

GCCPA

Gulf Coast Power Association

37th Annual Fall Conference & Exhibition

October 4th - 5th, 2022

The AT&T Conference Center in Austin

CONFERENCE CHAIRS:

Suzanne Bertin, Owner, S. Bertin Consulting

Bryan Sams, Vice President, Government & Regulatory, Calpine

OUR FIRST IN-PERSON FALL CONFERENCE SINCE 2019!

Prominent Industry & Government Speakers

Timely Session Topics & Discussions

PLUS Cocktail Reception on October 4th

[REGISTER FOR FALL CONFERENCE NOW](#)

Pre-Conference Activity Add-Ons on Monday, October 3rd

Afternoon: 1/2 Day Workshop - "Bitcoin, Blockchain, and Energy Demand"

Evening: Welcome Reception for Attendees

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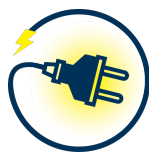
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To learn more about sponsorships and exhibits, please review our [Sponsor/Exhibitor Brochure](#) and contact Mary Armstrong, Deputy Executive Director, at 281.460.3054 or marmstrong@gulfcoastpower.org.



HOTEL, ROOM RESERVATION & PARKING INFORMATION

GCPA has a room block with a limited number of rooms at the AT&T Conference Center located at 1900 University Ave., Austin TX 78705. ***Standard King and Double Queen rooms are available at the special rate of \$230 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, September 12th.

[CLICK HERE TO RESERVE YOUR ROOM ONLINE](#)

Call 512-404-3600 if you need assistance; mention the room block

TO VIEW THE AT&T CONFERENCE CENTER WEBSITE: [Click Here](#)

Parking is available in the attached Conference Center Garage. Guests may self-park for 8-24 hours for \$21 per day. Valet services are also available at the University Avenue entrance for \$21 per day or \$35 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 9.25 hours of credit if all conference sessions are attended. 3.0 credit hours will also be available for the 10/3 workshop.

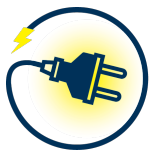
CPAs: GCPA is a Board Registered CPE Sponsor with the Texas State Board of Public Accountancy. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. The learning objectives for CPAs attending the conference are: to obtain an in-depth understanding of market design, transmission reforms, transmission planning for the future, 2023 legislative outlook, the commercial retail market, green hydrogen, and DERs. There are no prerequisites. Attendees will receive approximately 11.0 hours of credit if all sessions are attended. 3.0 credit hours will also be available for the 10/3 workshop. The learning objectives for the workshop are: to obtain an in-depth understanding of bitcoin, blockchain and energy demand.

Attorneys: The Texas State Bar has approved a total of 4.75 hours of MCLE credit for the following portions of this conference: Session I - 1 hr.; Sessions II, III, IV, VI, VII - 0.75 hr. each. GCPA's sponsor number is 2661 and the course number is 174171044.

THANKS TO OUR MEDIA PARTNER



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CONFERENCE OVERVIEW - [REGISTER NOW](#)

***Join us at this year's leading electric power conference
for the ERCOT/Gulf Coast region.***

600+ attendance expected based on 2019 attendance of 683 with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President.

Pre-Conference Activity Add-Ons - Monday, October 3

- Workshop - "Bitcoin, Blockchain, and Energy Demand" from 1:30 PM - 5:00 PM (Registration Opens at 1:00 PM)
- Welcome Cocktail Reception for Attendees at AT&T Conference Center from 5:00 PM - 6:30 PM

Fall Conference Day One - Tuesday, October 4

- Registration and Continental Breakfast opens at 7:00 AM
- Conference opening welcome at 8:00 AM
- Sessions and keynotes from 8:10 AM - 5:00 PM
- Cocktail Reception from 5:00 PM - 7:00 PM

Fall Conference Day Two - Wednesday, October 5

- Registration and Continental Breakfast opens at 7:45 AM
- Sessions and keynotes from 8:30 AM - 12:00 PM
- Conference adjourns at close of final session at 12:00 PM

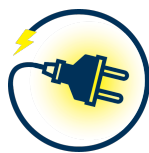
THANKS TO OUR PLANNING COMMITTEE

Conference Chairs:

Suzanne Bertin, Owner, S. Bertin Consulting
Bryan Sams, Vice President, Government & Regulatory, Calpine

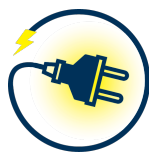
Claire Alford, Highland Electric Transportation
Tom Anson, Clark Hill
Vijay Betanabatl, AutoGrid Systems Inc.
Tammy Cooper, Austin Energy
Tracy Davis, NextEra Energy
Mark Dreyfus, MD Energy Consulting

