

GCPA

Gulf Coast Power Association

39th Annual Fall Conference & Exhibition

October 1st - 2nd, 2024

The AT&T Conference Center in Austin

CONFERENCE CHAIRS:

Julia Harvey, Vice President, Texas Electric Cooperatives, Inc.

Lindsey Hughes, Vice President, ENGIE

OUR LARGEST CONFERENCE OF THE YEAR!

700+ attendance expected based on 2023 attendance of 800+

Prominent Industry & Government Speakers

Timely Session Topics & Discussions

PLUS Cocktail Reception on October 1st

[REGISTER FOR FALL CONFERENCE NOW](#)

Pre-Conference Activity Add-Ons on Monday, September 30th

Afternoon: 1/2 Day Workshop - "Texas Wholesale Electricity Market Redesign"

Evening: Pre-Conference Welcome Reception for Attendees

GCPA Thanks Our Sponsors

DIAMOND SPONSORS



WWW.CENTERPOINTENERGY.COM



WWW.TENASKAPOWERSERVICES.COM



WWW.GRIDMONITOR.COM



WWW.TRAFIGURA.COM

PLATINUM SPONSORS



WWW.BAKERBOTTS.COM



WWW.CES-LTD.COM



WWW.DNV.COM/ENERGY



WWW.EVERSHEDS-SUTHERLAND.COM



WWW.HUNTONAK.COM



WWW.NRG.COM



WWW.SPENCERFANE.COM



WWW.COMPETITIVEPOWER.ORG



WWW.WATTBRIDGE.INFO

GOLD SPONSORS



WWW.CLEANPOWER.ORG



WWW.AVANTUS.COM



WWW.CONSTELLATION.COM



WWW.EPECONSULTING.COM



Essentia

AN EPAM COMPANY

WWW.ESENTIAAP.COM



WWW.HUSCHBLACKWELL.COM



WWW.JW.COM



WWW.LCRA.ORG



WWW.LOCKELORD.COM



Winning public support for grid-scale energy projects

WWW.OPENDOORSPPR.COM



WWW.RTOINSIDER.COM



WWW.SENDEROCONSULTING.COM

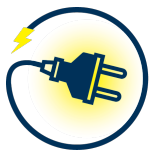


WWW.SHELL.COM



WWW.TEXAS-EC.ORG

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 \$235 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 9th.

[CLICK HERE TO MAKE YOUR ROOM RESERVATION](#)

Call 512-404-3600 if you need assistance; mention the GCPA 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 \$38 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 8.75 hours of credit if all conference sessions are attended. 3.75 credit hours will also be available for the 9/30 workshop. You can sign up to receive your certificate at the conference registration desk.

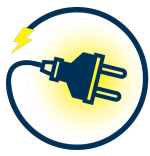
CPAs: GCPA is a Board Registered CPE Sponsor with the Texas State Board of Public Accountancy. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. The learning objectives for CPAs attending the conference are: in-depth knowledge of AI in ERCOT, new grid technologies, media approach to power, single state RTO's response to RA, load management, ERCOT consumer perspective, and Texas energy policy. There are no prerequisites. Attendees will receive approximately 11.5 hours of credit if all sessions are attended. 4.0 credit hours will also be available for the 9/30 workshop. The learning objectives for the workshop are: an in-depth understanding of Texas Wholesale Electricity Market Design and upcoming changes. You can sign up to receive your certificate at the conference registration desk.

Attorneys: The Texas State Bar has approved 4.5 CLE hours for the conference as follows: 0.75 hours each for Sessions I, II, IV, V, VI and VII. Also approved were 3.75 hours for the 9/30 workshop. Attorneys can self report using sponsor number 2661 and course number 174251460.

THANKS TO OUR MEDIA PARTNER



WWW.RTOINSIDER.COM



CONFERENCE OVERVIEW - [REGISTER NOW](#)

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

700+ attendance expected based on 2023 attendance of 800+ with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President.

