

# GCPA

Gulf Coast Power Association

## **37th Annual Spring Conference & Exhibition**

***April 16th - 17th, 2024  
Hilton Americas - Houston***

***CONFERENCE CHAIR:***

***Mark Egan, Founder, Energy Evolution Advisors***

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**LARGEST REGIONAL GATHERING OF POWER  
PROFESSIONALS THIS SPRING!**

**500 Attendees Expected!**

**(Based on 2023 Attendance of 500+)**

**Prominent Industry & Government Speakers**

**Timely Session Topics & Discussions**

**PLUS Rooftop Cocktail Reception at The Grove on April 16th**

**[REGISTER FOR SPRING CONFERENCE NOW](#)**

**Pre-Conference Activity Add-On on Monday, April 15th**

**Register for the Welcome Reception at Hilton from 5:00 - 6:30 PM**

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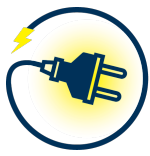


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To learn more about sponsorships and exhibits, please review our [Sponsor/Exhibitor Brochure](#) and contact Mary Armstrong, Deputy Executive Director, at 281.460.3054 or [marmstrong@gulfcoastpower.org](mailto:marmstrong@gulfcoastpower.org).



## **HOTEL, ROOM RESERVATION & PARKING INFORMATION**

GCPA has a room block with a limited number of rooms for the nights of Mon 4/15 - Tue 4/16 at Hilton Americas - Houston, located at 1600 Lamar, Houston, TX 77010. **Single or double occupancy rooms are available at the special rate of \$256 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, March 25th~~. CUTOFF EXTENDED TO APRIL 1

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

*Call 1-800-236-2905 if you need assistance; mention the room block*

**TO VIEW THE HILTON AMERICAS - HOUSTON WEBSITE: [Click Here](#)**

Parking is available at Hilton Americas standard rates which are currently \$38/day for self parking in the attached garage and \$62/day for valet parking.

## **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 8.75 hours of credit if all conference sessions are attended.

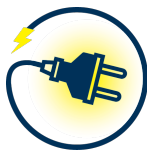
**CPAs:** GCPA is a Board Registered CPE Sponsor with the Texas State Board of Public Accountancy. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. The learning objectives for CPAs attending the conference are: to obtain an in-depth understanding of dispatchable long-duration power, thermal and renewable storage, liquidity in ERCOT, load growth in Texas, eFuels, sustainability, challenges associated with transmission development, load growth outlook, and the potential of virtual power plants. There are no prerequisites. Attendees will receive 11.5 hours of credit if all sessions are attended.

**Attorneys:** GCPA will be applying with the Texas State Bar for approval of selected sessions for MCLE credit hours. Please check back for status update on approval.

## **THANKS TO OUR MEDIA PARTNER**



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## **CONFERENCE OVERVIEW - [REGISTER NOW](#)**

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

*500+ attendance expected based on 2023 attendance of 509 with approximately one-third of these attendees holding upper level management titles ranging from CEO to Vice President.*

#### **Pre-Conference Activity Add-On - Monday, April 15**

- Welcome Cocktail Reception for Attendees at Hilton Americas from 5:00 PM - 6:30 PM

#### **Spring Conference Day One - Tuesday, April 16**

- Registration and Continental Breakfast opens at 7:30 AM
- Conference opening welcome at 8:20 AM
- Session and keynoter presentations from 8:30 AM - 5:15 PM
- Rooftop Cocktail Reception at The Grove from 5:15 PM - 7:00 PM

#### **Spring Conference Day Two - Wednesday, April 17**

- Registration and Continental Breakfast opens at 8:00 AM
- Session and keynoter presentations 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:**

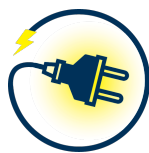
#### **Mark Egan, Energy Evolution Advisors**

**Vijay Betanabhatla**, SLB New Energy  
**Barbara Clemenhausen**, Customized Energy Solutions  
**Eddie Daniels**, McGuireWoods  
**Vignesh Gulasingam**, AFRY Management Consulting  
**Jolly Hayden**, East Texas Electric Coop

