

# GLOBAL ENERGY BUYERS CONFERENCE

October 18-19, 2011 – Chicago, IL USA

## Global energy procurement

### Capitalizing on a changing world

- How to implement a global risk management policy
- Global energy drivers — oil, coal and gas
- BRIC and the rest of the world
- Brazil and South American energy market overview
- Building blocks of corporate global energy management: A case study
- Regulation and carbon management



PRESENTED BY:



## About Fellow-McCord

Fellow-McCord is a privately owned and operated global energy and sustainability management firm. For nearly two decades, we have worked with our clients to minimize risk, improve long-term budget stability and gain increased control over the cost of energy.

Fellow-McCord offers the following services:

- Energy management
- Energy sourcing
- Risk and regulatory
- 24/7 energy desk
- Demand management
- Demand response
- Sustainability

Energy management priorities can vary by type of organization. At Fellow-McCord, it does not matter if our client is focused on the price of energy, the amount of energy it consumes, the regulatory impacts of its decisions or the effect of its energy decisions on its customers, we have the experience and expertise to create a customized strategy to help all our clients achieve their energy and sustainability goals. This expertise is applicable across a variety of consumer segments including industrial, commercial or higher education clients, as well as municipal or cooperative utilities.

We take a comprehensive approach to energy management that simultaneously addresses energy price, consumption, asset and operations management. As a result, our clients enjoy lower energy prices, improved energy efficiency and a reduction in carbon emissions improving financial performance and promoting environmental sustainability.

We manage the energy portfolio of more than 100 multi-national clients with a global energy spend in excess of \$14 billion. By leveraging our long-standing industry relationships, we offer the resources, information and systems to manage our clients' needs from the energy source to point-of-end use.

Fellow-McCord supports the global energy management practice with nearly 400 associates located throughout our affiliated offices in Boston, Chicago, Los Angeles, London, Mumbai, Philadelphia, Pittsburgh, Singapore, St. Louis, Washington, DC and our corporate headquarters in Louisville, Kentucky.

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## About EnergyQuote JHA

EnergyQuote JHA is a market-leading energy consultancy with more than 200 specialists delivering services to more than 800 energy buyers across the UK and Europe. Our portfolio of services provides a resilient and high-quality offering to clients underpinned by a powerful combination of market expertise, systems capability and talented individuals.

EnergyQuote JHA's services include:

- Carbon and sustainability
- Market analytics
- Strategic risk management
- Energy procurement
- Trading desk
- Bureau services

With more than 35 years' experience in the oil, power, gas and carbon markets, EnergyQuote JHA helps energy buyers implement effective ways to reduce costs and meet sustainability objectives. We now trade more than €4 billion of energy contracts across Europe annually.

We have consistently led the way in pioneering new services, from our energy funds to our pan-European Trading Desk system. We continue to heavily invest in technology in order to offer a tailored range of purchasing solutions that ensures buyers obtain the most appropriate contracts and products to help grow their business.

We assist our clients in the development of risk strategies that support everything from energy purchasing decisions to the implementation of environmental policies. To help clients intelligently gauge market developments, we offer an information toolkit incorporating market analysis, industry guidance and advice on timing purchases.

With Europe's increasing environmental legislation, we advise companies how to increase efficiency, manage emissions and reduce their overall carbon footprint to meet regulatory targets. Services include individual consultations, training sessions, briefing seminars, workshops and market intelligence reports that keep organizations current with ever-changing environmental issues.

EnergyQuote JHA remains a privately owned company with offices in the UK, Belgium, Italy, Romania, Bangalore and India.

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## About Ecom Energia

Ecom Energia is a privately owned company that is focused on energy trading, portfolio management and consultancy. Since 2002, we have been working with our clients to provide energy portfolio management services in regulated and unregulated Brazilian markets.

