This Spring’s Largest “Must Attend” Power Industry Event

Featuring Prominent Industry & Government Keynoters

**John Fainter**  Former President & CEO, Association of Electric Companies of Texas

**The Honorable Kelly Hancock**  Chairman of Business and Commerce, Texas Senate

**Chris MacCracken**  Principal, ICF International - “A National Perspective on CPP”

**Allan Stewart**  Executive Director – Electric, PIRA Energy Group - “Impact of Low Cost Batteries on Wholesale/Retail Power Markets”

Pre-Conference Activities - Monday, April 11th

**Day:** Spring Golf Tournament at Meadowbrook Farms Golf Club

**Pre-Conference Workshop** - “Advanced Internet Technologies for Utilities”

**Evening:** Welcome Dinner & Social at Royal Sonesta Houston
GCPA Thanks Our Sponsors

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INTERESTED IN A SPONSORSHIP OR EXHIBIT? Sponsorship packages are available starting at only $1000 for Silver. Plus our Gold, Platinum and Platinum PLUS packages include FREE CONFERENCE REGISTRATIONS! Exhibit space is also available starting at $750. To learn more about sponsorships and exhibits, please review our Sponsor/Exhibitor Brochure and contact Mary Armstrong, Director of Member Services & Marketing, at 281.460.3054 or marmstrong@gulfcoastpower.org.
HOTEL & ROOM RESERVATION INFORMATION

GCPA has reserved a block with a limited number of rooms at our conference venue, the Royal Sonesta Houston Galleria, located at 2222 West Loop South, Houston, TX 77027. **Guest rooms are available at the special rate of $205 per night. Rate includes complimentary in-room high speed wireless internet service.** Reservations must be received on or before the **room block cutoff date of Monday, March 21st.** It is recommended that you make your reservation as early as possible.

**CONTACT ROYAL SONESTA:** To check on room availability at regular rack rate, call 1-800-766-3782 or 713-627-7600. **TO VIEW THE HOTEL WEBSITE:** Click Here

PARKING INFORMATION

Discounted self parking is available in the hotel garage for $6 per day or $12 for overnight. Valet parking is also available for $16 per day or $27 for overnight.

CONTINUING EDUCATION CREDIT INFORMATION

**PEs:** As part of the Continuing Education Program requirements for Professional Engineers in Texas, each licensed engineer is required to earn 15 hours per year of Professional Development Hours (PDH). Attendees will receive approximately 10.75 hours of credit if all conference sessions are attended. For the April 11th workshop, credit of 3.75 hours is available.

**CPAs:** GCPA is a Board Registered CPE Sponsor with the Texas State Board of Public Accountancy. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. The learning objectives for CPAs attending the conference are: to obtain an in-depth understanding of the Texas legislative landscape, natural gas/oil market fundamentals, transmission cost allocation, regional development and infrastructure in the future, DERs, RTO hot topics, Mexico’s energy markets, challenges of meeting industrial growth with needed infrastructure, and environmental issues facing the region. There are no prerequisites. Attendees will receive approximately 11.5 hours of credit if all conference sessions are attended. Credit of 4.0 hours is also available for the April 11th workshop. Learning objectives for the workshop are: to obtain in-depth understanding of advanced internet technologies being used and/or developed by or for utilities.

**Attorneys:** 5.75 hours have been approved by the Texas State Bar for the following sessions: I, III, V, VI, VII and IX.

**NEW IN 2016 - GARP CPD Credit Hours:** GCPA has registered this program with GARP for Continuing Professional Development (CPD) credits. Attending this conference qualifies for 11 GARP CPD credit hours. If you are a Certified Energy Risk Professional (ERP), please record this activity in your Credit Tracker.
CONFERENCE OVERVIEW - REGISTER NOW

Join us at this spring’s leading electric power conference for the ERCOT/Gulf Coast region.

600+ attendance expected based on 2015 attendance of 585+ with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President.