**Kellie Metcalf**, Encap Investments  
**Cody Moore**, Mercuria Energy America, Inc.  
**Roxana Popovici**, Brookfield Renewable  
**Andrea Russell**, NRG  
**Alexandra Williams**, Industrial Sun

## AGENDA - TUESDAY, APRIL 16

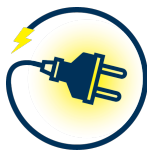
- 7:30 AM **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:20 AM GCPA President's Welcome **Beth Garza**, Sr. Fellow, R Street Institute  
Recognition of Chairs **Kim Casey**, Executive Director, GCPA  
Conference Introduction **Mark Egan**, Founder, Energy Evolution Advisors
- 8:30 AM **KEYNOTE ADDRESS**  
**Thad Hill**, CEO, Calpine
- 9:00 AM **Session I - You Can Start Me Up! The Desire for Dispatchable Power**  
As renewable energy investments accelerate, RTOs are struggling to maintain reliability. In ERCOT, dispatchable generation appears poised for additional investment. Will \$10 billion in subsidies approved by Texas voters drive meaningful capacity expansion? Our panelists will discuss their expectations for the near-term and long-term as well as what needs to change to make future dispatchable generation investment viable.  
Moderator: **Glen Lyons**, Consultant  
Panelists:  
**Michael Enger**, Vice President, Energy Market Operations & Resource Planning, Austin Energy  
**Benjamin Etheridge**, Chief Energy Supply Officer, CPS Energy  
**Scott Harlan**, Co-Founder & Co-Managing Partner, Rockland Capital  
**Kathleen Smith**, Managing Partner, Aegle
- 9:45 AM **NETWORKING BREAK**
- 10:15 AM **Vignette ~ Thermal Storage - Jordan Kearns**, Vice President, Development, Antora Energy
- 10:30 AM **Session II - Renewable Expansion and Storage Surge**  
This panel will discuss the prospects for meaningful incremental development of wind, solar and battery storage in ERCOT. Key areas to be discussed include: (1) technology, cost and development considerations for lithium ion and competing long duration storage technologies, (2) off-take arrangements and who pays for zero-carbon "firm" capacity, (3) a view from capital providers regarding financing of new technologies, and (4) additional policy and regulatory actions affecting development.  
Moderator: **Mary Beth Mandanas**, CEO, Onyx Renewable Partners  
Panelists:  
**Martin Pasqualini**, Managing Director, Partner & Founding Member, CCA Group  
**Pranay Reminisetty**, Lead Sr. Power System Engineer - Interconnection, DNV  
**Ingmar Sterzing**, Managing Partner, OnPeak Power  
**Dean Tuel**, Vice President, North America Origination and Development, Hydrostor
- 11:15 AM **Session III - I Need a Hero! How Trading Organizations Provide Liquidity in ERCOT**  
Join this panel for an overview of the ERCOT wholesale market, focused on liquidity, product availability, volatility, and price formation. Are dealers developing new contracting products to help absorb risk and promote resource development? Do market characteristics promote or inhibit liquidity in short- and long-term markets?  
Moderator: **Jason Pillai**, Head of Power Origination, Citi Commodities  
Panelists:  
**Terry Embury**, Vice President, Head of Trading & Marketing Operations, AES Clean Energy  
**Luis Lugo**, Head of ERCOT Trading, Mercuria  
**Roxana Popovici**, Head of Corporate & Industrial Sales, Brookfield Renewable