Pre-Conference Activity Add-Ons - Monday, September 30

- Workshop - "Texas Wholesale Electricity Market Redesign" from 1:00 PM - 5:15 PM (Registration Opens at 12:30 PM)
- Welcome Cocktail Reception for Attendees at AT&T Conference Center from 5:00 PM - 6:30 PM

Fall Conference Day One - Tuesday, October 1

- Registration and Continental Breakfast opens at 7:30 AM
- Conference opening welcome at 8:15 AM
- Sessions and keynotes from 8:25 AM - 5:15 PM
- Cocktail Reception from 5:15 PM - 7:00 PM

Fall Conference Day Two - Wednesday, October 2

- Registration and Continental Breakfast opens at 7:45 AM
- Conference Announcements at 8:25 AM
- Sessions and keynotes from 8:30 AM - 11:45 AM
- Conference adjourns at close of final session at 11:45 AM

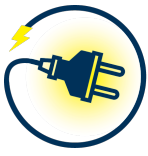
THANKS TO OUR PLANNING COMMITTEE

Conference Chairs:

Julia Harvey, Vice President, Government Relations, Texas Electric Cooperatives, Inc.
Lindsey Hughes, Vice President, Government & Regulatory Affairs, ENGIE

Stacie Bennett, Prosperitas Law, PLLC
David Berlin, PUCT
Michael Boldt, Eversheds Sutherland
Ned Bonskowski, Vistra
Beth Garza, R Street Institute

Martha Henson, Oncor
John Hubbard, TIEC
Will McAdams, McAdams Energy Group
Michele Richmond, TX Competitive Power Advocates
Rebecca Zerwas, ERCOT

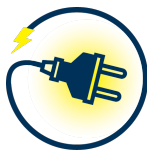


AGENDA - TUESDAY, OCTOBER 1

- 7:30 AM **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:15 AM GCPA President’s Welcome **Beth Garza**, Sr. Fellow, R Street Institute
Recognition of Chairs **Barbara Clemenhagen**, Executive Director, GCPA
Conference Introduction **Julia Harvey**, Vice President, Government Relations, Texas Electric Cooperatives, Inc.
Lindsey Hughes, Vice President, Government & Regulatory Affairs, ENGIE
- 8:25 AM **KEYNOTE ADDRESS**
A Fireside Chat with
Rep. Todd Hunter, Chair, State Affairs Committee, Texas House of Representatives
and **Pablo Vegas**, CEO, ERCOT
Facilitated by Barbara Clemenhagen, Executive Director, GCPA
- 8:55 AM **Session I - AI Gets Real in ERCOT**
This panel will explore the growing impact of AI applications in and around ERCOT, from revolutionizing asset maintenance to optimizing forecasts through deep learning models. For many market participants, intelligent automation and AI are already transforming the way they operate and plan for the future. Our panel will discuss real-life use cases around AI as well as their expectations for its expanding role in the energy sector.
Moderator: **Theo Piletski**, Vice President, Intelligent Automation, EPAM Systems Inc.
Panelists:
Dr. Erin Boyd, Chief Digital Commercial Transformation Officer, AES
Scott Hublou, Sr. Vice President, Product Development, Splight
Mike Kirschner, Managing Director U.S., Habitat Energy
Venkat Tirupati, Vice President, DevOps and Grid Transformation, ERCOT
- 9:45 AM **emPOWERing Young Professional Award**
- 10:00 AM **NETWORKING BREAK**
- 10:30 AM **Vignette - Oil and Gas Perspective on the Permian Basin Load**
Speaker: **Dr. Dean Foreman**, Chief Economist, Texas Oil & Gas Association
- 10:45 AM **Session II - Emerging and Revolutionary Grid Technologies**
As the ERCOT grid becomes increasingly complex, new and unique reliability challenges are continually emerging. This panel will discuss some of the operational issues the ERCOT market is facing, and how new technologies may be able to help.
Moderator: **Warren Lasher**, Owner, Lasher Energy Consulting
Panelists:
Michael McNamara, CEO & Co-Founder, Lancium
Fernando Palma, Program Manager - Office of Electricity, Department of Energy
Dr. Mandhir Sahni, Principal / Vice President, EE PLUS
Dan Woodfin, Vice President, System Operations, ERCOT
- 11:30 AM **KEYNOTE ADDRESS**
Glenn Hegar, Comptroller, State of Texas
- 12:00 PM **LUNCHEON**

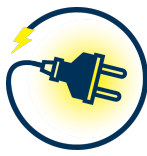
REGISTRATION QUESTIONS?

