

PRODUCTION
TRANSMISSION
DISTRIBUTION
MARKETING
CONTRACTING
WHEELING
PRICING
COMPETITION

You will learn:

- How the electric "grid" functions
- What the opportunities are for retail customers and wholesale transactions
- Why there has been a shift from vertically integrated companies to an "unbundled" world
- What are Independent System Operators (ISOs) and Power Exchanges (PXs)
- How to develop an electric contract
- What future opportunities there will be in the industry
- What electric users want and need
- How the bilateral electric market functions
- How the transmission system works and how it is scheduled
- What unbundled energy products are and their value
- How restructuring will change the electric business
- The way electric systems are kept reliable and how this will affect customers and marketers
- How transmission is priced and allocated

Who should attend:

- Professionals who want to become familiar with the concepts, language, mechanics and future direction of the electricity industry
- Managers moving to new areas of responsibility
- People with experience in the oil and natural gas sectors
- Electric industry personnel
- Consumers of electricity
- Project developers
- Power marketers
- Financiers

"Top-notch instruction!"
—Jim Harden,
Ernst & Young, LLP



Electricity



The Essential Seminar on Power Market Restructuring



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Designed for the professional who wants to become familiar with the concepts, language, mechanics, and future direction of the electric power industry, this seminar will benefit those new to the power generation industry, energy marketers, project developers and financiers, consumers of electricity, managers moving to new areas of responsibility, and others wanting to advance their careers by learning more about the nuts and bolts details of the evolving electricity business.

Oil and natural gas marketers will learn how to apply their trading skills to this new market.

Electric industry personnel will gain a working knowledge of the fundamentals of trading in this rapidly growing and changing field.

Customers will learn how to take advantage of the new competitive market.

About the Seminar Instructor

Robert Stein's 25 years in the utility business -- working in power supply, planning, finance, and wholesale marketing -- plus his extensive involvement in the New England Power Pool's restructuring process, has given him a broad understanding of the dynamics of the changing electric utility industry.

During eight years at Central Vermont Public Service Corporation, he negotiated new power supply arrangements, built a wholesale marketing function, was responsible for the company's external marketing activities and headed CVPS's restructuring team. As Senior Vice President, Energy Resources & External Markets, Mr. Stein led negotiations with regulators and was CVPS's policy witness.

Mr. Stein began his career in 1971 at the New England Power Pool. He then worked for the Massachusetts Municipal Wholesale Electric Co., and in finance, planning, and power purchase contracts at the United Illuminating Co. in New Haven, Connecticut.

Mr. Stein is a principal and co-founder of Signal Hill Consulting Group LLC, with offices in Vermont, Massachusetts, and Connecticut. Signal Hill's focus is to assist its wide range of utility and electricity consumer clients in capturing the value that will result from the developing competitive power market.

Mr. Stein holds a B.S. in electrical engineering from Worcester Polytechnic Institute and an MBA from Western New England College. He attended the Harvard Advanced Management Program in 1993.



IN-HOUSE TRAINING

This seminar, and others we offer, can be taught at your company offices, offering substantial savings in registration fees and travel expenses. Please contact Brad Heller at (281) 362-7979 for details.

Seminar Schedule (All locations)

Day 1: 8:30 am - 5 pm • Day 2: 8:30 am - Noon

Energy Seminars, Inc. is a registered provider of continuing education programs. This seminar provides 11.0 hours of CPE Credit.

“Of all the seminars I have attended, this one stood out way above the rest. It is hard to believe that one person can know as much as Robert in so many different fields.”

– Randal Latbam, Texas New Mexico Power Co.

“Very informative, fast-moving, a must-attend for new employees.”

– Diedre Bilger, paralegal, PPL Services Corp..

“In my seven years in the energy industry, this was the best seminar that I have attended.”

– Elizabeth Roberts, Reliant Energy

“Appreciated references to similarities/differences with gas industry. The seminar was excellent!”