Pre-Conference Activities - Monday, April 11, 2016
- Annual Spring Golf Tournament at Meadowbrook Farms Golf Club: Shotgun start at 10:00 AM
- “Advanced Internet Technologies for Utilities” Workshop from 1:00 - 5:00 PM
- Welcome BBQ Buffet & Social from 5:30 - 8:00 PM at The Royal Sonesta Houston

Day One - Tuesday, April 12, 2016
- Registration and Continental Breakfast opens at 7:00 AM
- Conference opening keynote at 8:00 AM
- Session and keynoter presentations from 8:00 AM - 5:00 PM
- Cocktail Reception from 5:00 - 7:00 PM

Day Two - Wednesday, April 13, 2016
- Registration and Continental Breakfast opens at 7:30 AM
- Session and keynoter presentations from 8:15 AM - 1:30 PM
- Conference adjourns at 1:30 PM

THANKS TO OUR PLANNING COMMITTEE

Conference Co-Chairs: Bill Barnes, NRG & Katie Coleman, Thompson & Knight

Tom Anson, Strasburger & Price, L.L.P.
Mary Armstrong, GCPA
Jim Barkley, Baker Botts
Rebecca Bollenbach, WG Consulting
Shelley Botkin, ERCOT
Calvin Crowder, Electric Transmission Texas
Murthy Divakaruni, Indra USA
Tom Foreman, GCPA
Eric Goff, Citicorp
Todd Hillman, MISO
Lindsey Hughes, TCPA

McCall Johnson, Recurrent Energy
Robert King, Good Company Associates
Shailes Mishra, Power Costs Inc.
Julie Parsley, Parsley, Coffin & Renner
Patrick Peters, CNP
Sharlaree Porter, Texas Tech University
Chance Sampson, Entergy
Bowman Smith, Freeport LNG
John Werner, Source Power & Gas Energy
Michael Wilson, Group NIRE
John Zerwas Jr., Sutherland Asbill & Brennan LLP
AGENDA - TUESDAY MORNING, APRIL 12

7:00 AM
REGISTRATION & CONTINENTAL BREAKFAST

8:00 AM
GCPA President’s Welcome: Robert King, Founder & President, Good Company Associates
Recognition of Co-Chairs: Tom Foreman, Executive Director, GCPA
Conference Introduction: Bill Barnes, Director, Regulatory Affairs, NRG
Katie Coleman, Partner, Thompson & Knight

8:15 AM
OPENING KEYNOTE ADDRESS
The Honorable Kelly Hancock, Chairman of Business and Commerce, Texas Senate

8:45 AM
Session I - The Texas Legislative Landscape: A View from Legislative Leaders and Insight into Texas Politics & our Political Future
This panel will discuss the legislative history of the electric market, current legislative challenges and what to expect in our legislative future including possible legislation on market structure, the Clean Power Plan, and energy incentives and subsidies in Texas. Political trends and issues facing elected members and the public in an election year will also be covered.
Session Moderator: Lindsey Hughes, Executive Director, Texas Competitive Power Advocates (TCPA)
Panelists:
The Honorable Phil King, Chairman of State and Federal Power and Responsibility, Texas House of Representatives
The Honorable Eddie Lucio III, Representative, Texas House of Representatives
Parker McCollough, Vice President Government Affairs - Gulf Coast Region, NRG Energy

9:45 AM
NETWORKING COFFEE BREAK

10:15 AM
Session II - Lower for Longer, but How Low for How Long? Review of Natural Gas & Oil Market Fundamentals
Rig counts have plummeted, but production has remained resilient. What is driving the continuing oversupply in energy? Is a price recovery on the horizon? This panel will discuss fundamentals of the natural gas and oil markets including rig counts vs. production, E&P service cost declines vs. drilling efficiency, financing of continued supply growth, and gas/oil demand growth drivers. Discussion will also explore the impacts of persistent low gas prices on the power markets in ERCOT and the U.S. including a view of further coal-to-gas switching.
Session Moderator: Bill Barnes, Director, Regulatory Affairs, NRG
Panelists:
Tom Currah, Chief Revenue Estimator, Texas Comptroller
Neel Mitra, Director, Power and Utilities, Tudor, Pickering, Holt & Co.
Jen Snyder, Vice President Research, North America Natural Gas, Wood Mackenzie

