

Tenth National Green Power Marketing Conference

October 24-26, 2005 · Austin, Texas · Austin Marriott at the Capitol

10

A Decade of Marketing:

Best Practices, Programs and Policies

CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS



October 24-26, 2005
Austin, Texas



JOIN US IN AUSTIN!

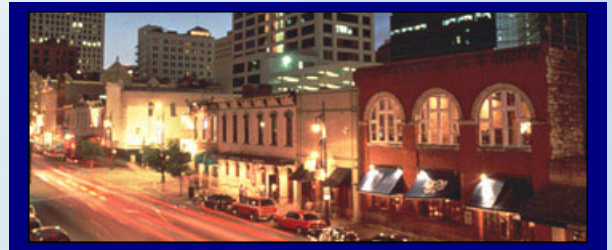


This year marks the tenth anniversary of the National Green Power Marketing Conference, the preeminent national meeting for the U.S. green power marketing industry. The **Tenth National Green Power Marketing Conference** will be held October 24-26, 2005 at the Austin Marriott at the Capitol in Austin, Texas.

This year's conference will celebrate and build on a decade of success by examining the growth of green power markets, with particular emphasis on communicating "best practices" for product design and marketing, and program implementation. If you are a green power marketer, renewable energy project developer, wholesale or retail power marketer, electric utility,

equipment manufacturer, government agency, energy consultant, or nonprofit organization, you will not want to miss this conference!

- **NETWORK** with industry colleagues at a conference venue reserved exclusively for this event.
- **GAIN NEW INSIGHTS** through the shared experiences and knowledge of leading experts in the renewable energy industry.
- **PARTICIPATE** in interactive sessions and discussions of the latest topics and issues.



2005 CONFERENCE INFORMATION

Organized by the U.S. Department of Energy, U.S. Environmental Protection Agency, and Center for Resource Solutions, the Tenth National Green Power Marketing Conference represents an important milestone for the renewable energy industry. The 2005 Conference will present 10 years of "lessons learned" for green power market practitioners in the following key areas:

- **PRODUCT MECHANICS:** Best practices in green power product design and renewable energy procurement, including fixed-price and bulk-rate products.
- **PROGRAM MANAGEMENT:** Developing, launching and managing green power programs.
- **IMPLEMENTATION:** Effective messaging; strategic leveraging of purchasers and brands; product labeling; community campaigns.
- **POLICY:** Integration of green power with renewable energy and emissions reduction policies. Updates on renewable energy tracking systems.

Information on many aspects of renewable energy generation, development and utilization will provide an engaging technical program for all attendees. The Conference will also feature the Fifth Annual Green Power Leadership Awards, a showcase of green power marketing materials from the past decade, green power training, and off-site entertainment in Austin.

EXHIBITING

The Conference offers your company a unique opportunity to showcase your products and services.

GREEN POWER 101

This pre-Conference workshop will provide a comprehensive introduction to the fundamentals of the green power marketing industry.

GREEN POWER LEADERSHIP AWARDS

The Green Power Leadership Awards recognize the actions of individuals, companies, and organizations that are significantly advancing the development of renewable electricity sources through green power markets.

Details will be available on the Conference Web site.

CALL FOR PAPERS

The goal of the National Green Power Marketing Conference is to provide a valuable learning and networking experience for a diverse industry audience of green power marketers, renewable energy developers and policy makers. The focus of the 2005 Conference is on communicating “best practices” in green power product design, program implementation, marketing, and policy development. The Conference Organizers invite submission of presentation abstracts in the following subject areas:

