



# KEMA's 21st Executive Forum

Change through choice.



Forum Program.

March 30-31, 2010  
Four Seasons Resort and Club  
Irving, Texas

# Insight and engagement.



As the leading event in the US retail energy industry, KEMA's Executive Forum will gather senior executives, regulators, energy buyers, investors and other stakeholders from across North America to discuss the key business and policy issues facing retail energy markets.

Join 300 senior energy industry professionals, state and federal regulators, investors, large energy buyers, brokers, and vendors for two days of insight and networking.

**When: March 30 - 31, 2010**

**Where: Four Seasons Resort and Club, Irving, Texas**

## **2010 Confirmed Speakers:**

- Hon. Joe Barton, (R-TX), US House of Representatives
- Hon. Don Nickles, Co-Chairman, COMPETE Coalition and former US Senator
- Hon. Barry Smitherman, Chairman, Public Utility Commission of Texas
- Hon. Robert Powelson, Commissioner, Pennsylvania Public Utility Commission
- Chris Weston, CEO, Direct Energy
- Jason Few, President, Reliant Energy
- Michael Kagan, President, Constellation NewEnergy
- Tammy Nikoltcheva, Director, Commodities Origination, Merrill Lynch Commodities
- Jere Thompson, CEO, Ambit Energy
- Deryl Brown, CEO, Hudson Energy Services
- Craig Sutter, Senior Vice President, GDF SUEZ Energy
- Kevin Greiner, CEO, Gas South
- Tim Enwall, Co-Founder and President, Tendril Networks
- David Roylance, President, SaveOnEnergy.com
- David Campbell, CEO, Luminant
- Jim Burke, CEO, TXU Energy
- Mark Radtke, CEO, Integrys Energy Services

# Agenda.



## Monday, March 29, 2010

**6:00 p.m. Welcome Reception at Dallas Cowboys Stadium**

## Tuesday, March 30, 2010

**7:30 a.m. Continental Breakfast**

**8:30 a.m. Welcome**

**Thijs Aarten**, Executive Director, KEMA N.V.

**8:45 a.m. Keynote: The Future of Retail Energy in North America**

**Chris Weston**, CEO, Direct Energy

**9:30 a.m. Growth Through Innovation**

**John Berger**, former CEO, Standard Renewable Energy

**Kevin Greiner**, CEO, Gas South

**Michael Kagan**, President, Constellation NewEnergy

**Jere Thompson**, CEO, Ambit Energy

Moderator: **Taff Tschamler**, Director, Retail Energy, KEMA

**10:45 a.m. Break**

**11:15 a.m. Policy Priorities & the Role of Competition**

**Hon. Maureen Harris**, Commissioner, New York State PSC

**Hon. Barry Smitherman**, Chairman, Public Utility Commission of Texas

Moderator: **Brian Lloyd**, Energy Policy Advisor to Governor Rick Perry

**12:30 p.m. Luncheon Address:**

Introduction: **Thijs Aarten**, Executive Director, KEMA N.V.

**David Campbell**, CEO, Luminant

**1:45 p.m. Wholesale Markets & the Retail Business**

**Tammy Nikoltcheva**, Director, Merrill Lynch Commodities

**Mark Radtke**, CEO, Integrys Energy Services

**Brandon Schwertner**, CEO, MP2 Energy

**Steve Williams**, Chief Commercial Officer, BP North America Gas & Power

Moderator: **David Roylance**, President, SaveOnEnergy.com

**3:00 p.m. Special Address: The Role of Technology in Meeting Customer Needs**

**Jason Few**, President, Reliant Energy

**3:45 p.m. Break**

**4:15 p.m. Pennsylvania: Outlook for Competition & Choice**

**Craig Adams**, Chief Operating Officer, PECO Energy

**Gene Alessandrini**, Senior Vice President, PPL EnergyPlus

**Tony Banks**, Vice President, FirstEnergy Solutions

**Hon. Robert Powelson**, Commissioner, Pennsylvania Public Utility Commission

Moderator: **Glen Thomas**, President, GT Power Group and former Pennsylvania Commissioner

# Agenda.

**5:30 p.m. Adjourn**

**6:30 p.m. Executive Forum Reception**

**7:30 p.m. Executive Forum Dinner**

Introduction: **Jay Kooper**, President, Retail Energy Supply Association and  
Director of Regulatory Affairs, Hess Corporation