11:15 AM
Session III - Cost Allocation Issues in Transmission
Who should bear costs of addressing various issues associated with the transmission system, such as corrosion of pipelines sharing rights-of-way with power lines or costs to protect generation units from sub synchronous resonance issues related to the use of series compensation on long transmission lines? Does it matter who “was there first?” Do cost causation principles apply and how? What changes in law or administrative rules are needed to ensure appropriate cost allocation as electric infrastructure grows in Texas?
Session Moderator: Chad Seely, General Counsel, ERCOT
Panelists:
Amanda Frazier, Director, Regulatory Policy, Energy Future Holdings
Jaren Taylor, Attorney, Vinson & Elkins
Charles Yarbrough II, Vice President, Rates and Regulatory Affairs, Atmos Energy
AGENDA - TUESDAY AFTERNOON, APRIL 12

12:00 PM  
LUNCHEON & KEYNOTE  
John Fainter, Former President & CEO, Association of Electric Companies of Texas

1:30 PM  
Session IV - The Wild West: Fueling Texas  
West Texas is synonymous with meeting the state’s energy needs. From the large-scale solar energy boom to continued oil & gas development despite a down market, the region’s energy industry is diversifying and growing. What does this mean for future energy development, electricity infrastructure in the Permian and the Delaware basins, and ERCOT’s expansion into the Panhandle? Policy and industry leaders weigh in.  
Session Moderator: Paul Hudson, Managing Partner, Patent Energy Group  
Panelists:  
Dennis Donley, Jr., Partner, Naman, Howell, Smith & Lee, PLLC  
Luke Dunnington, Senior Vice President, Development, Recurrent Energy  
Coleman Lewis, Power Procurement Supervisor, Pioneer Natural Resources  
David McCalla, Director of Electric Utilities, Lubbock Power & Light

2:30 PM  
Session V - The Future of Distributed Energy Resources  
New on-site energy technologies are having an increasing influence on the built environment and markets as people adopt emerging technology systems behind the meter—including generation, storage, smart thermostats or appliances, and energy management systems. This panel will discuss how regulators, utilities, retailers and wholesale markets are planning to accommodate and compensate the contribution of this new wave of resources, including the need for changes in law, regulations, and market protocols. They will also explore how much potential there is in this region and what impact the pending Supreme Court case on demand response will have on load participation in wholesale markets.  
Session Moderator: Robert King, Founder & President, Good Company Associates  
Panelists:  
Raj Chudgar, President, Viridity Energy  
Greg Thurnher, General Manager, Regulatory Policy, Shell Energy North America  
Jess Totten, Principal, Stratus Energy Group

3:30 PM  
NETWORKING COFFEE BREAK

3:45 PM  
Session VI - RTO Hot Topics  
The 10 North American Independent System Operators and Regional Transmission Organizations (ISO/RTOs) serve more than two-thirds of all electricity consumers in the United States and more than half of those in Canada. Executive officers from U.S. ISOs and RTOs will share war stories, offer salient observations on the state of wholesale markets and grid operations today, insights into how they fulfill their duty of implementing the federal and state statutes and regulations regarding open transmission access and grid reliability, and provide responses to the ever-popular question: “What keeps you up at night?”  
Session Moderator: Bill Magness, President & CEO, ERCOT  
Panelists:  
John Bear, President & CEO, MISO  
Nick Brown, President & CEO, SPP  
Brad Jones, President & CEO, NYISO

5:00 - 7:00 PM  
COCKTAIL RECEPTION
AGENDA - WEDNESDAY, APRIL 13

7:30 AM
REGISTRATION & CONTINENTAL BREAKFAST

8:15 AM
OPENING KEYNOTE ADDRESS

Chris MacCracken, Principal, ICF International
“A National Perspective on CPP”

