

# National Accounts Spring 2005 Workshop Agenda

## Saturday, April 9, 2005

1:00 pm – 5:30 pm

Early Bird Registration

## Sunday, April 10, 2005

Networking Activities – Choose One

7:00 am

EEI-Constellation NewEnergy's Shoot-Out in the Desert

Paiute Golf Resort: Snow Mountain

[SOLD OUT]

Buses will depart the Pavillion Entrance of the lobby at Las Vegas Caesar's Palace at 7:00 am sharp. Soft spikes and proper attire required.

9:00 am

EEI-OG&E Networking Boat Cruise

Participants will network with their utility industry colleagues while taking in the scenery of Lake Meade, the largest man-made lake in the United States. Lunch will be provided on the buses during the return. Buses will leave the Pavillion Entrance of the lobby of Caesar's Palace at 10:00 am.

1:00 pm – 7:30 pm

Registration

4:00 pm – 5:00 pm

Utility New Comers Reception

All first time customers and utility representatives are invited to a laid-back, get-to-know-you reception hosted by EEI National Accounts Planning Group and Customer Advisory Group. All those that were new to the hurricane-shortened Fall '04 Orlando workshop are also invited.

5:00 pm -7:30 pm

Opening Reception – Exhibit Hall

The Workshop kicks off with a reception in the Exhibit Hall. Come early to network, view the exhibits, and enter your name in the raffle– you must be present to win.

## Monday, April 11, 2005

7:30 am

Making the Most Out of the National Accounts Workshop: New Customer and New Account Executive Orientation and Breakfast

(New Workshop Attendees from Orlando also invited)

*Bob Valair, Director of Energy, Staples*

*David Ward, National Accounts Manager, LG&E-Kentucky Utilities*

*Sherry Holman, Major Account Executive, Nevada Power*

*James Curry, National Accounts Administrator, Edison Electric Institute*

For a first time attendee, the EEI National Accounts Workshop can be a overwhelming experience. At the Orientation Breakfast, you will learn from a fellow national accounts customer and account executives how to make the most of this business opportunity. Topics include an introduction to EEI and the National Accounts network, customer expectations of utilities, and ways to take full advantage of this valuable forum.

8:00 am

General Session Networking Breakfast

9:00 am

Workshop Kick-off

*Steve Kiesner, Director, National Accounts, Edison Electric Institute*

Introductions

Electric Industry Keynote Address

*Pat Shalmy, President, Nevada Power*

*Somer Hollingsworth, President and Chief Executive Officer, Nevada Development Authority*

Break

## Energy Volatility and Wall Street's View of the Energy Sector: Impacts on Customers

*Christopher Edmonds, Pritchard Capital Partners and Contributing Editor, TheStreet.com*

**Clem Palevich, President, Constellation NewEnergy**

## Perspective on National Energy Policies and Why Customers Should Care

*David Owens, Executive Vice President, Edison Electric Institute*

A discussion of critical energy issues that will impact both customer organizations and the electric energy supply companies that serve them.

*12:15 – 2:15 pm*

## Networking Lunch – Exhibit Hall

Enjoy lunch while you learn about the latest energy-saving technologies, products, and services, including load management software and equipment, lighting technologies and controls, billing and payment tools, and much more. Be sure to register to win a gift certificate in the raffle prize drawing — you must be present to win.

*2:15 pm – 4:00 pm*

## Customer Breakouts – (10 Sessions)

Always ranked as a meeting favorite, this is a forum where end-use customers from similar industry segments can gather to share experiences, learn from one another, and “talk shop.” Individual agendas are set by customers. Unless otherwise noted, all sessions are customer only.

