targeted to Hispanic and Latino Consumers”

Brian Keane, SmartPower, “Does One Size Fit All in Renewable Energy Marketing?”

Beth (Byron) Puggush, Connecticut Clean Energy Fund, “The REAL Next Generation of Energy”

12:00

Conference Adjourns

Anthony Amato

*Senior Energy & Climate Analyst
Eastern Research Group (ERG)*

Anthony Amato is a senior energy analyst at Eastern Research Group (ERG), a nationally recognized environmental consulting firm. Anthony's work focuses on renewable energy and climate change issues. As a contractor to the U.S. Environmental Protection Agency, Anthony assists the Green Power Partnership with program operations as well as developing and executing strategies to recruit new Partners. Anthony 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, Anthony 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. The findings of these studies have been published in academic journals, such as *Energy Policy* and *Climatic Change*.

Jeff Anthony

*Manager, Utility Programs and Policy
American Wind Energy Association*

Jeff Anthony joined the American Wind Energy Association (AWEA) in March 2007. As AWEA's Manager of Utility Programs, he is responsible for supporting utilities in their efforts to integrate and adopt wind power as a mainstream generation technology. He works with individual utilities across the U.S. as they expand their use of wind power, to aid them in their understanding of wind's benefits, and to help them address integration and other implementation issues. Jeff also provides support to other policy development areas in AWEA. Prior to joining AWEA, Jeff worked at We Energies (Wisconsin Electric) for 19 years, most recently as the Manager of Renewable Energy Strategy. In that capacity, he was responsible for growing and accelerating the utility's efforts in the renewable energy area and launched a number of new wind, solar, and biomass initiatives that led to recognition as one of the leading utilities in the country in terms of renewable energy adoption and advancement. Anthony graduated from Purdue University with a B.S. in Nuclear Engineering and received an Executive MBA from Northwestern University.

Bill Barbieri

*Manager, Renewables
AmerenEnergy*

Bill Barbieri is Manager, Renewables for AmerenEnergy Fuels and Services Company. In that role, Bill and his team are responsible for

the development and implementation of the corporate strategy related to renewable energy for the group of companies that make up the Ameren Corporation. Bill and his group are involved in the procurement, development and construction of renewable energy generation resources in Ameren's service territories which encompass over 2.4 million electric customers throughout Illinois and Missouri. He assists Ameren's legislative and government relations group in addressing renewable energy issues on both the state and federal levels and is also responsible for customer program development related to renewables. Bill joined Ameren in 1999, initially serving as Director of Coal Business Development. Before joining Ameren, Barbieri worked 19 years with Peabody Energy. During his time with Peabody, he was Director of Contract Administration for the Eastern Division, before becoming Vice President of Sales, covering Kentucky, Tennessee, Indiana and Illinois.

Kelly Bennett

*Vice President
Sterling Planet*

Bennett provides a concentrated focus on carbon markets for Sterling Planet, including the White Tag™ energy efficiency certificate market. Bennett also develops and represents company position in standard-setting processes and regulatory proceedings. Prior to joining Sterling Planet, Bennett served as Deputy Executive Director of Government Affairs for the Environmental Business Association of New York State, served for the Speaker of the NYS Assembly as senior policy analyst, and was clerk and direct staff to the New York State Assembly Environmental Conservation Committee. Bennett was appointed by the Governor of the State of New York as a delegate on the Renewable Energy Task Force. She serves as Chair of the NYS Apollo Alliance, Co-Chair of the EBA/NYS Climate Change Committee, sits on the external review committee of the NYS DEC Environmental Excellence Awards, and teaches a climate change course in the MBA for Managing Sustainability at Marlboro College (VT). An *Albany Business Review* 40 Under Forty honoree, Bennett is a frequent presenter at national conferences and other events. Bennett holds a Masters of Regional Planning and a BA in geography from SUNY Albany and an MS in Environmental Management and Policy from RPI.

Lori Bird

*Senior Energy Analyst
National Renewable Energy Laboratory*

Lori Bird is a senior energy analyst with the National Renewable Energy Laboratory in Golden, Colorado, specializing 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. Her work has appeared in academic and trade

journals such as: *Energy Policy*, *Renewable Energy World*, and *Corporate Environmental Strategy*. She manages 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 Company*

After earning a BA in Economics from Rice University, Helen worked as a consultant for six years. She shifted from consulting to work for 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, Helen worked for a year and a half evaluating hundreds of business plans while mentoring entrepreneurs at the Clean Energy Incubator in Austin. Helen joined Green Mountain Energy Company in 2004. She recently shifted from the Director of Marketing position to a role as the Senior Assistant and Strategic Advisor to the CEO. In her last role she oversaw marketing for green power programs in five states and served as company spokesperson. Under Helen's leadership the marketing team helped to double the revenues of a key market in three years, launched Green Mountain's first web and Hispanic advertising campaigns, developed the company's first customer e-newsletter and redesigned the corporate website. They developed retention programs resulting in record customer satisfaction levels, and the company was recently ranked highest in residential customer satisfaction with retail electric service based on the J.D. Power and Associates 2008 Texas Residential Retail Electric Service Satisfaction Study.

William Brent

*Senior Vice President, Cleantech
Weber Shandwick*

William Brent runs the Cleantech Practice at PR firm Weber Shandwick, which consults a range of renewable energy, smart grid, energy service, utility and energy efficiency companies on corporate positioning, strategic communications and advocacy engagement. Prior to joining Weber Shandwick, he spent 16 years in China as a foreign correspondent and marketing & media entrepreneur. He also ran a non-profit. William lives in the Seattle area. His blog is www.mrcleantech.com.

Leslie Brown

*Business Analyst
Silicon Valley Power*

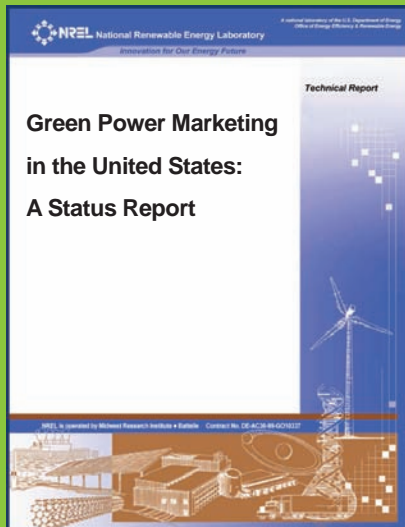
Leslie Brown is currently the Public Benefits Program Business Analyst for Silicon Valley



U.S. Department of Energy Energy Efficiency and Renewable Energy

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For further information about the Office of Energy Efficiency and Renewable Energy call 1-877-EERE-INF or visit www.eere.energy.gov

Visit the Green Power Network

For the most up-to-date information on green power markets, please visit:

<http://www.eere.energy.gov/greenpower/>

Maintained by the **National Renewable Energy Laboratory** for the **U.S. Department of Energy**, the Green Power Network website provides news and information on green power markets and related activities. The site provides:

- Up-to-date industry news
- Provider and product listings
- A library of relevant publications
- Renewable energy solicitations (utility RFPs)
- Information on consumer protection issues and policies affecting green power markets

Sign up to receive monthly green power news updates and weekly RFP alerts.

Power (SVP), the City of Santa Clara's municipal electric utility. In addition overseeing the Santa Clara Green Power program, Leslie manages SVP's solar electric rebate program, the Neighborhood Solar program, and many of SVP's residential energy efficiency and outreach program. Leslie has been working for SVP for nine years. She received her B.S. in Environmental Studies from San Jose State University and is currently pursuing an MBA in Sustainable Management from Presidio School of Management in San Francisco, CA.

Beth Byron

Project Associate

Connecticut Clean Energy Fund

The Connecticut Clean Energy Fund promotes, develops, and invests in clean energy sources for the benefit of Connecticut ratepayers. Beth supports voluntary market initiatives within the Fund's Clean Energy Communities Program. She is directly responsible for the day to day management for the Connecticut Clean Energy Fund's formal education initiatives and informal museum-based initiatives. Beth works closely with municipalities, school districts, non-profits, and ratepayers to educate the public about the benefits and availability of clean energy. Previously, Beth worked for the Connecticut League of Conservation Voters as the education director, introducing environmental public policy issues to communities across the state. Beth earned her master's degree from the University of Hertfordshire

in England and a bachelor's degree from the University of Wisconsin.

Jay Carlis

Marketing Director

Community Energy, Inc.

Jay Carlis is Marketing Director at Community Energy. He leads a team of marketing professionals who help customers communicate their environmental initiatives to key stakeholders. Jay has 5+ years of experience in the energy and climate policy arena. He joined Community Energy upon graduating with an MBA in Marketing and Sustainable Enterprise from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. Founded in 1999, Community Energy was one of the earliest pioneers in the Renewable Energy Credit market. They turned customer commitments into new utility scale wind farms across the northeast. In 2005, Community Energy built the Jersey-Atlantic Wind Farm in Atlantic City, New Jersey, the first coastal wind farm in the U.S. Now Community Energy is part of Iberdrola Renewables, the world's largest renewable energy company by installed capacity. Community Energy works with businesses and institutions across the U.S. to help them achieve carbon reduction goals and communicate their efforts to customers, employees and shareholders. Community Energy provides high-quality renewable energy and carbon offsets products to a broad range of customers.