Eric Goff, Eric Winters Goff, LLC
Lindsey Hughes, ERCOT
Jay Jayasuriya, Sendero Consulting
Casey Keller, Caerus Commodities
Angela Kent, Texas Advanced Energy Alliance
Melissa Trevino, Oxy



AGENDA - TUESDAY, OCTOBER 4

- 7:00 AM **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:00 AM GCPA President's Welcome **Mark Dreyfus**, Principal, MD Energy Consulting
Recognition of Chairs **Kim Casey**, Executive Director, GCPA
Conference Introduction **Suzanne Bertin**, Owner, S. Bertin Consulting & **Bryan Sams**, Vice President, Calpine
- 8:10 AM **KEYNOTE ADDRESS**
William H. "Bill" Flores
Vice-Chair & Independent Board Member, ERCOT; Former Member, U.S. House of Representatives
- 8:40 AM **Session I - Market Design Redux**
State agencies and market participants are interpreting and implementing statutory changes passed in 2021 to enhance the ERCOT market. This panel of market experts will explore the content of recent agency rules and orders, and look ahead to any additional regulatory changes. Recent and ongoing projects to enhance the market include weatherization, Market Design Phase I, Market Design Phase II, and state agency rulemaking projects to incorporate demand response, distributed generation and energy storage as well as meaningful transmission planning reform.
Moderator: **Carrie Bivens**, Vice President, Potomac Economics; ERCOT IMM Director
Panelists:
Charles Griffey, Consultant, Texas Industrial Energy Consumers
Clif Lange, Manager of Wholesale Marketing/QSE, South Texas Electric Cooperative
Tonya Baer Miller, Executive Director, Texas Solar Power Association
Michele Richmond, Executive Director, Texas Competitive Power Advocates
- 9:35 AM **NETWORKING BREAK**
- 10:05 AM **KEYNOTE ADDRESS**
Thad Hill, CEO, Calpine
- 10:35 AM **Session II - Lincoln Douglas Debate: Transmission Reforms and Market Design**
The Lincoln-Douglas debate traces its roots to the 1858 Illinois U.S. Senate race when Abraham Lincoln and Stephen Douglas held nine debates across the state. We will be using a modified Lincoln Douglas debate format to address this proposition: *Transmission planning and regulatory reforms to "relieve congestion" are compatible with market design regulatory reforms to retain and incentivize dispatchable generation in ERCOT's Energy Only Market.* Mark Stover will present the affirmative case and Bill Barnes will present the negative case.
Moderator: **Barbara Clemenhausen**, Vice President, Market Intelligence, Customized Energy Solutions
Debaters:
Bill Barnes, Sr. Director, Regulatory Affairs, NRG Energy
Mark Stover, Director, State Affairs, Apex Clean Energy
- 11:15 AM **Session III - Transmission Planning for the Future**
In 2021, the Legislature passed Senate Bill 1281, requiring the PUC to implement a consumer benefits test for transmission planning. As the PUC examines how best to implement this tool, it is also weighing significant market design changes. This panel will discuss the ongoing challenges to transmission development within ERCOT, including their views on whether more transmission is needed and whether the addition of the consumer benefits test or criteria allowing for transmission projects based on resiliency will be enough.
Moderator: **Woody Rickerson**, Vice President, System Planning & Weatherization, ERCOT
Panelists:
Bob Bradish, Sr. Vice President, Regulated Infrastructure Investment Planning, AEP
Amanda Frazier, Sr. Vice President, Regulatory Policy, Vistra
Eric Schubert, Energy, Climate Change Regulatory Affairs Advisor, LyondellBasell

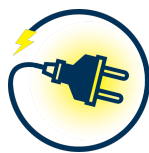


AGENDA - TUESDAY, OCTOBER 4 (continued)

- 12:00 PM **LUNCHEON**
- 1:30 PM **KEYNOTE ADDRESS**
Jim Burke, President & CEO, Vistra
- 2:00 PM **emPOWERing YOUNG PROFESSIONALS AWARD PRESENTATION**
- 2:15 PM **Session IV - Outlook for Electric Issues in the 2023 Texas Legislative Session**
Time to get ready for the Texas Legislature! Every other year, the members of the Legislature descend on Austin to deliberate issues affecting the lives of Texas citizens and businesses. Hear a panel of senior legislators discuss their expectations for the upcoming legislative session. This is a can't-miss session for anyone interested in legislative and regulatory issues affecting the energy industry in Texas.
Moderator: **Phil Wilson**, General Manager, LCRA
Panelists:
Donna Howard, Representative, Texas State Legislature
Nathan Johnson, Senator, Texas State Legislature
Phil King, Representative, Texas State Legislature
- 3:00 PM **NETWORKING BREAK**
- 3:30 PM **KEYNOTE ADDRESS**
A Conversation with **Guillaume Le Gouic**
Sr. Vice President, Power Systems, Schneider Electric
"Digitalization: Deploying Energy Infrastructure for our Future Sustainability"
Facilitated by Dr. Michael E. Webber, Josey Centennial Professor in Energy Resources, UT Austin
- 4:00 PM **Session V - Keeping Up with the Joneses: A Roundtable Discussion**
Industry experts with the last name Jones who have had direct involvement in the creation and ongoing regulation of today's Texas competitive market will discuss perspectives on the beginning days of ERCOT, lessons learned, recent market issues, hopes for the future and the continued evolution of the competitive market in Texas.
Roundtable Members:
Brad Jones, Former Interim CEO, ERCOT
Dan Jones, Independent Consultant
Liz Jones, Vice President, Regulatory Affairs, Oncor
Sam Jones, Former CEO, ERCOT
- 5:00 - 7:00 PM **COCKTAIL RECEPTION**