## Grocery Stores

*Leader Rick Heithold, Strategic Sourcing Manager, Energy/Maintenance, Food Lion*

*Facilitators Barry Mosser, National Accounts Manager American Electric Power  
Richard Belt, Account Manager, Duke Power*

## Hotel/Lodging/Assisted Living

*Leader Mike Milburn, Director, Energy Management, LaQuinta Corporation*

*Facilitator Michael Johnson, Account Manager, Entergy Big Box Retail – Demand Issues*

## Specialty Stores

*Leader Matt McCabe, Energy Manager, Advance AutoParts*

*Facilitators Ralph Calleja, National Accounts Manager, Florida Power & Light  
Marguerite Towne, National Account Manager, National Grid, USA*

## Retail/Big Box (Demand Side Issues)

*Leader Margaret Manning, Assistant Vice President, Property and Energy Management, TJX Companies*

*Facilitators Bob Mayo, Account Manager, Entergy  
Janet Booker, Account Manager, National Accounts, Southern Company*

## Retail/Big Box (Supply Side Issue)

*Leader Keith Masten, Senior Procurement Agent, JC Penney Company, Inc.*

*Facilitators Linda Barnes, Account Manager, Entergy  
Ted Cecchini, National Account Executive, KeySpan Corporation*

## Restaurants/Food Service

**(First 15 minutes open to all, closed afterwards)**

*Leader Steve De Palo, National Energy Manager, McDonalds Corporation*

*Facilitator Mike Siefkes, Account Manager, Southern California Edison Company*

## Property Management

**(First hour open, second hour closed)**

*Leader Jeff Bedell, Vice President, Energy Management, The Macerich Company*

*Facilitators Bill Zimmerman, Account Executive, Peco Energy  
Nancy Kozlowski, Account Executive, Commonwealth Edison*

## Federal Government

(Session is open to all registrants)

*Leader*            *Ed Anderson, Senior Manager, Federal Accounts, Florida Power & Light*

## Convenience Stores

*Leader*            *Mitch Gutell, Energy and Electric Systems Manager, BP, US Convenience Operations*

*Facilitators*     *David Ward, National Accounts Manager, LG&E-Kentucky Utilities*  
*Mike Bohrofen, Manager, National and Chain Accounts, OG&E*

*2:00 pm*

### **Utility Critical Issues Forum: Trends in the Utility and Retail Chain Industries**

*Speaker*            *Christopher Edmonds, Pritchard Capital Partners and Contributing Editor, TheStreet.com*

*Moderator*       *Louise Ray, Strategic Accounts Executive, Indianapolis Power & Light*

*4:00 – 5:30 pm*

### **Business Card Exchange**

Both customers and utilities consistently rank this session as the most valuable part of EEI's National Accounts Workshop. The Business Card Exchange provides an excellent opportunity to get business done with energy companies, particularly the regulated side of the energy business. Representatives from each utility and distribution company and all EEI member utilities will host a designated table and will be available to all customers that visit. Utilities are encouraged to bring concise printed information on service territories, current or planned restructuring initiatives and details of opportunities available to customers (i.e., incentives, efficiency programs, etc.). Customers who receive the most value out of this session are those who come prepared with specific questions and issues to discuss. Utilities are encouraged to feature items and décor at their table that exemplify the culture/heritage of their service territory or home of operation.

*6:30 pm*

### **Nevada Power's Social Night in Old Vegas**

Join Nevada Power alongside Caesars' world famous pool for a fun-filled night of networking, dining, and dancing. Although it is not required, all are encouraged to spice things up a little and dress in costumes that exemplify Old Hollywood or Vegas.

## Tuesday, April 12, 2005

*8:00 – 9:00 am*

### **Networking Breakfast – Exhibit Hall**

Enjoy breakfast while you learn about the latest energy saving technologies, products, and services, including load management software and equipment, lighting technologies and controls, billing and payment tools, and much more. Be sure to register to win a gift certificate in the raffle prize drawing – you must be present to win.