Ghita Carroll

Sustainability Coordinator

Boulder Valley School District

Ghita Carroll is currently the Sustainability Coordinator for the Boulder Valley School District where her mission is to help make the district a leader in environmental sustainability through policy development, support for renewable energy, curriculum standards, building design and educational campaigns. Dr. Carroll holds a Ph.D. in Environmental Studies from the University of Colorado, Boulder. The title of her dissertation is "Interaction between Renewable Energy Markets and Carbon Markets: Optimal Policies to Meet Societal Goals". During her time at the University of Colorado, Ghita held the position of Energy Program Manager for the University's Environmental Center and taught a new course for upper-level undergraduates titled "Energy Policy". She has also been a guest lecturer for numerous classes and forums at the University. Dr. Carroll co-authored a report titled "Implications of Carbon Regulation for Green Power Markets" with the National Renewable Energy Laboratory. In her free time, she enjoys seeing the world through the eyes of her two year old son.



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Through our Solar® Rewards program, Xcel Energy has become a national leader in solar energy, providing money-saving rebates to over 2000 homes and businesses in Colorado, helping make the state of Colorado a leader in solar energy.

More power from renewable energy sources. Lower emissions for our customers. It can happen if we all pull together.



Steven Chalk

*Deputy Assistant Secretary for Renewable Energy
Ofc. of Energy Efficiency and Renewable Energy
U.S. Department of Energy*

Steve Chalk is the Deputy Assistant Secretary for Renewable Energy in the Office of Energy Efficiency and Renewable Energy (EERE) at the U.S. Department of Energy. Steve is responsible for managing the government's research, development, and commercialization efforts for clean and renewable energy technologies. Steve has previously managed EERE's Hydrogen and Fuel Cell Technologies Program and most recently managed the Solar Energy and Building Technologies Program. While leading the Solar Energy Technologies program, Chalk was responsible for planning and implementing the new Solar America Initiative which is part of President Bush's Advanced Energy Initiative. The goal of the Solar America Initiative is to make solar technologies cost competitive in most applications by 2015. In the building technologies area, Steve led DOE's efforts toward net zero energy homes and buildings. The portfolio includes component research such as solid state lighting, market transformation activities such as Energy Star, and appliance standards regulations. Before this, Steve led the President's Hydrogen Fuel Initiative where he oversaw President Bush's five-year, \$1.2 billion research investment in hydrogen production, delivery, storage, and fuel cells. He holds a B.S. in Chemical Engineering from the University of Maryland and an M.S. in Mechanical Engineering from George Washington University.

Cliff Chen

Union of Concerned Scientists

Cliff provides technical and policy analysis to advance effective renewable energy and climate change policies at regulatory and legislative agencies in California. Cliff actively contributes to UCS's ongoing participation in California regulatory proceedings to ensure successful implementation of the state's renewables electricity standard and to advocate effective electricity sector climate change policies in accordance with the state's landmark global warming bill. Prior to coming to UCS, Cliff was a researcher at Lawrence Berkeley National Laboratory, where his research focused on the economic and environmental implications of renewable energy incentive policies. Cliff was also a consultant at Synapse Energy Economics, where he modeled the impacts of various clean energy policies for the U.S. EPA, state regulatory commissions, and environmental organizations. He has written numerous reports on clean energy policies, including several economic analyses of state renewables electricity standards. Cliff has a Masters degree from the University of California at Berkeley in energy and resources, and a Bachelors degree from Stanford University in earth systems with an emphasis on energy science and technology.

Matt Clouse

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

Matt Clouse is the director of the U.S. Environmental Protection Agency's Green Power Partnership. The Partnership is a voluntary, climate protection program working with over 1,000 partnering organizations to reduce the power sector's greenhouse gas emissions by building demand for renewable electricity. EPA's growing numbers of Green Power Partners annually purchase more than 15 billion kilowatt-hours of renewable electricity. In 2007, Partners' purchases supported more than 10 percent of non-hydro renewable electricity generated in the U.S. Matt joined the EPA in 2000 to design and launch the Green Power Partnership. In addition to program oversight responsibilities, Matt plays a leading role in EPA's consideration of renewable energy technologies and policies to promote them. Matt has a Masters of energy and environmental policy from the University of Delaware.

Blaine Collison

*Program Manager, Green Power
Partnership*

U.S. Environmental Protection Agency
Blaine Collison is a program manager with United States Environmental Protection Agency's Green Power Partnership. He is responsible for the program's strategic partnerships with electricity users and green electricity suppliers. Since joining the EPA in 1996, Collison has held several positions in energy efficiency partnership programs, encompassing the residential new construction market, consumer product performance labeling, and commercial and institutional building management. Collison has also worked to make corporate climate change performance more transparent and valuable to institutional financial investors. Prior to joining EPA, Blaine was the Associate Director of the Sustainable Buildings Industries Council. He also worked as legislative staff for Congressman Mel Levine (CA) on Capitol Hill during the 102nd Congress. Collison has a political science degree from the University of Pennsylvania in Philadelphia, PA.

Karlynn Cory

*Strategic Energy Analysis & Applications
Center*

National Renewable Energy Laboratory
Karlynn Cory works in the Strategic Energy Analysis Center of the National Renewable Energy Laboratory in Golden, CO. Cory has 12 years of experience analyzing renewable energy policies and U.S. electricity markets. She has an in-depth understanding of investor requirements to get renewable energy projects financed, as well as policy tools that can be used to encourage increased capital for renewables. She also has extensively evaluated renewable energy certificate (REC) markets for renewable portfolio standards and voluntary green power markets. Cory has performed several analyses

that combine her knowledge of federal and state policies and incentives, to investigate their impact on various financing structures for renewable projects. While at the Massachusetts Renewable Energy Trust, Cory helped design and implement a program that uses REC purchase and option contracts to help get new renewable projects financed. She also led development of a sales plan for the Trust's \$30+ million REC assets. She has a M.S. in Technology and Policy from MIT and a B.S. in Mechanical Engineering from Tufts University.

John Cowan

President

Environmental Interface Limited

John Cowan is President of Environmental Interface Limited, a specialist energy and environmental management consulting firm in Toronto, Canada. During his 35 year career John has been an: ESCO owner/manager, consulting engineer in energy efficiency, adviser to energy users entering ESCO contracts, consultant for utility DSM programs, governments and international development agencies, independent energy savings verifier, author or verifier of emission credit claims, and energy engineer for industrial and large commercial energy users. John now provides independent consulting around the world on the management of large energy efficiency programs. He specializes in the verification of energy saving claims. He has acted as expert witness in the field, and is active on committees responsible for publishing industry standards in the field. He teaches a related course and serves on a board certifying other professionals in the field. He currently chairs the Board of Efficiency Valuation Organization, the NGO responsible for the International Performance Measurement and Verification Protocol (IPMVP). John is a registered professional engineer in Ontario with an MBA.

Mark Culpepper

Chief Technology Officer

SunEdison

As chief technology officer, Mark Culpepper is responsible for shaping SunEdison's service-oriented architecture for data acquisition and power plant control, creating the connection between solar energy data and customers' immediate financial and energy savings. His mission is to simplify solar energy services, providing government, commercial and utility customers the real-time data and analytics needed to optimize solar production and asset performance. With over 18 years in the telecommunications and IT security industries, Culpepper leads the technology team tasked with creating a secure, centralized management platform for SunEdison's fleet of distributed solar energy systems. Since joining the company in 2006, Culpepper initiated development of internal software tools that enable SunEdison to access and analyze data on all of SunEdison's solar power plants, resulting in industry-leading plant production and uptime

rates. The end result has been greater savings for SunEdison's solar energy services customers and a higher return for SunEdison's investment partners. He previously served as SunEdison Vice President of Strategic Marketing. Prior to SunEdison, Culpepper served as Vice President of Business Development for Team Solar Inc., a leading installer of utility-scale solar solutions in Sacramento, California. Culpepper holds a BSFS from Georgetown University School of Foreign Service.

David Haynes

*Vice President of Marketing
Novar / Honeywell*

David Haynes is the Vice President of Marketing for Novar, a division of Honeywell. As the global leader in multi-site energy management solutions, Novar provides comprehensive technology, enterprise software, services and consulting to more than 65 percent of the top multi-site retailers. Novar helps its clients develop and execute portfolio-wide sustainability strategies that optimize energy manage-

ment, improve operational effectiveness and enhance shareholder value. Haynes oversees the development of Novar's business strategy, services and product offerings, as well the company's corporate communications. Before assuming his current role, Haynes was Executive Vice President of Fabrication Concepts Corp., a contract manufacturer of technology products for the energy, telecommunications, and computer industries. He has more than 15 years of experience leading various technology and consulting companies on a global basis. Haynes has also held the position of Vice President of Global Sales and Marketing for Primal Solutions, a leading provider of enterprise software, business intelligence and middleware for the communications industry. Haynes earned a Bachelor of Civil Engineering Degree from the University of Saskatchewan, Canada and an MBA from Pepperdine University.