REGISTRATION QUESTIONS?

Contact Penny Sullivan at psullivan@gulfcoastpower.org or 281-974-0624

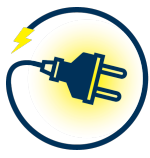


AGENDA - WEDNESDAY, OCTOBER 5

- 7:45 AM **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:30 AM **KEYNOTE ADDRESS**
Evan Smith, CEO, Texas Tribune
- 9:15 AM **Session VI - A Buyer's Perspective on the Current ERCOT Retail Market**
All retail electricity buyers in ERCOT are experiencing a bit of sticker shock in 2022. Increased natural gas prices, a tight summer supply/demand balance, and a shift to more conservative operations at ERCOT are among some of the contributing factors. This panel led by the Interim Public Counsel of OPUC will discuss their observations on the current state of the retail market, buying strategies, the impact of regulatory changes, and the outlook for the future.
Moderator: **Chris Ekoh**, Interim Chief Executive & Public Counsel, OPUC
Panelists:
Christopher Dorow, Regional Category Manager, Power & Utilities, BASF
Matt Hobson, Principal, Energy Edge
Andrew Spankuch, Director, Commercial, Freeport LNG Development
- 10:00 AM **PRESENTATION - "Green Hydrogen: Is It the Future?"**
Brian Maxwell, Founder & CEO, Green Hydrogen International
- 10:15 AM **NETWORKING BREAK**
- 10:45 AM **KEYNOTE ADDRESS**
Will McAdams, Commissioner, Texas PUC
- 11:10 AM **Session VII - Small But Mighty**
Customer preferences and enabling technologies are driving the rapid adoption of DERs including demand response, solar, storage, EV fleets, and other small fast ramping generators. This panel will discuss the key benefits including greater reliability, resilience, customer engagement, and cost savings that these "small" resources can offer to customers and the ERCOT grid. Panelists will also discuss market barriers such as metering and telemetry requirements, evolving market and regulatory frameworks, interoperability, conflicting utility and customer incentives that need to be addressed to realize their "mighty" potential.
Moderator: **John Bonnin**, Senior Consultant, AutoGrid Systems, Inc.
Panelists:
Sterling Clifford, Manager, Government Affairs, Sunova Energy
Jane Culkin, Western Regional Manager, Market Development, Highland Fleets
Resmi Surendran, Vice President of Regulatory Policy, Shell
Tiffany Wu, Advisor, Public Utility Commission of Texas
- 12:00 PM **CONFERENCE ADJOURNS**

COVID PROTOCOL FOR FALL CONFERENCE

GCPA will follow the guidelines established by the AT&T Conference Center at the time of the conference. To learn more about AT&T Conference Center's safety protocol, [CLICK HERE](#). Masking is highly recommended for the unvaccinated as well as for those with health conditions that make them more susceptible to COVID.



PRE-CONFERENCE ADD-ONS - MONDAY, OCTOBER 3

REGISTER FOR ONE OR BOTH PRE-CONFERENCE EVENTS HERE

PRE-CONFERENCE HALF DAY WORKSHOP

"Bitcoin, Blockchain, and Energy Demand"

AT&T Conference Center 1:30 - 5:00 (Check-In at 1:00 PM)

ERCOT has projected gigawatts of new "large flexible load" - most of which is Bitcoin mining. But what exactly is Bitcoin, and why is so much mining load coming to Texas?

Some Bitcoin is being co-located with existing generators, and others are developing on their own. Controllable load resources will have considerations for nodal pricing, offering ancillary services, and other new obligations and opportunities arising from the Large Flexible Load Task Force. **SEE FULL AGENDA ON PAGE 9**

Discussion topics and speakers will include:

- What are blockchain and Bitcoin? How does Bitcoin get its value? How do Bitcoin prices impact investment in Texas? What about non-Bitcoin blockchain and web3?
- What are these new data centers like and how do they operate?
- How are these new loads interconnected? What is the new process established by ERCOT? How does it compare to generators and other loads?
- What is happening at the Large Flexible Load Task Force?
- What is the experience of QSEs that are integrating these new loads into their portfolio?