Contact Eva Keidel at ekeidel@gulfcoastpower.org or 512-470-0663



AGENDA - TUESDAY, OCTOBER 1 (continued)

- 1:30 PM **Session III - Turning the Tables on Energy Media**
We read their work, but what do we know about how they do their work? This panel of leading names covering our industry will discuss how they cover energy stories and how we can best help them do their work. The panelists will also share what they see as the biggest upcoming issues - maybe even share a scoop!
Moderator: **Beth Garza**, Sr. Fellow, R Street Institute
Panelists:
Russell Gold, Sr. Editor, Texas Monthly
Claire Hao, Energy Reporter, Houston Chronicle
Jennifer Hiller, Energy Reporter, The Wall Street Journal
Tom Kleckner, ERCOT / SPP Correspondent, RTO Insider
- 2:15 PM **Vignette - TEF Talk: The State of the Texas Energy Fund**
Speaker: **Tracie Tolle**, Project Manager, Texas Energy Fund, Public Utility Commission of Texas
- 2:30 PM **KEYNOTE ADDRESS**
“Perspectives from an ERCOT Participant: Customer’s Version”
Deborah Merrill, President, bp Energy Retail Company
- 3:00 PM **NETWORKING BREAK**
- 3:30 PM **Session IV - Resource Adequacy Approaches in Single State RTOs**
ERCOT isn't the only system grappling with resource adequacy, a changing resource mix, and significant supply and demand changes. California, New York and Alberta are similarly-situated to ERCOT in that they are single-state electric systems and, in some cases, they have a similar market to ERCOT's energy-only market. This panel will compare and contrast the features of each region and how the region is approaching changes to their market to ensure reliability, including changes related to policy directives, supply and demand, and larger energy trends. Comparing and contrasting similarly-situated systems with ERCOT and each other is guaranteed to provide new food for thought to anyone interested in resource adequacy and markets.
Moderator: **Keith Collins**, Vice President, Commercial Operations, ERCOT
Panelists:
Carrie Bentley, President, Gridwell Consulting
Emilie Nelson, Executive Vice President & COO, NYISO
Marie-France Samaroden, Vice President, Grid Reliability - Operations, AESO
- 4:15 PM **Vignette - Co-op Innovation: Bandera**
Speaker: **John Padalino**, General Counsel & Chief Administrative Officer, Bandera Electric Cooperative
- 4:30 PM **Session V - Challenges, Opportunities, and Innovations in Managing Loads in ERCOT**
Load serving entities (LSEs) serve a critical function as the organizations that directly interface with both retail end users and wholesale suppliers. The challenges faced by LSEs in ERCOT have grown more complex in recent years, not just because of changing market fundamentals but also due to emerging technological capabilities and changing consumer preferences, all against the shifting policy landscape. New ancillary services, ERCOT's conservative operational stance, and the possibility of novel programs such as PCM deeply implicate how LSEs strategize to optimally serve their customers. Hear from Retail Electric Providers and Non-Opt-In Entities on the opportunities and challenges these dynamics present.
Moderator: **Carrie Collier-Brown**, Partner, Husch Blackwell
Panelists:
Mike Enger, Vice President, Energy Market Operations & Resource Planning, Austin Energy
Gary Franzen, Sr. Vice President, Energy Resources, CoServ
Krishna Kasiviswanathan, Chief Risk Officer, Chariot Energy
Sam Sen, Vice President, Energy Transition Solutions, Vistra
- 5:15 - 7:00 PM **COCKTAIL RECEPTION**