Chet Dawson

*Director of Environmental Engineering
Sony DADC Americas*

Chet Dawson joined then CBS Records as director of CD Technology 21 years ago. CBS Records was purchased by Sony a year later and Chet remained in that position until five years ago when he became Director of Environmental Engineering. In his present role he oversees Sony's sustainability efforts, Green Partner supplier certification program and Environmental, Safety and Health auditing for their disc manufacturing and distribution operations in North and South America, Europe, Asia and Australia. This includes helping to develop and implement programs to significantly reduce carbon dioxide emissions, waste, VOC and water and to support social environmental programs in each community where Sony DADC has operations.

Meg Denney

*Mass Market Director
Community Energy, Inc.*

Meg currently manages all Residential Green Power Programs for Community Energy; overseeing the planning and execution of marketing campaigns that ultimately generate new green power customers. A graduate of the University of Notre Dame, she began her career in Marketing with General Mills. Meg moved into the renewable energy industry with the Washington, D.C. non-profit American Council on Renewable Energy (ACORE). From there she came to Community Energy where she has worked as an outreach coordinator, program manager and now as the Director of Mass Markets. Her motivation continues to be enabling and educating residential customers to get involved with their local Utility Green Power Program.

Erin Eckenrod

*Director
Element Markets*

Erin Eckenrod heads Renewable Energy Credit Trading at Element Markets. She has over seventeen years experience in commodities trading, sales and structuring. Prior to joining Element Markets she ran the crude and cross-commodity trading group at Kingstree Trading. As a member of Shell Trading's Risk Products marketing group she was responsible for structuring commodity transactions for industrial end users and producers. She spent seven years at Paine Webber as a member of their Institutional Sales team, originating, structuring and executing fixed income strategies at the Chicago Board of Trade. Erin is a CFA Charterholder, holds a BS in Finance from the University of Illinois and an MBA from the University of Chicago.

Jonathan Edwards

*Vice President, SmartPower
Director, REMA*

Jonathan Edwards is SmartPower Vice President and Director of the Renewable Energy



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Marketers Association. In his role as Vice President and formerly COO, Jonathan for close to six years has run the daily operations of this award winning marketing campaign to promote clean, renewable energy. As REMA Director, Edwards now leads the operations of this trade association with the mission of advocating for the voluntary renewable energy markets. With SmartPower, Edwards has helped steer the marketing and messaging effort that has become known as the "Got Milk" campaign for wind, solar and water, leading efforts with fund development, media relations and the signature marketing campaigns, 20% by 2010™ and the Clean Energy Communities program. He has also been the founding Executive Director of the Retirement Security Alliance in Washington, DC and one of the founding staff for the deficit watch-dog group, The Concord Coalition. Edwards has also served on the campaign staffs of the Paul Tsongas presidential campaign and for Congressman John Olver (D-MA). He is a graduate of Skidmore College and holds a Masters Degree in Public Administration from the University of Massachusetts. In 2004, Edwards was elected to the Whately, MA Board of Selectman, where he still serves.

Rachel Fagan

*Manager, Brand and Products
Green Mountain Energy Company*

Rachel Fagan has over 15 years of experience in consumer marketing. After earning a B.S. in Speech from Northwestern University, Rachel entered the field of public relations. She joined Edelman Worldwide in Chicago, where she worked with national consumer goods clients such as Brown-Forman Beverages and Microsoft Corporation. Rachel left Edelman to earn her MBA at The University of Texas and then worked as a brand manager with two multinational consumer packaged goods companies —The Pillsbury Company and International Multifoods. In 2002, she headed back to Austin and spent three years with GSD&M Advertising, where she managed campaigns for leading national brands such as Frito-Lay and Romano's Macaroni Grill. Rachel's focus shifted to the renewable energy field in 2006, when she joined Green Mountain Energy Company to manage all brand and product development efforts. In her current role, Rachel is responsible for spearheading all aspects of market and consumer research, mass media advertising, messaging and product development for efforts all of the company's residential markets.

Ellen W. Feeney

*Vice President of Responsible Livelihood
WhiteWave Foods*

Ellen Feeney has served both corporations and non-profit organizations in marketing, PR, employee relations, investor relations and financial development. Ellen has long been driven by a passion for corporate social responsibility (CSR), and an enduring faith in

the power of business to change the world for the better. To that end, she is a great believer in mutually beneficial partnerships between businesses and non-profits. Having experienced first-hand many successes in the realm of cause-related marketing, Ellen believes that aligning business and NGO's under a common umbrella is a powerful tool both affect social change and to build brand equity. Ellen served on the BSR (Business for Social Responsibility) Colorado Network board beginning in 1996, and was a founding member of P3 Colorado (People, Planet, Profit) in 2000. In her current role as Vice-President of Responsible Livelihood for WhiteWave Foods, Ellen oversees the organization's corporate sustainability program. Her responsibilities include environmental initiatives, community involvement efforts, non-profit alliances and VIA, WhiteWave's values-in-action program to promote employee volunteerism.

Barry Friedman

*Senior Energy Analyst
National Renewable Energy Laboratory*

Barry Friedman investigates and writes about green power marketing, policy, and technology issues at the National Renewable Energy Laboratory in Golden, Colorado, where he is also the NREL project lead on cooperative renewable energy research between the U.S. and Israel. Barry sits on the Board of Directors of the San Francisco, Ca.-based Center for Resource Solutions. Prior to his work with NREL, Barry was the Director of Resource Development for Renewable Choice Energy, a REC marketer in Boulder, CO. He has published numerous studies and articles in the areas of renewable energy and energy efficiency during his previous nine-year tenure with E Source, also based in Boulder. Barry is a licensed attorney-mediator and holds a JD from the Fordham University School of Law and a BA in theater from the State University of New York at Binghamton. A volunteer mediator for 12 years, Barry is certified with CDR Associates in multi-stakeholder environmental conflict resolution and was also an actor in the Colorado Shakespeare Festival in 2006 and 2007.

Allison Grappone

*CSR Intern/BGI MBA Student
Recreational Equipment, Inc. (REI)*

Allison Grappone is a current MBA candidate of Bainbridge Graduate Institute in Seattle, WA, anticipated graduation in 2009. She spent the summer working with REI in the Corporate Social Responsibility (CSR) department, focusing on energy research and supporting CSR initiatives. Her undergraduate work in Business Administration was completed at the University of New Hampshire Whittemore School of Business and Economics. Her professional background includes experience with a family automotive dealership in NH, United Way of the Greater Seacoast, Tom's of Maine, and international volunteering and nonprofit work.

Marci Grossman

*PR Consultant
Green Mountain Energy Company*

As founder and Owner of KeyComm PR, Inc., Grossman is a communications professional with nearly 25 years of broad experience. Her extensive career has taken her from broadcast journalism to multiple corporate communications leadership and management positions at Fortune 100 Companies, as well as owning her own communications firm. Grossman launched KeyComm PR in 2004. Her clients have ranged from high tech to insurance to retail, renewable energy, entertainment and working with nonprofits. Grossman has held executive and management positions at Green Mountain Energy Company, Dell Computer, Ameritech, Sears, and Allstate Insurance Company, and she also has several years of experience as a broadcast journalist, serving as a reporter, producer and news assignment editor. Grossman has been doing communications work in the renewable energy industry since 2001. In addition to serving as vice president of Corporate Communications for Green Mountain Energy Company for three years, she has worked with EPA's Green Power Partnership, the Center for Resource Solutions and Recurrent Energy. Grossman has a Bachelor of Arts degree in Journalism from the University of Texas at Austin. She resides in Phoenix, Ariz. and is married with twin 14-year-olds.

Kevin Hagen

*Director, Corporate Social Responsibility
Recreational Equipment, Inc. (REI)*

Kevin Hagen is the director of Corporate Social Responsibility at REI, where he supports efforts to develop and implement the co-op's sustainable business strategy. In his role, he serves as a liaison, advisor and consultant to company divisions and recommends engagement approaches in support of REI's CSR goals including external partnerships and coalition involvement. He has a 20-year career with Fortune 500 companies and entrepreneurial organizations in the U.S. and Europe through leadership roles in Product Development, Marketing, Sales and Business Strategy. Prior to joining REI, he was principal of Shuksan Energy Consulting, a leading advisor to business for sustainable energy and green power procurement strategy. Hagen received his BS from Clarkson University in Potsdam, NY with a background in Electrical and Mechanical Engineering and an MBA in Sustainable Business from the Bainbridge Graduate Institute, Bainbridge Island WA.