- **MARKET CONTEXT**
 - Green pricing, competitive retail markets, and renewable energy certificates (RECs), including international developments.
- **GREEN POWER SOURCES**
 - Updates on renewable energy technologies, applications and economics; green power supply from underutilized sources.
- **POLICY CONTEXT**
 - The interplay of voluntary green power markets with state policy mandates and emissions markets.
- **WHOLESALE MARKET ISSUES**
 - Transmission rules and obstacles; integration of intermittent renewable resources; wholesale market operation.
- **GREEN POWER PRODUCTS**
 - Designing fixed-price products; bulk-rate products for large customers; using energy efficiency to help offset incremental green power costs.
- **RENEWABLE ENERGY CERTIFICATES (RECs)**
 - Attributes ownership (PURPA projects, net-metered systems, use of public and utility funding, etc.); updates on attribute tracking systems; harmonizing REC markets; promoting RECs as offsets for greenhouse gas (GHG) emissions; incorporating RECs in GHG registries; interactions between RECs and GHG cap-and-trade; using RECs sales to finance new renewable energy projects.
- **GREEN POWER MARKETING**
 - Effective messaging (different methods, targeting market segments, etc.); optimizing the marketing mix; maximizing the impact of business customers through commercial aggregation efforts, product labeling, affinity partnerships and incentive programs; strategic leveraging of purchasers and brands; community campaigns; increasing the penetration and success of direct mail efforts; distinctive renewable energy marketing efforts, such as point-of-purchase (POP) tags, Internet campaigns, renewable energy credit cards, and grassroots marketing.
 - Successful strategies for marketing renewable energy to business customers.
 - Environmental claims: what your company and your customers can and cannot claim about renewable energy purchases and sales.
 - Cutting edge market analysis and segmentation techniques that can be integrated with marketing efforts.

ABSTRACT SUBMISSIONS

ABSTRACT SUBMISSION DEADLINE

*The deadline for abstract submission is **April 30, 2005**. All abstracts must be submitted in electronic form.*

Prospective presenters should e-mail an abstract of approximately 250 words, describing the scope of the presentation and the importance of the topic to green power practitioners, marketers or policy makers to blair_swezey@nrel.gov. Please include your name, position title, affiliation, mailing address, phone numbers (voice and fax), and e-mail address.

CONFERENCE ORGANIZATION



2005 CONFERENCE ORGANIZING COMMITTEE

Këri Bolding, Center for Resource Solutions

Matt Clouse, U.S. Environmental Protection Agency

Kurt Johnson, U.S. Environmental Protection Agency

Linda Silverman, U.S. Department of Energy

Blair Swezey, National Renewable Energy Laboratory



2005 CONFERENCE PROGRAM COMMITTEE

Jeff Anthony, We Energies

Andrew Aulisi, World Resources Institute

Brent Beerley, Community Energy

Kathy Belyeu, American Wind Energy Association

Julie Blunden, KEMA-XENERGY

Adam Capage, Platts

Mike Eckhart, American Council on Renewable Energy

Rob Harmon, Bonneville Environmental Foundation

Ed Holt, Ed Holt and Associates

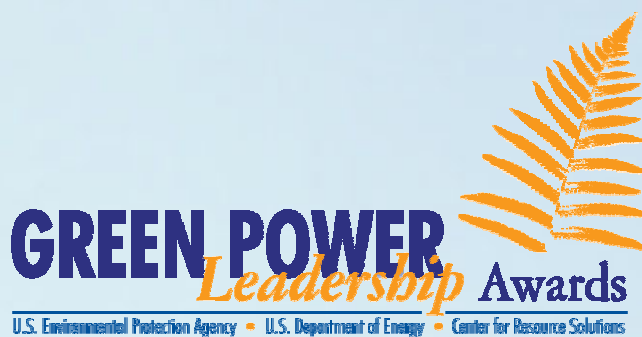
Mel Jones, Sterling Planet

Carrie Plemons, PPM Energy

Gillan Taddune, Green Mountain Energy

GREEN POWER LEADERSHIP AWARDS

The 2005 Green Power Leadership Awards will be presented at the Conference banquet on the evening of Monday, October 24th. Sponsored by the U.S. Environmental Protection Agency, the U.S. Department of Energy, and the Center for Resource Solutions, the Green Power Leadership Awards recognize the actions of individuals, companies, and organizations that are significantly advancing the development of renewable electricity sources through green power markets. Separate awards are presented for leadership in green power purchasing, green power supply, and market building and outreach. Information on award nominations will be posted on the Conference Web site.



FOR MORE INFORMATION

Please visit www.eere.energy.gov/greenpower/conference for additional Conference information.