Ecom Energia offers the following services:

- Unregulated market-move consultancy
- Energy sourcing and procurement
- Energy management
- Market risk management
- Demand management
- Trading desk
- Energy consultancy
- Invoice handling and control

We understand that our clients' needs are different depending upon the industry in which they operate. At Ecom Energia, we develop customized strategies for clients that are focused on minimizing energy costs combined with meeting sustainability objectives. From simple application of energy management to more sophisticated risk management tools, Ecom Energia can offer a complete range of services to fit a client's needs relative to its energy portfolio management and energy trading.

We assist our clients in evaluating the unregulated market benefits and offer complete regulatory consultancy concerning the unregulated markets, which helps our clients make a safe transition from regulated to unregulated energy markets.

Ecom Energia's trading desk is trading more than \$450 million of energy contracts annually. It is the most active trade desk in the Brazil market. All of this intelligence is available to our clients and makes the difference for a valued aggregation on our clients' energy cost savings.

With a team of recognized, top quality energy market professionals in Brazil, Ecom Energia manages the energy portfolio of more than 60 national and multinational clients and more than 140 industrial and commercial sites, with an energy spend in excess of \$700 million.

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# Conference Agenda

## Day One

- 7:00p Networking dinner and drinks**  
Discuss your unique global energy challenges with your peers and our regional specialists
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## Additional Information

- There are no prerequisites for this program
- No advanced preparation necessary
- Conference attire: Business casual
- Delivery method: Group live
- Maximum CPE credits: 5.5



Fellon-McCord is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional

education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

## Day Two

- 8:30a Introductions / Conference Overview**
- 9:00a Global Energy Drivers – Oil, Coal and Gas**  
Fellon-McCord: Brian Habacivch
- Is energy market volatility here to stay
  - How is the energy world connected from China to the United States
  - What are the principal drivers of energy prices today and tomorrow
  - Global gas revolution – is gas the new oil
  - Good intelligence – how to monitor the world's energy market fundamentals
- 10:00a How to Implement a Global Risk Management Policy**  
EnergyQuote JHA: Jonathan Lydiard-Wilson
- Introduction to the global strategy development model
  - Key principles for identifying and managing risk
  - How to define your appetite for risk on a global basis
  - How to measure your risk and translate into regional strategies
  - How to structure the right limits and controls for a global business
  - Risk management tools
  - Case study – developing your own risk policy
- 10:45a Break**
- 11:15a BRIC and the Rest of the World**  
EnergyQuote JHA: Charles Fenton
- Regulatory market status comparison around the world
  - What are the signposts to watch for deregulation
  - Activities to be performed by a global energy buyer
  - Managing a global energy portfolio across deregulated and regulated markets
- 12:00p Brazil and S.A. Energy Market Overview**  
Ecom Energia: Carlos Lourenço
- Current status of open access for Brazilian natural gas and power markets
  - Overview of suppliers, products offered, price transparency and liquidity
  - What industrials are doing in third-party supply and procurement of energy
  - Future direction and momentum for open access for industrial and large commercial end-use markets
- 12:45p Lunch / Networking**
- 2:15p Building Blocks of Corporate Global Energy Management – A Case Study**  
Owens Corning: David Andres
- Sourcing – how it gets organized
  - Demand side management
  - Sustainability
  - Risk management
- 3:00p Break**
- 3:30p Regulation and Carbon Management**  
Fellon-McCord: George Kehler
- Overview of regulation international, United States, Europe and Asia Pacific
  - What are the business drivers and pitfalls for international companies
  - A review of regional and international protocols and standards
  - How to achieve compliance with sustainability and carbon emissions regulation
  - Developing a framework for an integrated energy, carbon and sustainability strategy
- 4:15p Conclusion**

## Speaker profiles



**Brian A. Habacivch**  
Senior Vice President, Research and Publications,  
Fellon-McCord

Brian Habacivch serves as Fellon-McCord's head of research and editor-in-chief of publications. He works with a team of energy analysts in evaluating and advising on energy markets and risk to Fellon-McCord's energy-intensive clients. Until July 2008, he also served as senior vice president of research and publications for Constellation NewEnergy-Gas Division, LLC, North America's largest commercial and industrial natural gas retailer.