Dr. Jan Hamrin

*Secretary General
Environmental Tracking Network of North America (ETNNA)*

Dr. Jan Hamrin is CEO of HMW International, a consulting firm specializing in the implementation of sustainable energy policies. She is also Secretary General of the Environmental Tracking Network of North America

(ETNNA). Jan recently retired as the President of the Center for Resource Solutions. Her work has provided policy and technical support for the implementation of renewable energy, energy efficiency and climate programs throughout North America and globally. Jan has been part of the China Sustainable Energy Program Renewable Energy Team since 1999 as well as working in Europe, Canada, India, Mexico, Thailand, Brazil and several other countries. She has co-authored numerous publications and serves on Advisory Committees for the International Energy Agency, the US Department of Energy and others. Dr. Hamrin received her Ph.D. in Ecology from the University of California at Davis, with emphasis on public policy evaluation of environmental and energy programs.

Paul Hibbard

Chairman

Massachusetts Department of Public Utilities

Paul J. Hibbard was appointed Chairman of the Department of Public Utilities by Governor Deval Patrick in April, 2007. Chairman Hibbard's background combines public and private sector experience in energy and environmental technologies, economics, market structures, and policy. Paul previously worked for the DPU during the 1990s on integrated resource management, environmental, and industry restructuring policy, and later for the Massachusetts Department of Environmental Protection on Clean Air Act compliance, power industry emission control requirements, and cap-and-trade program allowance allocation policies. Immediately prior to rejoining the DPU as Chairman, Hibbard was a Vice President at Analysis Group, Inc., consulting on energy and environmental strategy, economics, and policy. Chairman Hibbard holds a M.S. in Energy and Resources from the University of California, Berkeley, and a B.S. in Physics from the University of Massachusetts, Amherst.

John Holtz

*Director of Operations—East Region
Green Mountain Energy Company*

John joined Green Mountain Energy Company in 1998 during the company's first full year in business. During his time with Green Mountain John has performed a variety of functions, including government and regulatory affairs, corporate communications, marketing communications, business development and business management. John played a major role in electric industry restructuring policy in several states in the Mid-Atlantic region, including Connecticut, Maryland, New Jersey, New York and Pennsylvania. John most recently managed the company's utility partnership with Florida Power & Light Company. John also oversees Green Mountain's participation in National Grid's "GreenUp" program in New York and the New Jersey "CleanPower Choice Program." Before joining

Green Mountain, John worked in the energy industry and public utility sector for 14 years in the fields of governmental affairs and communications. John also held staff positions in the legislative and executive branches of New Jersey state government. John lectures at Rutgers University's Bloustein School of Public Policy on energy deregulation. John is a past Board member of the PECO Sustainability Fund in Pennsylvania.

Karen Hyde

*Vice President, Resource Planning and Acquisition
Xcel Energy*

Xcel Energy is a major U.S. electricity and natural gas company, with operations in eight Western and Midwestern states. Xcel Energy provides energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers through its regulated operating companies. It is the fifth-largest combination natural gas and electricity company in the nation by customer count. Xcel Energy serves wholesale and retail customers in Colorado, Texas, New Mexico, Minnesota, Wisconsin, and North and South Dakota. Xcel Energy is the No. 1 supplier of wind energy to retail customers providing 3,000 MW and planning to provide about 7,400 MW in 2020. Karen Hyde has a Bachelor of Science in Metallurgical Engineering from Lafayette College and a Master of Science in Mineral Economics from the Colorado School of Mines. Hyde has 20 years of utility industry experience. As Vice President of Resource Planning and Acquisition, Hyde is responsible for reliably planning and acquiring sufficient generation, transmission service, and natural gas transportation for a 23,400 MW combined system. She oversees purchases of 10,700 MW of electric generation under long-term contracts, including over 3,200 MW from renewable energy resources.

Susan Innis

*Colorado Carbon Fund Program Manager
Colorado Governor's Energy Office*

Susan Innis joined the Colorado Governor's Energy Office in September 2007 as the Colorado Carbon Fund Program Manager. The Colorado Carbon Fund will mitigate carbon emissions through the development of renewable energy, energy efficiency projects that reduce greenhouse gas emissions in the state of Colorado. Previously, Susan spent eight years as an energy policy advisor and green power marketing director at Western Resource Advocates, and served on the Green-e Green Power Board until 2007. She holds a Masters in Public Administration from the University of Colorado Denver and a B.Sc. in biology from McGill University (Montreal, Canada).

Ken Ivancic

*V.P. of Environmental Markets, North America
World Energy*

As World Energy's V.P. of Environmental Markets, Ken spearheads the company's North

American environmental commodities business. Ken brings experience, domestic and global, in assisting companies with strategy to mitigate their risk in the commodities markets. Prior to joining World Energy, Ken held senior sales and operational roles working with large government entities as well as Fortune 500 and FTSE 100 companies in the United States and in Western Europe. Ken holds an MBA from the University of Central Lancashire (England) and a BS in Business from Charleston Southern University.

Lisa Jacobson

Executive Director

Business Council for Sustainable Energy

Lisa Jacobson serves as the Executive Director for the Business Council for Sustainable Energy—a broad-based industry coalition of energy efficiency, natural gas and renewable energy interests that advocates energy and environmental policies that promote markets for clean, efficient and sustainable energy products and services. The Council's coalition includes power developers, equipment manufacturers, independent generators, green power marketers, retailers, and gas and electric utilities, as well as several of the primary trade associations in these sectors. Jacobson has extensive experience on the design of environmental and emissions markets and has advised states and federal policymakers on the incorporation of clean energy and energy efficiency into market-based emissions programs. Prior to her position with the Council, Jacobson was a legislative aide to the U.S. Congress; received a Masters in International Relations from the London School of Economics and Political Science; and a Bachelors degree in Political Science from the University of Vermont. Jacobson lives in Chevy Chase, Maryland with her husband Chris Jones and their two children.

Mel Jones

*Co-Founder, President and CEO
Sterling Planet*

Jones leads Sterling Planet, the nation's leading renewable energy marketing in terms of kWh sales. Prior to Sterling Planet, Jones exhibited his core area of expertise in IT solutions for the electric utility industry. As a Vice President at EDS, Jones established a Global Power Generation Solutions business built around a unique re-engineering tool that combined artificial intelligence and Electricite de France software into an IT solution for reducing operating and maintenance costs at electric generating plants. Jones also demonstrated his consulting talents at NAC International, where as Group Senior Vice President, Consulting he led its worldwide nuclear consulting business with offices in Moscow, Tokyo, New York, Washington, Zurich, San Jose, and Atlanta. As part of this role, Jones directed the outsourced classified system by the Department of Energy that tracked and accounted for all nuclear fissile material both domestically

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Since 2000, Sterling Planet has offered certified RECs from diverse technologies such as wind, solar, biogas, landfill gas energy, biomass and small hydro. Thirteen of the nation's top 25 renewable energy purchasers, including corporations in the top two rankings, have bought from Sterling Planet. Also served are 85 utilities, 56 colleges and universities, 156 government entities and thousands of individuals.

We're making changes today that we can live with tomorrow. We're building a clean energy pipeline, with 400+ megawatts of new renewable energy and greenhouse gas reduction projects being developed in North America. A U.S. EPA Climate Leaders partner and founding member of The Climate Registry, Sterling Planet adheres to sustainable business practices and has committed to net zero greenhouse gas emissions from company operations.

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and internationally. These executive positions followed Jones' experience as a 19-year veteran of Southern Company (one of the world's largest investor-owned utilities and electricity producers), where he was the Southern Electric International executive in charge of exporting IT solutions to other utilities.

Brian F. Keane

*President
SmartPower*

Brian F. Keane is President of SmartPower, a nationwide non-profit marketing organization dedicated to promoting clean, renewable energy and energy efficiency to the American consumer. Based in Washington, D.C., with continuously expanding operations, SmartPower's award winning non-profit marketing campaign has been credited with creating hundreds of GWh of clean energy in states across the nation. In November of 2004, the People's Action For Clean Energy honored Keane and SmartPower as one of "Connecticut's Clean Energy Environmental Heroes". Similarly, the Connecticut Department of Environmental Protection recently honored SmartPower with its highly coveted "Green Circle" Award. In 2006 SmartPower was awarded the EPA's Green Power Pilot Award for their innovative marketing campaigns. And in 2007 and 2008 SmartPower was awarded the "Gold Medal" by the Service Industry Advertising Awards (SIAA) for its advertising campaigns on clean energy. Keane is a graduate of American University in Washington, D.C. where he earned a Bachelor of Arts in Broadcast Journalism and Political Science. Brian Keane and his wife Kate Sawyer Keane live in Washington, DC with their two children.