– Rose Ann Jolly, Kansas Hospital Association

“Very informative and well worth the time. Very well paced. The instructor answers questions completely.”

– Jim Stanton, PG&E Energy Trading

“A must course for anyone new to the industry. Presented clearly and effectively.”

– John Hand, PPEL

“Excellent introduction to electricity side, especially for those making the transition from gas side.”

– Kim Holloway, Shell Energy Services

“Good basic power course. Good practical examples to confirm concepts.”

– Dave Patton, Enron Energy Systems

“Much better than a mere introduction. I learned a lot.”

– Kevin Jerich, NESI Power Marketing

“Informative, humorous – by far the best seminar I’ve attended!”

– Donna Bily, Enron International

“Very useful. Instructor was great. Took enough time to answer questions. Facilitated open discussion.”

– Robert Bailey, Coral Energy

“Good industry basics. Well organized and comprehensive explanation of terms. Knowledgeable speaker with just the right mix of humor to keep things interesting.”

– Ress Young, Amoco



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1 From Power Plant to Consumer

The Production Process:

- How electricity is made
- How "the grid" functions: Transmission, interconnection, unique reliability issues
- Maintenance of a reliable system
- Control areas
- Power pools
- Electric regions
- Conversion efficiencies
- Tolling

The Players:

- Vertically integrated investor-owned utilities -- distribution companies: Cooperatives & municipals
- Generation & transmission companies: Federal & state power marketing agencies
- Brokers
- Marketers
- Load aggregators
- Who are the big players, regionally

The Wholesale and Retail Market:

- The energy products being traded
- How does transmission work
- How to negotiate a deal

2 New Entrants

How has the market evolved:

- New Power Plants Emerge: IPPs (Independent Power Producers), Cogeneration, Self-Generation, Merchant Plants, combinations of the above
- Brokers and Marketers Enter the Marketplace: New products develop

3 How Utilities Will Restructure

What will the new companies look like and how to compete with them

- Distribution company (DISCO)
- Retail marketing (RETAILCO)
- Generation company (GENCO)
- Transmission company (TRANSCO)
- Wholesale marketing

4 What Electric Generation Products Will Be Sold

- Energy
- Capacity (installed & operable)
- Spinning reserve
- 10-minute non-spinning reserves
- 30-minute non-spinning reserves
- Automatic generation
- Voltage support

5 Transmission - The Physical System

- How does it work
- How is a line's capacity determined
- Who maintains the system's reliability
- What happens when there isn't enough
- Pricing and allocating transmission

6 Power Contracts

- Building them up from the "raw product" generation
- Firm and non-firm
- Typical contract types (samples provided)
- How to get upstream value added
- What do purchasers want in a deal

7 Independent System Operators (ISOs) and Power Exchanges (PXs)

- How are they different from the current system
- Working with them
- Bidding and settlement under the new system
- How is reliability maintained
- How will congestion be dealt with

8 How Will the Future Evolve?

- Horizontal mergers of desegregated utilities -- reemergence of electric/gas combinations
- Growing market share for new market entrants at retail level
- Load aggregators emerge
- The fate of the GENCO
- The role of marketers
- How to benefit as a customer
- Market power

Compare us to the competition!

Our instructor, an electrical engineer, has worked in the electric power industry for more than 25 years. He not only knows the business (and can fully answer any questions), he's also an outstanding instructor frequently praised by attendees for his skillful use of humor to create an enjoyable and effective learning experience.



**Telephone
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Yes! Please sign me up for the seminar date checked below:

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Hotel Reservations: Hotel accommodations are not covered by the registration fee. Registrants should make their reservations as early as possible by calling the hotel directly. Be sure to mention that you will be attending the "Energy Seminars" course. Hotel rooms may no longer be available less than 30 days prior to the seminar.

Cancellation Policy: You may cancel your registration in writing before the 3rd business day prior to the seminar for which you are registered to receive a 100% refund -- minus a \$35 cancellation fee or to receive 100% credit toward any of our future programs. Registered substitutions may be made at any time.