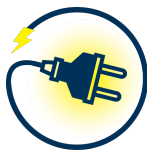


AGENDA - WEDNESDAY, OCTOBER 2

- 7:45 AM **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:25 AM Announcements: **Barbara Clemenhagen**, Executive Director, GCPA
- 8:30 AM **KEYNOTE ADDRESS**
Leslie D. Biddle
Deputy Under Secretary for Commercialization and Finance, U.S. Department of Energy
- 9:00 AM **Vignette - Federal Solar for All**
Speaker: **John Hall**, President & CEO, Houston Advanced Research Center
- 9:15 AM **Session VI - Consumer Perspective on ERCOT Market**
Consumers in the ERCOT market must continually adapt to face the new challenges related to growing demand, new regulations, and emerging technologies. Join us for an engaging discussion where our panelists will explore some of the varied consumer perspectives on the ERCOT market and its challenges. This panel will explore the various issues consumers encounter, such as the impacts of extreme weather, and provide insight on proposed solutions aimed at increasing reliability and resiliency throughout the ERCOT market.
Moderator: **Julie Davis**, Chief of Staff, Office of PUCT Commissioner Hjaltman
Panelists:
Bryn Baker, Sr. Director, Policy and Market Innovation, Clean Energy Buyers Association
Lori Cobos, Commissioner, PUCT
Nate Murphy, Sr. Counsel, Valero
Jim Stanway, Head of Energy Procurement, Samsung Semiconductor US
- 10:00 AM **NETWORKING BREAK**
- 10:30 AM **KEYNOTE ADDRESS**
Thomas J. Gleeson, Chairman, PUCT
- 11:00 AM **Session VII - Future Policy Trajectory: Former Commissioners' Perspectives**
The ERCOT market has continued to evolve since its inception, but the last several years have seen transformational shifts in the policy landscape. Listen as former regulators and policymakers relay their views and perspectives on the recent actions of the Texas Legislature, PUC and ERCOT, and discuss their insights on the future policy trajectory of electricity in Texas.
Moderator: **Pat Wood III**, CEO, Hunt Energy Network; Former Chairman, FERC & PUCT
Former Commissioners:
Paul Hudson, President, General Infrastructure LLC
Brandy Marty Marquez, Principal, Marquez Public Affairs
Will McAdams, Partner, Texas Lobby Strategies; Founder & President, McAdams Energy Group, LLC
Julie Parsley, CEO, Pedernales Electric Cooperative
- 11:45 AM **CONFERENCE ADJOURNS**

REGISTRATION QUESTIONS?

Contact Eva Keidel at ekeidel@gulfcoastpower.org or 512-470-0663



PRE-CONFERENCE ADD-ONS - MONDAY, SEPTEMBER 30

[REGISTER FOR ONE OR BOTH PRE-CONFERENCE EVENTS HERE](#)

PRE-CONFERENCE HALF DAY WORKSHOP

***“Texas Wholesale Electricity Market Redesign:
Where are We Now and Where Are We Going?”***

Monday, September 30

AT&T Conference Center 1:00 - 5:15 (Check-In at 12:30 PM)

FULL AGENDA ON PAGE 9

In the aftermath of February 2021’s Winter Storm Uri, the Texas Legislature passed Senate Bill 3 and the Public Utility Commission of Texas (PUC) and ERCOT have launched the most dramatic reforms to the Texas wholesale electricity market since Senate Bill 7 (retail competition). ERCOT’s energy-only market structure is being reevaluated to consider how to align market outcomes with policy objectives, which may require extensive changes and introduce novel concepts.

Under the Texas Wholesale Electricity Market Redesign are several pending changes that will be discussed in the Workshop:

- The PUC and ERCOT are evaluating the Value of Lost Load (“VOLL”) with survey company PlanBeyond and the Brattle Group. The survey itself was developed by the Lawrence Berkeley National Laboratory as a tool for RTOs/ISOs to evaluate the cost-benefit ratios for reliability infrastructure and pricing.
- At the same time, ERCOT and Stakeholders are continuing to evaluate the novel Performance Credits Mechanism (“PCM”), which has never been implemented in any jurisdiction. An alternative to the PCM has also been mandated by statute - the Dispatchable Reliability Reserve Service (“DRRS”).
- Also in the mix are the long studied and soon-to-be implemented Real-Time Co-optimization (“RTC” or “RTC+B”), performance requirements (or firming) for generation resources, and the PUC’s pending Review of Ancillary Services in the ERCOT Market.

Finally, the Workshop will consider the new challenges (load growth, cost allocation, interconnection) and opportunities (new technologies, coordinated planning, responsive load) that are already starting to shift the context in which the ERCOT wholesale electricity market redesign efforts are playing out.

Early Bird Price WITH Conference Registration: \$250

Early Bird Price WITHOUT Conference Registration: \$350

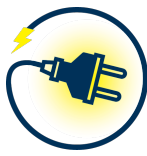
WELCOME COCKTAIL RECEPTION

Mingle and network at a Welcome Cocktail Reception

Monday, September 30

AT&T Conference Center - 5:00 PM to 6:30 PM

Pricing: \$45



FULL AGENDA

PRE-CONFERENCE HALF DAY WORKSHOP ON MON. SEPTEMBER 30

“Texas Wholesale Electricity Market Redesign: Where are We Now and Where Are We Going?”