Andrew Kolchins

*Director, REC Markets
Evolution Markets Inc.*

Andrew Kolchins is a Director, Renewable Energy Markets for Evolution Markets Inc. Kolchins leads the company's brokerage services in the compliance driven state REC markets in the Northeast and Texas, providing expert brokerage service to renewable energy project developers, green power marketers, traders, utilities, and end users. With extensive structured transaction and energy markets expertise, Kolchins serves customers in regional compliance REC markets. He will also seek to leverage environmental credit markets to coordinate renewable energy project finance, facilitating an overall increase in regional renewable energy capacity. Kolchins joins Evolution Markets from Green Mountain Energy where he built and managed the sales team for Sunshine Energy, a clean energy program for Florida Power & Light (FPL). Before working with Green Mountain, he served for seven years as a broker of natural gas swaps, options, and physical basis trades for a handful of institutional brokerage firms.

Jim Lane

*Director, Clean Energy
KEMA Consulting*

Jim Lane is Director, Clean Energy at KEMA Consulting, where he heads the retail clean energy advisory service and edits Clean Energy Markets. He is also founder/editor of *Biofuels Digest*, the most-widely read biofuels daily publication, which is read in more than 170 countries. Jim is chairman of the American Biofuels Council, and author of eight books on a variety of subjects. Prior to founding the *Digest*, Jim was a principal in Nova Capital Partners, specializing in energy project finance.

Galen Lemei

*Staff Counsel
California Energy Commission*

Galen Lemei practices contract and environmental law as Staff Counsel for the California Energy Commission. He previously served as legal counsel and consultant for the Center for Resource Solutions, where he advised on issues of contract and trademark law in connection with the Green-e certification programs, and represented the Center in proceedings before the California Public Utilities Commission and the Federal Trade Commission. Prior to joining CRS, Galen was an associate with Gibson Dunn & Crutcher, LLP. Galen graduated from the University of California, Berkeley with a B.A. in economics, and earned his J.D. from the University of Minnesota Law School.

Dan Lieberman

*Senior Utility Partnership Manager
3Degrees*

Dan Lieberman is Senior Manager of Utility Partnerships at 3Degrees where he oversees the utility green pricing efforts of three electric utility partners. Dan spent the past seven years at the Center for Resource Solutions as Green-e Program Manager. Dan previously worked as Energy Product Manager at Utility.com, an internet-based green power marketer. Dan has over a decade of experience in energy markets, including positions at local, state, and federal agencies as well as in the non-profit and private sectors. He received MBA and Master of Public Affairs degrees from The University of Texas at Austin, and a B.A. in history from Macalester College. Dan installed 1kW of solar PV on the roof of his Bay Area home.

Ann Livingston

*Sustainability Coordinator
Boulder County Commissioners' Office*

Ann has received a Bachelors degree in English from the University of Florida (1995) as well as a Juris Doctorate and Interdisciplinary Graduate Certificate in Environmental Policy (2000) from the University of Colorado. She has worked in the non-profit, academic, professional association, and government sectors. Her previous work at the Natural Resources Law Center, USDA Forest Service Office of General Counsel, Environment Colorado, the Wirth Chair in Environmental and Community Development Policy, and the American Institute of Architects among others provides her with a unique perspective on issues related to sustainability. She has extensive experience in working with diverse groups in a collaborative manner in order to promote sustainable communities, including matters related to energy efficiency and renewable energy. Ann is currently serving as Boulder County's first Sustainability Coordinator. She works to increase the sustainable practices of the County as an organization and on efforts to improve the sustainability of the County as a whole. This includes numerous collaborative efforts with the municipalities in Boulder



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County, the University of Colorado, non-profits, and the private sector. The reduction of greenhouse gas emissions, increased energy efficiency, and increased energy conservation are a primary focus of the County's sustainability efforts.

Darin Lowder

Associate

Ballard Spahr Andrews & Ingersoll, LLP

Darin Lowder is an associate in the firm's Washington, DC, office. He focuses his practice on matters involving energy, project finance, and related real estate issues. Lowder has worked with utilities, energy project developers, tax equity investors, engineering and construction firms, project site owners, and power purchasers on a variety of renewable energy and fossil-fuel power projects. His experience includes various project technologies, including solar photovoltaic systems, onshore and offshore wind development, biomass and biofuel projects, coal-fired generation, next-generation nuclear power, and power derived from coalbed methane. Lowder has also advised clients on regulatory issues affecting the energy industry, including the emerging Green Energy marketing and advertising procedures. Prior to joining Ballard Spahr, Lowder worked in the real estate, financial services, and non-profit sectors, working for publicly owned corporations, small start-up companies, and non-profit organizations. He served as an economist for a consulting firm, a strategic marketing director for a publicly owned home builder, a business strategist for a publicly held technology company, and an executive at a non-profit educational organization.

Robert A. Maddox, Jr. LEED AP

Chief Sustainability Officer

*Utility & Retail Program Manager
Sterling Planet*

Robert A. Maddox, Jr. has many years of experience with energy and environmental issues through his work as a former 7-term State Representative from Litchfield County. He presently is the Chief Sustainability Officer & National Director of Utility Programs for Sterling Planet, a company that provides complete carbon solutions through the sale of Renewable Electricity Credits (RECs), Energy Efficiency Credits, and carbon offsets. Maddox frequently provides expert testimony before several state regulatory commissions and his insights on sustainable energy are sought out by many policy makers, universities and the press. Maddox is the owner of Sun One Organic farm and grows certified organic produce. He is also an instructor in the principles of The Natural Step. He helped establish and served for three years as the President of the Connecticut Green Building Council. He is also a LEED™ Accredited Professional and a member of the LEED Energy & Atmosphere Technical Advisory Group for the US Green Building Council. In March 2006, Governor Rell appointed him to be a member of the CT

Clean Energy Board. He lives in a solar home, which is considered one of the most efficient in Connecticut and has been featured in many news stories. Maddox holds an MBA degree from the University of Connecticut and a B.A. in Economics from Western Connecticut State University.

Jennifer Martin

Deputy Director

Center for Resource Solutions

Martin has over eighteen years of experience in renewable energy, energy efficiency and distributed generation policy, markets and technology development, and electricity sector and climate change policy and regulation. Martin is responsible for the overall management of the Green-e Energy and Green-e Climate certification programs, and provides strategic program guidance to all CRS programs and new initiatives. Martin is the author of several reports and papers addressing renewable energy and utility policy and technology assessment, resource planning, risk assessment and environmental impacts, and has given numerous public presentations. She earned her B.A. from Pomona College and her Master of Public Policy from Duke University.

Marty Sedler

*Director, Global Utilities & Infrastructure
Intel Corporation*

Marty Sedler is the Director of Global Utilities & Infrastructure for Intel Corporation. Marty has been with Intel 14 years, integrating Energy Management and Energy Policy responsibilities within a formal process. He and his staff are responsible for all energy supply issues, ensuring the capacity, price and reliability of Utility Supplies/Infrastructure to Intel facilities worldwide, as well as, supporting conservation program. In addition, Marty is responsible for evaluating/incorporating alternative energy options to Intel and helping establish positions/implications of renewable energy policy. He leads the utility component of a corporate team that identifies and recommends potential new locations for Intel Facility/Manufacturing growth. Marty is Intel's energy representative in various private/public, State and Federal energy action groups and task forces. Previously, he spent 14 years in the electric utility industry in a variety of functions including: Operations, Rates, Environmental, Energy Supply/Engineering and Key Account Management.

Bruce McLeish

*Senior Vice President of Products & Pricing
Constellation NewEnergy*

Bruce McLeish is Senior Vice President of Products and Pricing for Constellation NewEnergy, Inc., a subsidiary of Constellation Energy. McLeish oversees the development of energy management products for businesses in both regulated and deregulated states. Before assuming his current role, McLeish led NewEnergy's wholesale origination efforts.

In this capacity he was instrumental in enabling the development of several new wind and land-fill gas power plants by entering into long term contracts to purchase their output. This, plus his leadership in providing contracting opportunities for existing renewable power plants of all sizes, led to his nomination in 2004 for a Green Power Leadership Award. Prior to joining Constellation NewEnergy in 2000, McLeish worked at Northeast Utilities (NU) for fifteen years. In his later years with NU, McLeish traded options and electricity in the hourly, daily, weekly, and monthly markets with wholesale entities throughout the northeast. McLeish earned a Bachelor of Science degree from Syracuse University and a Masters degree from Emerson College.

Rachel McMahon

*Director of Regulatory Affairs
Center for Energy Efficiency and
Renewable Technologies*

McMahon's work for CEERT started in 1998. She has worked on several landmark policies related to alternative energy and the impacts of energy on the environment—California's Renewable Energy Portfolio Standard policy, incentives and emissions criteria for distributed generation, the California Solar Initiative, green building incentives, and policies enacted after the state's energy crisis of 2000 and 2001. Rachel has also worked for Global Green USA in 2006, the U.S. affiliate of Green Cross International, where she helped to develop solar and climate change policies and pilot projects for California and New Orleans schools. She completed two books about renewable energy and the hydrogen economy for Gibbs-Smith Publishing, Inc. as a researcher and writing assistant. Rachel returned to CEERT in early 2007 to focus on clean energy policy development and the role of renewables in the AB32 development process. She currently focuses on climate and clean-energy issues before the California Air Resources Board, energy agencies and legislature.