Prior to joining Fellon-McCord in 2002, he was director of business development for Allegheny Energy. Brian also spent 10 years at Sprague Energy Corp., where he was responsible for industrial-account natural gas marketing, major accounts, as well as various aspects of liquid fuel marketing, project development and acquisitions. Brian began his industry career as senior associate editor for Gas Daily and Gas Markets Weekly two nationally recognized natural gas-industry publications.



**Jonathan Lydiard-Wilson**  
Director, EnergyQuote JHA

Jonathan joined EnergyQuote JHA having previously specialized in strategy and change management consultancy within the financial and IT sectors.

Jonathan pioneered EnergyQuote JHA's risk management strategy, carbon and sustainability services focusing on processes used within the financial institutions and the evolving carbon markets and adapting them to the dynamic requirements of the industrial and commercial energy and carbon markets. He has worked successfully with a large number of pan-European and country-specific clients, often working with parent companies at a global level, to produce custom-made solutions and clear deliverables within their individual energy and carbon policies and strategies.



**Charles Fenton**  
Head of European Consultancy,  
EnergyQuote JHA

Charles has more than 15 years of experience in the energy sector. He has a very strong understanding of the energy industry and, since 2002, has been pivotal in developing risk management policies for a number of Europe's largest packaging manufacturers and consumer product producers. He provides buyers with great insight into the pan-European energy markets, helping them to assess the strengths, weaknesses and characteristics of each country in relation to procuring and buying electricity and gas.



**Carlos A. A. S. Lourenço**  
Chairman of the Board, Ecom Energia

Carlos Lourenço is one of Ecom Energia's founders, partners and is chairman of the board. With more than 25 years of experience in financial structuring, civil construction and energy markets, he offers extensive experience on the construction of hydroelectric power plants, projects implementation and energy trading. He holds a degree in civil engineering and an MBA from Stern NYU.

Carlos Lourenço also serves as Co-CEO of Gomes Lourenço Group, a Brazilian group that provides services in civil construction and infrastructure, power generation and agribusiness.



**David Andres**  
Global Leader for Energy and Precious Metals,  
Owens Corning

David Andres joined Owens Corning in 2004 and is the global leader for energy and precious metals. His team manages the global sourcing of natural gas and electricity. He also leads the commodity risk management committee, comprised of the treasurer, chief accounting officer and vice president – sourcing. The committee is responsible for the hedging decisions and strategies to manage commodity price risk. In addition to his energy responsibilities, David manages the company's substantial precious metals asset used in the production of glass fiber reinforcements.

Prior to Owens Corning, he was purchasing director at General Motors and led a team responsible for global procurement of precious metals, aluminum, copper and other minor metals. He managed the company's scrap metal brokering activity and was one of purchasing's representatives on General Motor's hedging committee. He was also a member of NYMEX's metals advisory committee.



**George Kehler**  
Director, Sustainability Programs, Fellon-McCord

George Kehler is a 10-year veteran of renewable energy, energy efficiency and carbon management initiatives. He currently directs Fellon-McCord's growing demand for products and services designed to help its clients reduce their energy consumption and carbon footprint through a range of sustainability strategies.

Prior to joining Fellon-McCord, he served as senior commercial manager at The Dow Chemical Company where he pioneered alternative energy strategies and served as a company spokesperson on climate change. He also was the product director of sustainability at Advantage IQ, global electricity procurement manager with Union Carbide Corporation and energy manager at Praxair.

## Registration

REGISTER ONLINE: [www.regonline.com/GEBC](http://www.regonline.com/GEBC)

### Registration fees are:

\$795	Global Energy Buyer
\$395	Fellon-McCord Client
\$395	Association Member

NOTE: Additional registrants from the same company will receive a 20 percent discount.

### For more information, contact:

Lisa Mills at Fellon-McCord (502) 214-9368 or [lmills@fellonmccord.com](mailto:lmills@fellonmccord.com)

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