Early Bird Price WITH Conference Registration: \$200

Early Bird Price WITHOUT Conference Registration: \$300

WELCOME COCKTAIL RECEPTION

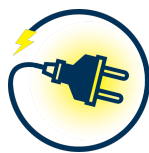
Mingle and network at a Welcome Cocktail Reception

Monday, October 3rd - AT&T Conference Center - 5:00 PM to 6:30 PM

Pricing: \$40

REGISTRATION QUESTIONS?

Contact Penny Sullivan at
psullivan@gulfcoastpower.org or 281-974-0624



FULL AGENDA

PRE-CONFERENCE HALF DAY WORKSHOP ON MON. OCTOBER 3

"Bitcoin, Blockchain, and Energy Demand"

AT&T Conference Center 1:30 - 5:00 (Check-In at 1:00 PM)

ERCOT has projected gigawatts of new "large flexible load" - most of which is Bitcoin mining. But what exactly is Bitcoin, and why is so much mining load coming to Texas? Some Bitcoin is being co-located with existing generators, and others are developing on their own. Controllable load resources will have considerations for nodal pricing, offering ancillary services, and other new obligations and opportunities arising from the Large Flexible Load Task Force.

1:30 PM **INTRODUCTION** - **Eric Goff**, Goff Policy

1:35 PM **WHAT IS BLOCKCHAIN & BITCOIN?**

What are blockchain and Bitcoin? How does Bitcoin get its value? How do Bitcoin prices impact investment in Texas? What about non-Bitcoin blockchain and web3?

Moderator: **Eric Goff**, Goff Policy

Panelists:

Lee Bratcher, Board Member & President, Texas Block Chain Council

Jamie McAvity, CEO, Cornint

2:15 PM **DATA CENTER OPERATIONS**

What are these new data centers like and how do they operate?

Moderator: **Eric Goff**, Goff Policy

Panelists:

Chad Harris, EVP, Chief Commercial Officer, Riot Blockchain, Inc.

Michael McNamara, CEO & Co-Founder, Lancium

3:00 PM **BREAK**

3:30 PM **INTERCONNECTION PROCESS**

How are these new loads interconnected? What is the new process established by ERCOT? How does it compare to generators and other loads?

Moderator: **Bryan Sams**, Vice President, Government & Regulatory, Calpine

Panelists:

Shaun Connell, Exec. Vice President, Power, Lancium

Brock Petersen, COO, Satoshi Energy

4:00 PM **LARGE FLEXIBLE LOAD TASK FORCE UPDATE**

Speaker: **Bob Wittmeyer**, Founder & President, Longhorn Power

4:15 PM **QSE EXPERIENCE WITH THESE NEW LOADS**

What is the experience of QSEs that are integrating these new loads into their portfolio?

Moderator: **Bryan Sams**, Vice President, Government & Regulatory, Calpine

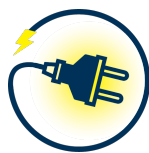
Panelists:

Chris Hemschot, Vice President, Colocation, Tenaska Energy Solutions

Nathan Mancha, Director, Business Development, EDF Energy, North America

Trent Stout, Sr. Managing Director & Head of Blockchain, Priority Power

5:00 PM **ADJOURN**



PRICING INFORMATION

CONFERENCE PRICING - price includes one and a half day conference on 10/4 - 10/5 and cocktail reception on 10/4. *Non-Member rate includes 2022 Individual Membership good through 1/31/23.

CONFERENCE	Early Bird Registration through 9/12/22	Regular Registration 9/13/22-9/30/22	Onsite Reg. 10/4/22 & 10/5/22
GCPA Members	\$795	\$950	\$1050
Non-Members*	\$1020	\$1175	\$1275
State Govt. Employees	\$295	\$295	\$350
GCPA Members in Job Search Mode	\$375	\$375	\$475
Non-Members in Job Search Mode*	\$600	\$600	\$700
Full-Time Students	\$125	\$125	\$150

WORKSHOP PRICING - price includes half day workshop on 10/3, beverages and snack.

WORKSHOP	Early Bird Registration through 9/12/22	Regular Registration 9/13/22-9/30/22	Onsite Reg. 10/3/22
Fee w/ conf. registration	\$200	\$250	\$275
Fee W/OUT conf. reg.	\$300	\$350	\$375

WELCOME RECEPTION PRICING - price includes welcome reception on 10/3, one drink ticket and hors d'oeuvres. Additional cocktails can be purchased at the bar.

RECEPTION	Early Bird Registration through 9/12/22	Regular Registration 9/13/22-9/30/22	Onsite Reg. 10/3/22
Fee	\$40	\$40	\$45

REFUND POLICY - Cancellations must be received by 5:00 PM on Friday, September 16 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.