Adam Morse

Author

Adam Morse works on the operations and maintenance team at Portland General Electric's Biglow Canyon Wind Farm. After finishing a Bachelor's degree from the university of Maryland in Political Science, he went on to earn a Master's Degree in Western Civilization at St. John's College and a technical degree in Renewable Energy Technology from Columbia Gorge community College. Professionally he spent two years writing and editing for Plunkett Research Ltd., and has worked on solar installations and at a community-based biodiesel production site. Adam is currently developing materials for a book on communication and culture in relation to the acceleration of sustainable technologies and lifestyles. He and his wife-to-be Megan, along with their dog Cally, live in Hood River, Oregon.

Amanda Mortlock
Partnership Manager
3Degrees

Amanda has been with 3Degrees since 2004 in the Portland, Oregon office—she is the PacifiCorp Partnership Manager. In that role she works closely with PacifiCorp to help increase enrollments in Blue Sky, PacifiCorp's voluntary renewable energy program. Since 2004 the Blue Sky program has enjoyed the distinction of being ranked in 3 of 4 NREL Top Ten categories which survey utility green power programs nationally. Additionally, Amanda works with 3Degrees' new utility partners to help get new partnerships and programs off the ground. In this capacity, she has enjoyed working with Ameren, Puget Sound Energy, and NW Natural over the last two years. Amanda is currently pursuing her MBA through Oregon Executive MBA.

Steve Mudd
Manager, Windsorce
Xcel Energy

Steve Mudd is the manager of Windsorce from Xcel Energy, the largest voluntary renewable energy program in the country. Mudd has worked with Xcel Energy for seven years managing several consumer and business products and working in marketing strategy and planning. Prior to Xcel Energy, Mudd held various marketing, finance, and IT roles at broadband provider Level 3 Communications and marketer The Product Line. He also wrote, directed, and produced the feature film "Seclusion," now available on DVD. Mudd holds a B.A. in English from the University of Wyoming.

Dr. Dennis J. Mullan
Program Manager, Strategic Marketing
GreenCurrents Renewable Energy Program
DTE Energy

Dennis Mullan manages the GreenCurrents renewable energy program at DTE Energy, a Detroit-based diversified energy company involved in the development and management of


energy-related businesses and services nationwide. Mullan is responsible for strategic marketing and the overall planning, implementation and monitoring of projects, programs, products and services related to renewable energy. Mullan has 26 years business experience at DTE Energy serving in supervisory positions since 1996. Responsibilities included serving as principal supervisor of the strategic planning, customer marketing, and retail sales groups and in other leadership positions in the power generation, business planning, economic results, and market research organizations. Mullan earned a Bachelor's degree in business administration from the University of Michigan-Dearborn, a Master's degree in business administration with majors in marketing and finance from the University of Detroit, and a Ph.D. degree in research and management science from Wayne State University.

Reiner Musier, Ph.D.
Vice President and CMO
APX Inc.

Reiner Musier is Vice President with APX Inc., the nation's largest platform provider for environmental markets, where he is responsible for the company's market strategy for its environmental and energy market businesses. He represents the firm in policy discussions with regulators, in policy working groups and hearings, and frequently appears in the environmental trade press, including Environmental Finance, North American Windpower, and Point Carbon, and as a conference speaker. He also represented APX during Governor Schwarzenegger's recent California Trade Mission to Canada. Dr. Musier's area of specialization is in technology and software for environmental and energy markets. He has more than 18 years of experience, and prior to joining APX Dr. Musier was Vice President with the Siemens Corporation division providing market solutions for trading, risk management, market operations, and market simulation. Dr. Musier holds Ph.D. and M.S. degrees 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 Universität Karlsruhe in Germany.


Pamela Newell
Product Portfolio Manager
Xcel Energy

Pam Newell is Xcel's Product Portfolio Manager in charge of acquiring On-site Solar RECs in Colorado through the Solar*Rewards program. She has been with the program since its official launch in March, 2006, working with the Small (>10kW) program, leading the implementation of the Medium (10-100 kW) offering in 2007, and bringing large projects (100 kW – 2 MW) on-line from 3 RFP's. She currently leads the 6 member staff respon-



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sible for processing applications, coordinating installations, making payments, and handling the majority of the customer interactions involved in new On-Site PV. During her 21 years with the utility, Pam has engaged her skills in many different areas of the business, including Training, Account Management, General Accounting and Customer Care. Pam has also worked in manufacturing and spent 7 years teaching German and English, as well as coaching, at the high school level in Wisconsin. Pam holds a Master of Arts degree in Management from St. Mary's University in Minnesota and Bachelor of Arts degree in German and English from the University of Wisconsin-Eau Claire.

Andrew Nourafshan

Program Analyst, Green-e Climate Center for Resource Solutions

Andrew Nourafshan has been at the Center for Resource Solutions (CRS) since 2007. Much of Andrew's time at CRS has been spent working in the Green-e Energy program, the nation's leading certification program for voluntary renewable energy sales. Within Green-e Energy, Andrew served as the primary contact for companies based in the Northeast and the Mid-Atlantic. Andrew also managed and processed the certification contracts for all Green-e Energy participants nationwide. Andrew was additionally tasked with the lead role on the Green-e Energy biannual Marketing Compliance Review, a component of the Green-e Energy certification program that monitors program participants' compliance with the Green-e Energy Code of Conduct for accurate disclosure and marketing claims. More recently, Andrew has begun to work in the Green-e Climate program, as well as become involved in the Center for Resource Solutions' work on renewable energy and climate change policy. Prior to joining CRS, Andrew worked for Energy Harvester, a Southern California on-site renewable energy system design and installation firm. During this period he also prepared written reports for the City of Claremont, CA and the Los Angeles MetroLink on the commuter savings and environmental benefits of public transit and bicycle commuting. A native of the Bay Area, Andrew graduated with a B.A. in Public Policy Analysis from Pomona College.

Arthur O'Donnell

*Executive Director
Center for Resource Solutions*

Arthur J. O'Donnell is the Executive Director for the Center for Resource Solutions. Prior to joining CRS in January 2008, Arthur was an independent business, energy and environmental writer for more than 25 years, winning many national and regional awards for his energy reporting. He was senior reporter for E&E Publishing's Greenwire.com and editor of the Land Letter. He also frequently wrote for *Public Utilities Fortnightly*, the California Energy Circuit newsletter and he was Editorial Direc-

tor for EnergyCentral.com. He is the author of several books, including: "Soul of the Grid: A Cultural Biography of the California Independent System Operator" and "The Guilty Environmentalist." He also has contributed a chapter on California's contributions to energy innovation to Peter Asmus' forthcoming book "California Energy" set for publication by the University of California Press during 2008.

Shay Ohrel

Manager, Origination of Environmental Attributes

Green Mountain Energy Company

Ohrel trades Renewable Energy Credits and Carbon Credits for Green Mountain Energy. He received an MBA from the University of Portland, and a B.S. in Environmental Studies from the University of Oregon. Outside of work he can usually be found wakeboarding or kiteboarding. Prior to Green Mountain Shay worked for Spectron Energy.

Patrick Nye

*Vice President, Climate Business Group
LEED AP*

Bonneville Environmental Foundation

Based in Portland, Oregon, Patrick Nye leads the non-profit Bonneville Environmental Foundation's (BEF) primary fundraising activity of selling carbon offsets from renewable energy facilities (such as wind and solar) across North America. Patrick works with clients ranging from organic food producers and film productions to events, households and utilities. Patrick also serves green builders and is a LEED Accredited Professional with the U.S. Green Building Council. Patrick has been with BEF since 2002 and in October 2007 his pioneering SkiGreen program won national recognition from the U.S. Environmental Protection Agency's Green Power Leadership Awards. Patrick's first experience in environmental work took place on board the U.S. Coast Guard Cutter Planetree where he was part of the first response for the Exxon Valdez oil spill in Alaska. He later served on board the Coast Guard Ice Breaker, Polar Star, where he participated in Arctic research around Greenland and the North Pole.

Alex Pennock

*Manager, Green-e Energy
Center for Resource Solutions*

Alex Pennock joined the Center for Resource Solutions in May of 2006 to work on verification of renewable energy within Green-e Energy, before rising to manage the program. Other projects include working out the use of renewable energy tracking systems in the Green-e Energy verification process, investigating thermal energy credits and improving consumer education on renewable energy. Pennock has experience with environmental and energy impacts at the consumer goods level. He has written articles on the environmental and health impacts of home building and renovation practices, as well as researched

the differing impacts of packaging materials produced in China versus the European Union. Pennock received a B.A. from Dartmouth College and a Master of Environmental Management from the Yale School of Forestry and Environmental Studies.