8:45 AM
Session VII - Livin’ La Vida Loca – Perspectives from Mexico’s Market
After much anticipation, Mexico’s energy markets are finally opening to competition in 2016. In today’s panel, a group of real-world market participants provide an honest perspective on their experiences during the first few months under CENACE’s new market rules. Our panelists share their views on what areas of the market have been successful, as well their greatest ongoing challenges and concerns, in this continually evolving market. The panelists will also discuss pending and future changes to the governing market rules that are needed to refine and enhance the existing market.

Session Moderator: Monte Mickle, President, Enerlogix Solutions

Panelists:
Bob Anderson, Vice President of Business Development, Tenaska Power Services
George Hardie, Vice President – Development and M&A, Pattern Energy
Corwin Mocyzgemba, Managing Director, WG Consulting

9:45 AM
NETWORKING COFFEE BREAK

10:15 AM
Session VIII - The New Industrial Revolution
An industrial renaissance is underway on the Gulf Coast, with rapid growth in the petrochemical industry and new, large-scale liquefied natural gas (LNG) facilities. Panelists in this session will discuss the challenges of building infrastructure to accommodate this unprecedented growth, including the unique electrical needs of industrial facilities, difficulties in predicting and preparing for industrial growth, and current planning practices.

Session Moderator: Katie Coleman, Partner, Thompson & Knight

Panelists:
Lee Moore, Project Manager, Freeport LNG
Calvin Opheim, Manager, Load Forecasting and Analysis, ERCOT
Steve Pilgrim, Director - Business & Economic Development, Entergy

11:15 AM
Session IX - Environmental Issues
This panel will focus on the numerous environmental issues facing the Texas region (including ERCOT, portions of SPP and MISO South). Topics will include the CPP, regional haze, WOTUS and Ozone. The discussion will explore both sides of these issues.

Session Moderator: John Zerwas, Jr., Associate, Sutherland Asbill & Brennan LLP

Panelists:
Al Armendariz, Senior Campaign Representative, Beyond Coal, Sierra Club
Jon Niermann, Commissioner, TCEQ
Kathleen White, Director, Armstrong Center for Energy & the Environment, Texas Public Policy Foundation

12:00 PM
LUNCHEON & KEYNOTE
Allan Stewart, Executive Director – Electric, PIRA Energy Group
“Impact of Low Cost Batteries on Wholesale/Retail Power Markets”

Presentation of 2016 Power Star Award

1:30 PM
CONFERENCE ADJOURNS
GCPA 30th Annual Spring Conference
April 12-13, 2016
Royal Sonesta ~ Houston

PRE-CONFERENCE ACTIVITIES

On Monday, April 11th:
To register for any of these events - CLICK HERE

GCPA ANNUAL SPRING GOLF TOURNAMENT
Sponsored by: GCPA’s emPOWERing Women’s Program
at Meadowbrook Farms Golf Club (Houston)
Check-In & Breakfast Opens at 8:30 AM; Shotgun Start at 10:00 AM;
Prizes Awarded Following the Tournament
Pricing: $110 WITH Conference Registration; $135 without Conference Registration.
Fee includes greens fee, cart, breakfast tacos, box lunch, prizes and goody bags.
Visit the club website at www.meadowbrookfarmsgolfclub.com for directions and dress code information.
For golf club rental: Call 281.693.4653.
To request placement with partner/foursomes: Email Penny Sullivan at psullivan@gulfcoastpower.org.