*9:00 am*

### **General Session: Best Practices**

### **New Service Connections Best Practices: Improving the Business Processes for Customers and Utilities**

*Speakers*            *Barry Mosser, National Account Manager, American Electric Power*  
*Bill Zimmerman, Account Executive, PECO Energy*  
*Art Justice, Energy Manager, Cinemark USA, Inc.*

Understanding the processes that utilities typically implement when providing new service connections will help customers alleviate construction nightmares and improve their business operations. This session will provide recommendations for dealing with national service connection issues, especially in Texas. Utility representatives, a retail access provider, and a customer that has opened many facilities in Texas and nationwide will share their experiences and offer valuable advice.

## Best Practices Session – Reliability Issues: Understanding What Takes Place with National Accounts Customers and Utilities During Major Power Outages

**Speakers**     *Daniel Stone, Manager, Facilities and Atmospheric, Dollar General Corporation*  
*Charles E. Jones, Senior Vice President, Energy Delivery and Customer Services, FirstEnergy Corporation*  
*Steve Tilk, Account Manager, Southern California Edison*  
*Tracie Bagans, Commercial General Manager, Florida Power & Light*

Widespread and prolonged power outages cause significant problems for utilities and their customers. Understanding of their respective priorities and concerns during outages may reduce misunderstandings, improve operations and communications. Hear from a retail chain that experienced two straight years of major hurricanes in the Southeast. Daniel Stone will share the major internal concerns that Dollar General experienced during emergencies and will convey some constructive things that utilities can do to help customers. Afterwards, a panel of utility representatives will offer how they are working to improve reliability and provide insight into the vital procedures that they implement during outages.

## Mid Morning Break

### How to Deal with Commodity Volatility in Energy Procurement

**Speakers**     *Robert Young, Managing Director, Economist.com*  
*Steve Moritz, Vice President, National Accounts, Strategic Energy*

**Moderator**     *Donna Riha, Sales Director, TXU Energy*

This session will provide specific strategies for energy procurement, managing market volatility, improving budget certainty, identifying and prioritizing opportunities, and managing energy supply contracts.

## 2005 Awards of Outstanding National Accounts Individuals and Companies

Presented by members of the EEI Customer Advisory Group

*Noon – 2:00 pm*

## Networking Lunch – Exhibit Hall

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*2:00 – 3:00 pm*

## Breakout Sessions – Series 1

### Lighting and the Sales Environment

**Speaker**     *Robert Cilic, Manager, Technical Education & Training, Sylvania Company*

**Moderator**     *Bob Valair, Director of Energy, Staples*

A Hurricane Jeanne victim, this session has been re-scheduled for Vegas by popular demand. It will provide a demonstration of the effects that lighting technology has on the retail sales environment. Discover which products and applications offer more light, less wattage, and greater flexibility.

### Selling Energy Efficiency in the Executive Suite

**Speakers**     *Dan Gilligan, Vice President, Accor NA*  
*Mike Miller, Director, Energy & Utility Services, Shell*  
*Joe Cook, Vice President, Development, National Energy Services*

**Facilitators**     *Keith Bass, Director of Sales, Avista Advantage*  
*Michael Johnson, Account Manager, Entergy*

Find out what motivates the CFO and other officers when it comes to financing large capital projects. Get advice on making worthy energy projects happen internally during times of tight budgets and competing priorities.

## Squeezing the Most Out of Your EMS

**Speakers** *Tim Speller, National Energy Manager, PETCO*  
*Matt McCabe, Energy Manager, Advance AutoParts*

**Moderator** *Shawn Smith, Director of Sales, MI/OH, Constellation NewEnergy*

The energy managers from PETCO and Advanced AutoParts will present case studies on how they have optimized their respective energy management systems.

## Principles of Power: Understanding Utility Data and Billing Issues

**(Intended for Newcomers to the Industry)**

**Speakers** *David Ward, National Accounts Manager, LG&E-Kentucky Utilities*  
*Sherry Holman, Major Account Executive, Nevada Power*  
*Bill Zimmerman, Account Manager, Peco Energy*

Beginning with a quick overview of the electric industry, this session will progress with the topics of energy management, best practices, and rate structures. Featured within this program will be power factor management and metering for energy management. Also, Sherry, Bill, and David have a century of combined experience... maybe more... and will be available to discuss energy topics that are of interest in a question and answering period.

