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**BONNEVILLE POWER ADMINISTRATION
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Mainzer taps Gendron, Ehli to lead Power and Corporate Strategy

Portland, Ore. – A week after naming a deputy administrator and chief operating officer, new Administrator Elliot Mainzer continued to solidify the Bonneville Power Administration leadership team by selecting Mark Gendron as senior vice president of Power Services and Cathy Ehli as executive vice president of Corporate Strategy. Both had been serving in those roles in an acting capacity.

“Mark and Cathy both have a wealth of executive-level electric utility experience,” Mainzer said. “Their industry knowledge and background in customer service will be a substantial benefit to BPA and the Northwest.”

Gendron was named BPA’s acting senior vice president of Power Services in November when Greg Delwiche was appointed acting deputy administrator. And Ehli has served as the acting vice president of Corporate Strategy since last March.

BPA sells about 30 percent of the electricity consumed in the Northwest. As senior vice president for Power Services, Gendron is responsible for BPA’s power scheduling functions, generation asset management, power contracts and rates, power purchases and acquisitions, as well as business relationships with 142 retail utility customers. Annually, BPA’s Power Services business line sells about 11,000 average megawatts of wholesale power from 31 federal hydroelectric projects in the Columbia River Basin, one nonfederal nuclear plant and several other small nonfederal power plants, producing revenues of nearly \$3 billion per year.

“I’m thrilled to have this opportunity to continue to lead our exceptional staff in Power Services,” Gendron said. “And I’m confident in our ability to continue to deliver the utmost value from the Columbia River power system to our utility customers and the people of the Northwest.”

Gendron has more than 30 years of electric utility industry experience. During his nine years at BPA, he has served as vice president of Northwest Requirements Marketing, where he was responsible for marketing and contracting the sale of requirements power to power customers. He also temporarily served as the acting senior vice president of Power Services following Paul Norman’s retirement in 2009. Before joining the agency in 2005, Gendron worked for the city of Idaho Falls, where he held the position of chief engineer for 10 years and served as general manager of Idaho Falls Power for another decade. He holds a bachelor’s degree in electrical engineering from the University of Colorado.

BPA's Corporate Strategy group works with internal and external stakeholders to develop strategic plans and policies that address emerging regional and national issues such as climate change and renewable portfolio standards. It also coordinates the management of cross-agency strategic initiatives, leads efforts to improve BPA performance through benchmarking and operational excellence disciplines, and oversees the agency's technology research and development portfolio.

"I'm honored to lead an incredible team that's developing strategies to navigate a rapidly changing landscape, and position BPA to deliver value to the Northwest for years to come," Ehli said.

Since joining BPA in 1982 as a public utilities specialist, Ehli has spent most of her career in Transmission. In 2006, she was named vice president of Transmission Marketing and Sales. In that role, she led BPA's compliance with a number of complex tariffs imposed by the Federal Energy Regulatory Commission and oversaw BPA's Network Open Season initiative and new conditional firm products. In 2013, she shifted from Transmission Marketing and Sales to the top spot in Corporate Strategy, which was vacated by Mainzer when he began serving as BPA's acting deputy administrator. Ehli also briefly served as acting manager of BPA's Slice program in Power Services. She holds a bachelor's degree in business administration and a certificate in international trade from Portland State University.

Visit [BPA's website](#) to learn more about its executive team.

BPA is a not-for-profit federal agency that markets renewable hydropower from federal Columbia River dams, operates three-quarters of high-voltage transmission lines in the Northwest and funds one of the largest wildlife protection and restoration programs in the world. BPA and its partners have also saved enough electricity through energy efficiency projects to power four large American cities.

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