PRE-CONFERENCE WORKSHOP
“Advanced Internet Technologies for Utilities”
Royal Sonesta Houston in the Discovery Room
Check-In/Onsite Registration opens at 12:30 PM
Workshop from 1:00 PM to 5:00 PM
Pricing: $145 ($175 if purchased onsite at workshop)
PE CREDIT OF 3.75 HRS. & CPE CREDIT OF 4.0 HRS. AVAILABLE
See Description of Workshop and Full Agenda on next page (p. 9)

PRE-CONFERENCE WELCOME DINNER & SOCIAL
Join us for a casual buffet dinner at Royal Sonesta Houston from 5:30 PM - 8:00 PM
CLICK HERE to view the Royal Sonesta Houston website for directions
Pricing: $40 ($45 if purchased onsite at dinner)

REGISTRATION QUESTIONS?
Contact Penny Sullivan at psullivan@gulfcoastpower.org or 281-974-0624
WORKSHOP AGENDA
“Advanced Internet Technologies for Utilities”
Monday, April 11th ~ 1:00 PM - 5:00 PM

The utility industry is rapidly changing due to technology applications in various segments of the utility value chain. The workshop attendees will get an overview of new current and disruptive technologies on the horizon, specifically including SMAC (Social Media, Mobility, Analytics and Cloud Computing) technologies and IOT (the Internet of Things). Attendees will be educated on utility trends, technologies, and how the key trend setters are investing and participating to make an impact on operations. The workshop will start with an overview of game-changing technologies and end with a group of panelists who are applying technologies in generation, T&D, real-time management and customer engagement.

Workshop Chairs: Murthy Divakaruni, Senior Vice President, Energy and Utilities, Indra USA
Rebecca Bollenbach, Managing Director, WG Consulting

1:00 Session I - Setting the Stage
Two speakers will present an overview of game-changing technologies.
“Disruptive Trends in the Energy Space”
Speaker: Bartosz Wojtaczek, President and CEO, Decision Point Global USA;
Adjunct Professor, University of North Carolina

“Utility Executive Perspective: Demystifying Internet of Things (IOT)”
Speaker: Raiford Smith, Vice President- Corporate Strategy and Planning, CPS Energy

1:45 Session II - Operations Technologies
This panel will address IOT and SMAC technologies in power, real cost reduction and productivity opportunities, cyber security concerns, reference pilot - advanced closed loop mission control ecosystem with edge computing, and status of IOT and applications in the power industry.
Moderator: Raiford Smith, Vice President - Corporate Strategy and Planning, CPS Energy
Panelists:
Michael Bates, Senior Vice President, Intel Corporation
Eloy Gonzalez Ortega, Senior Manager, Smart Energy, Indra Software Labs
Aaron Zurborg, GE Software Labs

3:15 BREAK

3:30 Session III - End-Users Applying Technology
This panel will discuss operations challenges and regulatory dilemmas in keeping pace with Innovations and advanced technologies, smart sensor technologies for generation plant performance, grid integration and micro grid challenges, solar energy integration challenges and IOT advantages.
Moderator: Kenneth Mercado, Senior Vice President, Electric Operations, CenterPoint Energy
Panelists:
Bernie Cook, Director of Maintenance & Diagnostics, Large Fossil Hydro Generation Fleet, Duke Energy
Ashu Joshi, Chief Operating Officer, Kitu Systems
Cheryl Mele, Senior Vice President and Chief Operating Officer, ERCOT

5:00 ADJOURN
PRICING INFORMATION

CONFERENCE PRICING - price includes one and a half day conference on 4/12 - 4/13 and cocktail reception on 4/12.*Non-Member rate includes 2016 Individual Membership good through 1/31/17.

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<th>CONFERENCE</th>
<th>Early Bird Registration through 3/25/16</th>
<th>Regular Registration 3/26/16-4/8/16</th>
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GOLF PRICING - price for tournament on 4/11 includes greens fee, cart, lunch and goody bags.

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<td>Fee W/OUT conf. reg.</td>
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WORKSHOP PRICING - price includes complete workshop on 4/11.

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WELCOME DINNER PRICING - price for 4/11 dinner buffet and one drink ticket.