## **Break**

*3:15 – 4:15 pm*

## **Breakout Sessions – Series 2**

## Should Your Company Replace Your HID Lighting with T-5's? A Case Study

**Speakers** *Jacqueline Hokuf, Director of Facilities, Sports Authority*  
*Russ Lieu, Mechanical Engineer, Southern California Edison*

**Moderator** *Judy Corrigan, Account Executive, Xcel Energy*

A look at the emerging high-intensity fluorescent lighting technologies.

## Building Envelope/Cool Roofs

**Speakers** *Tom Goetz, Director of Technical Operations, Dillard's Department Stores*  
*Tony Pierce, Mechanical Engineer, Southern California Edison (Invited)*

**Moderator** *Edwin Peart, Principal Account Manager, DTE Energy Company*

Learn the latest developments on building envelope technologies. Then discover how Dillard's Department Stores has utilized Cool Roof Technology to save money and help the environment.

## Emerging Technologies In Energy Management: Is the Future Now?

**Speaker** *Daryll Fogal, Chief Technology Officer, Honeywell Building Solutions*

**Moderator** *Nancy Kozlowski, Account Manager, Commonwealth Edison*

Emerging technologies, including wireless energy monitoring, market-to-market, and satellite, allow companies to be more precisely managed, better informed and more cost effective. Further, more affordable technology costs can now provide access to solutions ranging from security to asset tracking and building automation. Learn about opportunities to apply emerging technologies across multi-site facilities.

## The Market for Procuring Green Energy for Your Company

**Speakers** *Kendall Youngblood, Senior Associate, EPA Green Power Partnership*  
*Sara Thome, Energy Analyst, Starbucks Coffee*

**Moderator** *Janet Booker, Account Manager, National Accounts, Southern Company*

Session will provide an overview of the green programs currently being offered to national accounts customers. Following, a case study from an experienced multi-site greenenergy buyer will be presented.

4:30 pm

### Customer Meet-n-Greet

This session is the reverse of Monday's Business Card Exchange in that each customer organization will host a table. It is an excellent opportunity to convey your company's individual energy needs to the industry and offers one last chance to catch folks that you need to discuss business with before leaving Orlando.

Customers are strongly encouraged to bring printed information that they wish to share about their company, such as:

- Who's who within the organization
- This year's corporate energy goals
- The number of stores/locations being built and/or retrofitted
- Store location lists
- Growth projections
- Annual reports
- Utility "wish-list"

5:30 pm

### Tuesday Night Reception - Exhibit Hall (Grand prize drawing)

## Wednesday, April 13, 2005

8:00 – 9:00 am

### Networking Breakfast "Waffle Wednesday"

#### Roman Foyer

The final chance to sew-up loose ends with the exhibitors before leaving Las Vegas.

9:00 am

### Summary of Customer Breakout Sessions

Leaders of Monday's customer breakout sessions will provide candid feedback on how utilities can better meet or exceed the needs of national, multi-site customers.

### Important Issues that Customers Need to Know About Before Leaving Vegas

*Speaker*                      *Steve Rosenstock, Manager, Energy Solutions, Edison Electric Institute*

Not everything that is said in Vegas should stay in Vegas. This session should provide customers with some good "take home stuff".

### What Customers Need to Know About The Future of Generation Fuel Sources

*Speaker*                      *Richard McMahon, Executive Director, Alliance of Energy Supplier*

The short-term and long-term outlook of the various generation fuel options will be discussed, including coal, hydro, nuclear, renewables, gas, etc.

12:00 pm

### Adjourn

### Discovery Tour of the Hoover Dam and Lunch