**Hon. Joe Barton**, (R-TX), US House of Representatives



Wednesday, March 31, 2010

**7:30 a.m. Continental Breakfast**

**8:30 a.m. The State of the Markets**

**Taff Tschamler**, Director, Retail Energy, KEMA

**9:15 a.m. Smart Energy: Products, Adoption & Impacts in the Mass Market**

**Tim Enwall**, Co-Founder and President, Tendril Networks

**Paul Hudson**, Chairman, Center for the Commercialization of Electric  
Technologies

**Tom Leverton**, Chief Operating Officer, TXU Energy

**Jay McLellan**, Founder and CEO, Home Automation, Inc.

Moderator: **Katie Fehrenbacher**, Editor, Earth2Tech.com

**10:30 a.m. Break**

**11:00 a.m. Channel Partners & the Future of C&I Markets**

**Phil Adams**, President, World Energy

**Deryl Brown**, CEO, Hudson Energy Services

**Bob Manning**, Director of Energy and Industrial Facilities, H-E-B

**Craig Sutter**, Senior Vice President, GDF SUEZ Energy

**Jim Vonderhaar**, Vice President and General Manager, Summit Energy

Moderator: **Jeff Nottingham**, Director, Power Brokers

**12:15 p.m. Luncheon Address:**

Introduction: **Thijs Aarten**, Executive Director, KEMA N.V.

**Hon. Don Nickles**, Co-Chairman, COMPETE Coalition and former US  
Senator

**1:45 p.m. Leadership Roundtable: Industry Priorities & Prospects**

**Jim Burke**, CEO, TXU Energy

**Jason Few**, President, Reliant Energy

**Michael Kagan**, President, Constellation NewEnergy

**Maura Clark**, President, Direct Energy

Moderator: **Taff Tschamler**, Director, Retail Energy, KEMA

**3:00 p.m. Adjourn**

(Agenda subject to change)

\* invited speaker

# Venue.

Located on 400 acres in the North Texas hill country, the Forum will be held at the Four Seasons Resort in Irving, Texas. Conveniently situated between Dallas/Fort Worth International Airport and downtown Dallas, the Four Seasons appears year after year on experts' lists of the finest golf resorts, spas and conference facilities. The setting will provide a delightful environment for networking and spur compelling dialogue on the business of retail energy.



*Four Seasons Resort and Club*

*4150 North MacArthur Boulevard*

*Irving, Texas, USA 75038*

*<http://www.fourseasons.com/dallas/>*

*Tel: +1 972 717 0700*

*Fax: +1 972 717 2550*

*For reservations: +1 972 717 2499*

# Sponsorship opportunities.



## **Sponsorship opportunities**

Sponsorship opportunities are available that provide a range of options to improve visibility and access. KEMA will work closely with sponsors to ensure a seamless sponsorship experience, while helping to achieve brand and relationship development among the audience of industry decision-makers.

For more information, contact Kristie Deiliis at +1 781.273.5700, [kristie.deiliis@kema.com](mailto:kristie.deiliis@kema.com) or download the Sponsor Prospectus at <http://www.kema.com/21st-executive-forum>.

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## **About KEMA**

*KEMA specializes in business and technical consulting, operational support, process measurement and inspection, and equipment testing and certification. With 80 years of experience in serving energy and utility clients, KEMA has developed a reputation for integrating deep technical and functional capabilities with management expertise to provide solutions that deliver profitable, reliable, sustainable results. More than 500 energy and utility clients in over 70 countries rely on KEMA's impartial, objective and expert consulting services to plan, build and maintain their strategies for growth.*

### **In-depth energy market knowledge and business intelligence**

KEMA is a leading consulting and research firm supporting the retail energy industry. Together, our consulting and advisory services provide clients the in-depth knowledge and business intelligence needed to thrive and to capitalize on new opportunities in a rapidly-changing environment.

Our client base includes 23 of the top 25 North American energy retailers as well as numerous utilities, merchant generators, vendors, investment firms, brokers, and other stakeholders in competitive retail markets.

### **Retail energy markets advisory services**

KEMA's expertise in retail markets is fueled by our on-going evaluation of markets, companies, and policies. Now in its 14th year, KEMA's Retail Energy Markets advisory service is the leading source of business intelligence and market analysis to the competitive retail energy industry.

#### **For more information, contact:**

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#### **Please visit:**

The Executive Forum website for venue and registration information.

<http://www.kema.com/21st-executive-forum>

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