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REFUND POLICY - Cancellations must be received by 5 PM on Friday, March 25 in order to receive a refund. A 10% service fee (minimum fee of $10) will be charged against all refunds. Please direct all cancellation requests to Mary Armstrong at marmstrong@gulfcoastpower.org.
REGISTRATION INSTRUCTIONS - All registrations should be completed online

If you intend to register more than one person using the same credit card, go to instructions at bottom of page

TO REGISTER: LOG INTO OR CREATE YOUR ACCOUNT ON GCPA’S WEBSITE USING THESE INSTRUCTIONS

• IF YOU HAVE LOGGED INTO YOUR ACCOUNT BEFORE AND KNOW YOUR PASSWORD - Go to www.gulfcoastpower.org.
  Use the Login tab at the top of the home page to log in to your account and then click on Manage My Events once you have
  logged in. Scroll through the calendar to choose the Spring Conference and register.

• IF YOU ARE CURRENTLY ON OUR MAILING LIST BUT HAVE 1) NEVER SIGNED INTO YOUR ACCOUNT AND SET UP A
  PASSWORD; OR 2) HAVE SIGNED INTO YOUR ACCOUNT PREVIOUSLY BUT DO NOT REMEMBER YOUR PASSWORD -
  Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to reach the login page, click on Forgotten
  Password in the left bottom corner of the page and enter your email address as prompted. You will receive an email with a link.
  Follow the instructions to set your password and then login using your new password when you return to the login page.
  Once you have logged in, scroll through the calendar to choose the Spring Conference and register.

• IF YOU ARE NEW TO OUR SITE, DON'T HAVE AN ACCOUNT OR ARE NOT SURE IF YOU HAVE AN ACCOUNT -
  First, test the system to see if you already have an account -
  • Go to www.gulfcoastpower.org. Use the Login tab at the top of the home page to reach the login page, click on Forgotten
    Password in the left bottom corner of the page and enter your email address as prompted.
  • If you do not have an account, you will see a message saying “No User Found”. If this is the case, go directly to the conference
    event page: CLICK HERE TO VISIT OUR WEBSITE
  • Select the appropriate priced conference registration option and then click on the blue Check Out button in Step 1 of the
    registration process.
  • You will next proceed to Step 2 where you should choose the Create a New Account option. Fill in the required information.
  • When you begin entering your Company Name under the Company Information section, type in the first three letters of the
    company name and then pause.
  • If information re your company is already in our system OR if your company has a corporate membership with GCPA, your
    company name will appear in the dropdown menu. Select the company name from this menu if this occurs.
  • If your company name is not listed in the dropdown or the dropdown does not appear after pausing, then continue entering
    your company name.
  • NOTE: If you have chosen a company that is a corporate member and had previously chosen a non-member conference rate,
    you will be prompted to change your conference registration choice to the member rate. To view a list of current corporate
    members to see if you are already a member - CLICK HERE.
  • Proceed through the remaining registration process.
  • If you do have an account, you will see a message that an email has been sent and you will receive an email with a link. Follow
    the instructions to set your password and then login using your new password when you return to the login page. Once you have
    logged in, scroll through the calendar to choose the Spring Conference and register.

OTHER INFORMATION

Update your profile account! While you are logged into your account or after you have created your account, you can complete or
revise the information contained in your profile (choose My Profile from the dropdown menu under Member Center - Download
Instructions Here.)

TO REGISTER MORE THAN ONE PERSON USING THE SAME CREDIT CARD:

Step 1: First using the instructions above, register each individual separately by logging in to each individual's account or by
creating an account if the individual does not have an existing account. If one person is registering multiple people, please
remember to click on logout at the right top of the screen in the black menu bar after completing each registration and then click on
login to sign in to the next individual's account to create the next registration.

Step 2: When you check out each person, select the Invoice Me payment method.

Step 3: Contact Penny Sullivan at psullivan@gulfcoastpower.org or 281.974.0624. Your orders will all be processed in a single
credit card transaction.

PROBLEMS REGISTERING? CONTACT PENNY SULLIVAN AT psullivan@gulfcoastpower.org or 281.974.0624