Gabe Petlin

*Director, Regulatory Affairs & Carbon Markets
3Degrees*

Based in San Francisco, Petlin brings extensive policy and regulatory experience advising utilities, marketers, and public agencies on the design of green power marketing programs and is a leading expert on RECs and Carbon Offsets. He helped shape the market development of RECs through three years of policy work at the National Wind Coordinating Committee (RESOLVE, Inc.) and an additional three years at the Center for Resource Solutions, where he managed the national certification, verification and branding program for renewable energy products. Gabe previously consulted for several green power and climate change organizations including TerraPass, Clean Power Markets, CRS and Navigant Consulting. Petlin presides as President of the Renewable Energy Marketers Association, a Washington, DC-based trade group promoting renewable energy-friendly policies. He holds an MA in Urban and Environmental Policy and Planning from Tufts University and a MA in Law and Diplomacy (MALD) from Tufts University's Fletcher School of Law and Diplomacy. Petlin also holds a BS in Conservation and Resource Studies and a Minor in Forest and Wildland Resource Management from the University of California, Berkeley.

Jim Pierobon

*Principal
Pierobon & Partners*

Jim is the Principal of a network of energy communications professionals, Pierobon & Partners, who are actively advising sustainable energy interests around the world. He has had energy in his professional "DNA" throughout his career beginning with work as Chief Energy Writer and Washington Correspondent at the Houston Chronicle and as a Contributing Writer for The New York Times. After that he helped build a boutique PR firm in Washington, DC focusing on energy and environmental issues, Potomac Communications Group, and subsequently co-managed the energy and environmental practice for Ogilvy Public Relations Worldwide out of New York and Washington. Throughout 2007 he helped the American Council On Renewable Energy, ACORE, scale up its educational and advocacy work on behalf of all forms of renewables. Jim is graduate of both the School of Journalism and the Graduate School of Business (MBA) at the University of Missouri in Columbia, where he returns frequently to guest-lecture and moderate business forums about sustainability. He resides in Silver Spring, Maryland.

A man in a dark suit and a red and white striped tie is holding a large yellow sign on a white pole with his right hand. He is also holding a megaphone to his mouth with his left hand, appearing to shout. The background is a bright blue sky with white clouds and a green field in the distance.

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Tom Plant

Director

Colorado Governor's Energy Office

Tom Plant is the Director of the Governor's Energy Office and was appointed by Governor Bill Ritter in 2007. Prior to GEO, Tom served as the executive director of the Center for ReSource Conservation. The non-profit implements a variety of programs focused on energy efficiency, renewable energy, water conservation, green building and construction waste reduction. Plant served as Colorado House District 13 Representative from 1998 through 2006 including two years as Chairman of the House Appropriations committee and one year as Chairman of the Joint Budget Committee. He was named Legislator of the Year by organizations such as the University of Colorado and the Sierra Club of Colorado, was the recipient of Colorado Conservation Voters' "Green Sense Award for Environmental Leadership" and received the "Champion of the Family Farmer" award from the Rocky Mountain Farmers' Union. Plant worked in the Climate Change department of the Union of Concerned Scientists in Washington, DC. At UCS, he explored the causes of global climate change and examined transportation and energy solutions to reduce the emissions contributing to climate change. Prior to UCS, and after graduating from Colorado State University, Tom worked as an exploration Geologist.

Karl R. Rábago

*Director, Government & Regulatory Affairs
AES Wind Generation*

Karl Rábago has more than 15 years experience in electricity policy and regulation, emerging energy markets development, clean energy technology development, and the implementation of sustainability principles. He has been a regulator, business builder, corporate sustainability leader, R&D program manager, consultant, and advocate. His past positions include: Deputy Assistant Secretary, US Department of Energy; Commissioner, Texas Public Utility Commission; Sustainability Leader, Cargill Dow LLC (now NatureWorks, LLC); and Managing Director & Principal, Rocky Mountain Institute. Karl chairs the board of the Center for Resource Solutions and has been active in the "Green-e" Certification program for renewable energy products since its start. And he is an advisor to the Texas Interfaith Power & Light project. Rábago is an attorney (University of Texas Law School, J.D. with Honors) with post-doctorate degrees in environmental (LL.M., Pace University School of Law) and military law (LL.M., US Army Judge Advocate General's School). A veteran of more than 12 years in the US Army, he served as a cavalry officer and member of the Judge Advocate General's Corps, and is Airborne and Ranger qualified.

Elizabeth Salerno

Manager of Policy Analysis

American Wind Energy Association

Liz is the manager of policy analysis for the American Wind Energy Association (AWEA). Liz manages AWEA's analytical agenda including wind market economics, energy subsidies, and effects policy options on the wind industry, with a strong focus on climate change policy and Renewable Energy Certificate markets and policy. She provides analytical support across all of AWEA's legislative agenda including the Production Tax Credit, Renewable Portfolio Standards, Climate Change Regulations and Research & Development Budget. Liz holds a master's degree in Environmental Public Policy from the George Washington University and graduated with honors from Boston University with a B.A. in Economics.

Forrest Small

Director

Navigant Consulting, Inc.

Forrest Small is a Director in the Energy Practice of Navigant Consulting. He helps clients make strategic decisions related to advanced electric power technology and how it influences their businesses. He is focused on the convergence of the Smart Grid and renewable energy resources, and how these complementary platforms can be leveraged to meet energy and business challenges. Forrest's seventeen year career began in transmission planning and operations at Central Maine Power Company where he was responsible for developing strategic system development plans, including the interconnection of merchant generation. For the past nine years he has been a management consultant assisting clients with a range of complex business challenges including technology strategy, utilities privatization, business process management, and performance improvement. Forrest holds masters degrees in electrical engineering and business administration, and is a licensed Professional Engineer in Maine.

Kari Smith

Director of Public Affairs

SunPower Corporation

As SunPower's Director of Public Affairs, Kari Smith is responsible for driving solar policy at the state and the federal level. With 20 years of energy experience, she supported development of California's Solar Initiative, solar net-metering laws, voluntary green power markets and AB 32. In the late 1980s, Smith directed California's first inter-agency project to assess the impacts of global climate change and recommend State mitigation options. Smith holds a masters degree in Public Policy from the University of Colorado.

David L. Snyder, Esq.

Founding Partner

Snyder & Snyder, LLP

David L. Snyder is the founding partner of Snyder & Snyder, LLP, a twenty-year old law firm

based in Tarrytown, New York. The firm concentrates in the development of energy, environmental and telecommunications projects. David has secured federal, state, and local permits for a rural wind farm, several waste-to-energy plants, electric substations, steam and electric co-generation facilities, cellular radio towers, and public safety wireless networks. His clients include leaders in the fields of energy, national defense, telecommunications and big-box retailing. Snyder has a degree in economics from Long Island University, a law degree from Hofstra University and is admitted to practice in New York, New Jersey and District of Columbia. He resides in New York with his wife and law partner Leslie, and their two daughters.

Fredric C. Stoffel

Vice President, Marketing

Xcel Energy

Fred Stoffel is Vice President, Marketing for Xcel Energy. Named to this position in 2006, he oversees market research, product development, customer advocacy and Xcel Energy's leading renewable energy and energy efficiency programs. Stoffel began his employment with Public Service Company of Colorado in 1979, holding various positions in the Rates and Regulations area. In 1989, he became Manager of the Gas Supply and Transportation Division, and was later promoted to General Manager in 1992. With the merger of Public Service and Southwestern Public Service Company in 1994, Stoffel was appointed Managing Director, Regulatory Administration, for New Century Energies, Inc. In that capacity, he had overall responsibility for NCE's regulatory affairs including determination of revenue requirements, electric and gas rate design. With the merger of NCE and Northern States Power Company in August 2000, he was promoted to Vice President, Policy Development for the newly formed Xcel Energy Inc. In this position, was responsible for coordinating the development of policies related to electric and natural gas restructuring, including environmental and market structure issues. He also had primary responsibility for managing rate and regulatory affairs before the Colorado PUC. Stoffel holds a B.A. degree in economics from the University of Colorado-Boulder

Jill Stoneberg

Marketing Manager

Community Energy, Inc.

Jill was introduced to Community Energy when a wind power campaign at her university resulted in one of the largest student-led purchases in the nation. Holding a B.A. degree in Environmental Studies from Eastern University, Jill joined the team five years ago and has since been part of the company's growth and success leading the REC market. Currently Jill manages the implementation of marketing services to commercial and institutional customers, helping them effectively commu-

nicate their commitments and leadership to their stakeholders.

