

March 9-10, 2010

# Executive Electricity Management Seminar

*Three things you must know in 2010 that will impact your energy costs*

## DESIGNED FOR:

- Corporate energy managers
- Procurement professionals
- Facilities engineering personnel
- Executive managers
- Company owners
- Financial managers

## SEMINAR HIGHLIGHTS:

An understanding of the electricity market as it relates to:

- Historical overview and fundamentals
- Economic impacts/market and price outlook
- Electricity procurement strategies
- ABC's of electricity contracts
- Tariff opportunities and invoice review
- Inside-the-fence energy management

## LEARNING OBJECTIVES:

- The economic impact of cap and trade to industrial, commercial and institutional consumers
- Risk management options for electricity
- Regulatory changes in 2010

## FOR MORE INFORMATION:

For more information contact Lisa Mills at 502.214.9368 or [lmills@fellonmccord.com](mailto:lmills@fellonmccord.com).

## LOCATION:

The Executive Electricity Management Seminar will be held in the Bluegrass room on the third floor of our Louisville, Kentucky office, which is located at 9960 Corporate Campus Drive (directions are on the next page).

## AGENDA:

Day 1 (10:00 a.m.–5:00 p.m.\*)

- Welcome and Introduction
- Electricity Fundamentals
- Rules and Regulations
- Electric Sales Contracts ABC's
- Inside-the-Fence Energy Management - Energy Audit
- The Status of U.S. Retail Markets

Day 2 (8:00 a.m.– 3:00 p.m.\*\*)

- Tariff Opportunities/Invoice Review
- Utility Negotiation Tips and Techniques
- Electricity Procurement Strategies
- Electricity Market and Price Outlook

*\* Lunch and dinner are provided on day one.*

*\*\*Lunch is provided on day two.*

## ADDITIONAL INFORMATION:

- There are no prerequisites for this program
- No preparation necessary
- Conference attire: business casual
- Program level: overview
- Delivery method: group live

## REGISTRATION :

Due to the high demand for these seminars, space is limited.

- To register online, copy and paste this link: [www.regonline.com/ElectricitySeminar0310](http://www.regonline.com/ElectricitySeminar0310)
- No charge, excluding personal travel and hotel expenses.

**Our presenters are career energy professionals with more than 200 combined years of experience in the energy industry, and our experts offer a view from the perspective of legal, regulatory, legislative, procurement and risk management.**



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## DIRECTIONS:

- **From the Airport:** Take I-264 East to I-64 East towards Lexington. Take the first exit, Exit 15C–Hurstbourne North. You need to be in the left lane of the exit ramp. (See directions from Exit 15).
- **From Lexington:** Take I-64 West towards Louisville. Exit I-64 onto Hurstbourne, Exit 15. Turn right at the end of the ramp. (See directions from Exit 15).
- **From Indianapolis:** Take I-65 South. As you cross the Ohio River, you must be in the right lane. Follow the signs for I-64 East to Lexington. Take I-64 East to Exit 15C–Hurstbourne North. You need to be in the left lane of the exit ramp. (See directions from Exit 15).
- **From Nashville:** Take I-65 North to I-264 East. Take I-264 East to I-64 East, towards Lexington. Take the first exit, Exit 15C–Hurstbourne North. You need to be in the left lane of the exit ramp. (See directions from Exit 15).
- **From St. Louis:** Take I-64 East towards Louisville. Continue on I-64 once you cross the Ohio River (about 10 minutes). Take Exit 15C–Hurstbourne North. You need to be in the left lane of the exit ramp. (See directions from Exit 15).
- **From Exit 15:** Proceed North on Hurstbourne approximately 3.5 miles to the second Ormsby Station Road. (Fifth Third Bank and McDonald's will be on your right.) Turn left onto Ormsby Station and turn left onto Corporate Campus Drive. Another left will take you into our parking lot. We are located at 9960 Corporate Campus in Five Corporate Center. The seminar will be held in the Bluegrass Room on the third floor.
- **From Cincinnati:** Take I-71 South to Exit 9A (the I-265 South/Gene Snyder Freeway/KY-841 S exit). Merge onto I-265 South, and within one-half mile take Exit 34 (the KY-22/Brownsboro Road exit) towards Crestwood. Keep right at the fork in the ramp and merge onto Brownsboro Road/KY-22 W. Turn left onto North Hurstbourne Parkway and go about 3.5 miles to Ormsby Station Road. (Fifth Third Bank and McDonald's will be on your left.) Turn right onto Ormsby Station and turn left onto Corporate Campus Drive. Another left will take you into our parking lot. We are located at 9960 Corporate Campus in Five Corporate Center. The seminar will be held in the Bluegrass Room on the third floor.

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Fellon-McCord ([www.fellonmccord.com](http://www.fellonmccord.com)) is an energy consulting and management firm headquartered in Louisville, Kentucky. We provide energy management, procurement and advisory services, partnering with clients to create value-driven solutions and helping them decide when and where to purchase the lowest cost and most reliable energy supplies.

Since the early 1990's, Fellon-McCord has been educating clients on many aspects of the energy markets, including:

- Energy risk management
- Energy supply reliability
- Energy cost management and budgeting
- Energy market intelligence and forecasting
- Renewable energy alternative review and sustainability
- Utility invoice and payment management