AT&T Conference Center 1:00 PM - 5:15 PM (Check-In at 12:30 PM)

In the aftermath of Winter Storm Uri, Public Utility Commission of Texas (PUC) and ERCOT, at the direction of the Texas Legislature, have launched the most dramatic reforms to the ERCOT market since Senate Bill 7 (retail competition). ERCOT's energy-only market structure is being reevaluated to consider how best to align market outcomes with policy objectives. Under the Texas Wholesale Electricity Market Redesign are several pending changes that will be discussed in the Workshop, including: the Value of Lost Load (“VOLL”), Performance Credits Mechanism (“PCM”), Dispatchable Reliability Reserve Service (“DRRS”), Real-Time Co-optimization (“RTC” or “RTC+B”), performance requirements (firming), and the Review of Ancillary

1:00 PM KEYNOTE - What is the Value of Lost Load and How Do you Measure it?

Speaker: **Dr. Peter Larsen**, Leader, Energy Markets and Policy, Lawrence Berkeley National Laboratory

1:25 PM PANEL I - What Are the Use Cases for a Value of Lost Load?

Moderator: **Barksdale English**, Deputy Executive Director, PUCT

Panelists:

Chris Brown, Program Manager, Data Analysis, PUCT

Eric Goff, President, Goff Policy

Mark Spencer, Vice President, Analytics and Wholesale Market Policy, LS Power

Greg Thurnher, Staff Technical Program Manager, Tesla

2:15 PM BREAK

2:45 PM DEEP DIVE - Level Set: What's Been Done So Far

Speaker: **Steve Reedy**, CEO, CIM View Consulting

3:15 PM PANEL II - What's Still Under Development

Moderator: **Steve Reedy**, CEO, CIM View Consulting

Panelists:

Campbell Faulkner, Sr. Vice President, OTC Global Holdings

Julia Frayer, Managing Director, London Economics International

Matt Mereness, Sr. Director, Market Operations & Implementation, ERCOT

Will Zapalac, Partner, Rockland Capital, LLC

4:15 PM PANEL III - New Challenges and Opportunities Ahead

Moderator: **Bill Flores**, Interim Board Chair, ERCOT

Panelists:

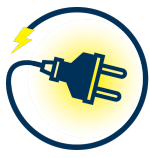
Olivier Beaufils, Market Lead - ERCOT, Aurora Energy Research

Ellen Buck, Vice President, Business and Operations Services, Oncor

Clayton Greer, Vice President, Energy Division, Cholla Petroleum Inc.

Andrew Harmon, Vice President, Operations and Business Development, Natura Resources

5:15 PM ADJOURN



PRICING INFORMATION

CONFERENCE PRICING - price includes one and a half day conference on 10/1 - 10/2 and cocktail reception on 10/1. *Non-Member rate includes 2024 Individual Membership good through 1/31/25.

CONFERENCE	Early Bird Registration through 9/9/24	Regular Registration 9/10/24-9/27/24	Onsite Reg. 10/1/24 & 10/2/24
GCPA Members	\$895	\$1045	\$1145
Non-Members*	\$1145	\$1295	\$1395
State Govt. Employees	\$395	\$395	\$445
GCPA Members in Job Search Mode	\$450	\$450	\$550
Non-Members in Job Search Mode*	\$700	\$700	\$800
Full-Time Students	\$175	\$175	\$225

WORKSHOP PRICING - price includes half day workshop on 9/30, beverages and snack.

WORKSHOP	Early Bird Registration through 9/9/24	Regular Registration 9/10/24-9/27/24	Onsite Reg. 9/30/24
Fee w/ conf. registration	\$250	\$300	\$350
Fee W/OUT conf. reg.	\$350	\$400	\$450

WELCOME RECEPTION PRICING - price includes welcome reception on 10/2, one drink ticket and hors d'oeuvres. Additional cocktails can be purchased at the bar. **Reception is only available with conference and/or workshop registration and is not available as a stand-alone purchase for non-conference or non-workshop attendees.**

RECEPTION	Early Bird Registration through 9/9/24	Regular Registration 9/10/24-9/27/24	Onsite Reg. 9/30/24
Fee	\$45	\$45	\$50

REFUND POLICY - Cancellations must be received by 5:00 PM on Friday, September 13 in order to receive a refund. A 10% service fee will be charged against all refunds. Please direct all cancellation requests to Mary Armstrong at marmstrong@gulfcoastpower.org.