Sheri Straily

Associate

Ballard Spahr Andrews & Ingersoll, LLP

Sheri D. Straily is an associate in the Real Estate Department and a member of the Resort and Hotel, the Planned Communities and Condominiums, the Energy and Project Finance, and the Climate Change Groups. She concentrates her practice in resort development, real estate development, and real estate leasing. Straily's experience includes representing an international resort developer with its acquisition, development, marketing, leasing, construction financing, registration and public offering of whole and fractional units, including mixed-use, condo-hotel and triplex townhome-style projects. Prior to joining Ballard Spahr, Straily practiced with a boutique Denver law firm specializing in resort development. Additionally, she developed extensive expertise in transportation and distribution networks during her tenure with a large international transportation company. Straily is a member of the Denver Bar Association, the Colorado Bar Association, the American Bar Association, the U.S. Green Building Council and the Urban Land Institute. Straily is a graduate of the University of Denver (B.B.A., summa cum laude, 1995) and the University of Denver College of Law (J.D. 1999) where she was a member of the Order of St. Ives and a business editor for the *Transportation Law Journal*.

Blair G. Swezey

*Senior Director, Solar Markets & Public Policy
Applied Materials*

Blair G. Swezey is Senior Director, Solar Markets and Public Policy at Applied Materials in Santa Clara, California where he directs corporate efforts on solar market characterization and public policy design in support of the company's solar photovoltaic manufacturing equipment business. Before joining Applied Materials, Swezey was Principal Policy Advisor at the National Renewable Energy Laboratory in Golden, Colorado, where he advised utilities, electricity marketers, and state and federal decision makers on renewable energy markets and the formulation of renewable energy programs and policies. Swezey has published numerous articles and reports on renewable energy markets and policies, and presented testimony in state and federal regulatory and legislative proceedings. In 2005, he received the national "Green Power Pioneer" award for continuous achievement, vision, and dedication to the green power industry. In 2003, he spent a sabbatical at the International Energy Agency in Paris, where he participated in a comprehensive study of renewable energy policies in IEA Member Countries. He also worked on the executive staff of the Electric Power Research Institute in Palo Alto, California. Swezey received his academic training

in economics at the University of California at Berkeley and San Jose State University.

Rachael Terada

Project Manager

Center for Resource Solutions

Rachael Terada is a Project Manager for the Center for Resource Solutions (CRS) and began working as a consultant with CRS in December 2006. She is currently working on the Environmental Tracking Network of North America, the Carbon Neutral Alliance program, and the 2008 National Renewable Energy Marketing Conference. Other projects include providing assistance to technical paper development, investigating thermal energy and energy efficiency credits, as well as a ten-year retrospective on voluntary green power markets. Prior to CRS, Terada worked at Innovative Technical Solutions, Inc., Contra Costa County Public Works, and San Francisco Municipal Railway (MUNI), where she gained experience in planning, engineering design, and construction projects. Terada earned her M.S.

and B.S. degrees in Civil and Environmental Engineering from U.C. Berkeley.

Jessica Thibodo-Johnson

Renewable Energy Specialist

We Energies

Jessica Thibodo-Johnson graduated from the University of Wisconsin-Milwaukee in 2006 with degrees in Finance and Marketing. She has been with the We Energies Renewable Energy Development team since 2006, where she assists with the design, development, implementation and administration of all We Energies renewable energy programs and projects that address wind, solar PV, solar thermal and biomass technologies. Currently Jessica manages We Energies solar thermal initiatives and aids in the management of Energy for Tomorrow, the renewable energy green pricing program at We Energies. Energy for Tomorrow is Green-e certified and has been in existence since 1996. Today, over 18,000 We Energies electric customers purchase renewable energy to power their homes or businesses.



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Eric A. Thumma

*Director, Institutional Relations
Iberdrola Renewables*

Eric A. Thumma is an energy and environmental professional with over 10 years of experience in senior management positions with the Pennsylvania Department of Environmental Protection and Iberdrola Renewables. As Director of Policy and Regulatory Affairs for Iberdrola Renewables Eric also serves Community Energy, Inc.'s (an Iberdrola Renewables Company) policy and regulatory needs. Eric's diverse experience during his eleven years at the Pennsylvania Department of Environmental Protection includes expertise in brownfield redevelopment, watershed restoration, and air quality improvement. From 2002 to 2007, Eric was director of DEP's Energy Bureau helping to craft Pennsylvania's Alternative Energy Portfolio Standards Act and shaping the development of Governor Ed Rendell's Energy Independence Strategy – a comprehensive energy policy proposal to enhance Pennsylvania's economy, stabilize electricity rates, and reduce the state's dependence on imported energy. He joined Iberdrola Renewables in February 2007. Eric is currently assisting Community Energy, Inc. with its utility-based voluntary REC marketing programs. Eric received his bachelor's degree (Political Science) and master's degree (Public and International Affairs) from the University of Pittsburgh. He also studied at Moscow State University and the University of St. Petersburg.

Peter Toomey

*Manager of Environmental Markets
Iberdrola Renewables*

Peter is the Manager of Environmental Markets for Iberdrola Renewables, Inc (IBR). His primary responsibility with the company is to monetize the environmental attributes generated by the company's wind energy assets. Iberdrola Renewables will invest \$8 billion in the U.S. between 2008 and 2012 and plans to install 1,000 MW of wind power each year in the US. Peter joined IBR's affiliate, Community Energy (CEI), in October 2005 as a market analyst and managed CEI's portfolio of retail REC contracts. Since joining CEI in 2005, Peter has been active in both the voluntary and compliance REC markets, and has executed some of the largest REC transactions in the industry. Prior to joining CEI, Peter worked on the REC trading desk of the environmental brokerage firm, Evolution Markets. His other experiences include an AmeriCorps volunteer-ship with the Nevada Conservation Corps, an internship with the UN's Division for Sustainable Development, and a term on a municipal Clean Energy Task Force in Milford, Connecticut. Peter has a B.A. from Yale University, and has done post-graduate study internationally in the field of environmental policy.

Jane Valentino

*Senior Analyst, Green-e Climate
Center for Resource Solutions*

Jane Valentino joined the Center for Resource Solutions in July of 2007. Her work involves the development and implementation of Green-e Climate, a certification program for offsets sold in the voluntary market. She also contributes to research, technical assistance, and report writing focused on regional cap-and-trade and climate policy issues. Valentino has experience with environmental and energy issues working at the city, state and federal levels as well as in the private sector. Prior to coming to CRS, Valentino worked on the Transmission Team of the Wholesale Power Group at ICF International, where she performed quantitative and economic analysis of energy markets to assess and forecast the future of electric power prices, fuel consumption, and environmental emissions. She has also held internships in the Energy Division of the California Public Utilities Commission, in the Environment Branch of the U.S. Office of Management and Budget, and at the New York State Energy Research and Development Authority. Valentino earned her B.S. in Electrical Engineering from Tufts University and her Master of Public Policy from UC Berkeley's Goldman School of Public Policy.

Louis A. Villaire

Mesa State College

Louis A. Villaire is a 25-year veteran of the energy industry, a former energy analyst at the Gas Technology Institute (oil and gas development), a researcher at the US Environmental Protection Agency, and now a solar industry market analyst and project developer on the Western Slope of Colorado. Villaire has an undergraduate degree in renewable energy engineering and environmental science and policy, a master's degree in energy and environmental policy, and is a political science PhD candidate completing his dissertation in state energy policy, specifically the state Renewable Portfolio Standards (RPS). Villaire has also presented RPS research at the American Solar Energy Society annual conference and the Midwest Political Science Association annual conference.

Jeremy D. Weinstein, Esq.

Law Offices of Jeremy D. Weinstein, P.C.

Jeremy Weinstein has for the past 19 years represented major electric utilities and power marketers in energy and environmental commodity trading and derivatives, energy generation plant and resource procurement, renewable resource development, climate change, and structured energy and weather products. He has published thirty articles and chapters in leading journals and books in these fields. He was awarded the 2007 Distinguished Service in Environmental Markets Award by the Environmental Markets Association for his work co-chairing the development of the ABA/EMA/ACORE Master REC Purchase

and Sale Agreement. He holds a J.D. from the University of California; a B.A. and M.A., both in law and with honors, from Trinity Hall, Cambridge University, UK; and a B.A., summa cum laude, from UC Berkeley. He was admitted to the California Bar in 1987, and is rated AV by the Martindale-Hubbell directory of attorneys.

Nicole Fabri Zandoli

President

Clear Energy Brokerage & Consulting LLC

Nicole Fabri Zandoli has been brokering renewable energy credits since late 2000, at the beginning of the REC markets in the United States. After five years as the lead architect of REC brokerage desks at two Wall Street brokerage firms (Natsource and GFI, now Amerex), Nicole left New York and founded Clear Energy in January 2006. She was a key player in the early development of the REC markets in the United States, providing liquidity as a broker and shaping policy as an environmental market expert and public speaker. Nicole has intimate familiarity with this complex marketplace and with the patchwork nature of the regional trading and shifting policy that characterize it. She has completed over 300 transactions, totalling nearly \$150 million in total contract value, representing hundreds of millions of RECs, in virtually every renewable technology and in every renewable trading region in the United States. Nicole also has experience in other environmental credit markets, including greenhouse gas, wetland mitigation credits, energy efficiency credits and water credits trading. She has a Masters from Columbia University in International Affairs with a concentration in environmental policy and economics. •

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