## **AGENDA - TUESDAY, APRIL 16 (continued)**

- 12:00 PM **BRAD JONES MEMORIAL**
- 12:10 PM **LUNCHEON**
- 1:40 PM **KEYNOTE ADDRESS**  
**Edward Stones**, Vice President of Climate & Energy, Dow
- 2:00 PM **Session IV - The Insatiable Demand for Power**  
Load growth in Texas and the Gulf Coast is not news. As we look ahead, how are utilities preparing for this growth? From clean hydrogen to artificial intelligence impacts on data centers, what strategies will buyers employ to secure energy? Are transmission and distribution companies setting conditions to enable electrification and economic growth to occur? Join our panel for insights to hear perspectives from utilities and these growing sectors of power consumers.  
Moderator: **Alexandra Williams**, Vice President of Origination, Industrial Sun  
Panelists:  
**Jack Farley**, Executive Vice President, HIF USA  
**Jeff Hanson**, Sr. Director, Energy Supply Chain, Digital Realty  
**Jason Ryan**, Executive Vice President, Regulatory Services & Government Affairs, CenterPoint Energy  
**Eliecer Viamontes**, CEO, Entergy Texas
- 2:50 PM **POWER STAR AWARD PRESENTATION**
- 3:00 PM **NETWORKING BREAK**
- 3:30 PM **Vignette ~ eFuels - Andrew Miller**, Vice President, Projects, Infinium
- 3:45 PM **Session V - The What and How of Sustainability**  
Many corporations have announced significant sustainability goals - including net zero ambitions within the next one to two decades. Are these goals achievable? What are corporations doing to achieve these goals in the near term? Have the products used by corporations evolved as their focus on sustainability has increased? What are third parties doing to facilitate achieving these goals?  
Moderator: **Kellie Metcalf**, Managing Partner, EnCap Investments  
Panelists:  
**Alex Beck**, Co-Founder, GoodLynx  
**Chris Dorow**, Regional Category Manager, Power and Utilities, BASF  
**Tina Moss**, Sr. Director Net Zero Strategy & Execution, Americas, LyondellBasell  
**Lee Taylor**, Co-Founder & CEO, RESurety
- 4:30 PM **Energy Gang Podcast**  
Join us for a special treat as we listen in on a live recording of an episode of The Energy Gang Podcast, one of the world's most popular energy focused podcasts. Vice Chair of the Americas for Wood Mackenzie, host Ed Crooks will be joined by two special guests who will discuss the latest news on climate policy, economics and the energy transition.  
Podcast Host: **Ed Crooks**, Vice Chair, Americas, Wood Mackenzie  
Guests:  
**Kenneth Medlock**, Sr. Director, Center for Energy Studies, Rice University  
**Frank O'Sullivan**, Managing Director, Clean Energy, S2G Ventures
- 5:15 - 7:00 PM **COCKTAIL RECEPTION AT THE GROVE**  
Join us at this beautiful rooftop location across the street from the Hilton Americas.





## **AGENDA - WEDNESDAY, APRIL 17**

8:00 AM

**REGISTRATION & CONTINENTAL BREAKFAST**

8:30 AM

**ANNOUNCEMENTS**

8:35 AM

**KEYNOTE ADDRESS - Charles Blanchard**

Head of Gas & Power Research, Mercuria Energy Americas  
Author of *The Extraction State: A History of Natural Gas in America*

9:00 AM

**Session VI - Transmission: The Key to a Reliable, Cleaner Energy Future**

It is well documented the importance of a robust transmission network for this country to achieve its goal for a more sustainable, yet reliable future. While there has been progress, many obstacles still exist in getting transmission approved, cost allocated and facilities constructed. This is evident in the significant increases in congestion cost across the country over the past five years. Across the six ISO's the totals have jumped from over \$5B/year to over \$12B. In ERCOT, the number has grown from \$1.2B to \$2.8B. This panel will share their experiences and challenges associated with the development of transmission and how the recent market and regulatory developments and regulatory programs have impacted their efforts.

Moderator: **Hala Ballouz**, President, Electric Power Engineers

Panelists:

**Ali Amirali**, Sr. Vice President, Lotus Infrastructure Partners

**Kip Fox**, President, ETT

**Brian Hudson**, Director of Development, Priority Power

**Kris Zadlo**, Chief Commercial & Technology Officer, Grid United

9:45 AM

**NETWORKING BREAK**

10:10 AM

**KEYNOTE ADDRESS - Pat Wood III**

CEO, Hunt Energy Network & Former Chairman, FERC

10:40 AM

**Vignette ~ Load Growth Outlook - Bryan Fisher**, Managing Director, Climate Aligned Industries, RMI

11:00 AM

**Session VII - Retail and the VPP Potential**

With increasing demand placing pressure on the grid, Texas needs affordable and dispatchable resources to meet the supply gap and grid reliability challenges. Virtual Power Plants (VPPs) have the potential to meet both needs. With interest in VPP's increasing, this panel of retail experts will explore the tremendous supply potential of VPPs and the potential impact of a reduced risk profile for retail providers. The panel will discuss barriers to entry and key innovations/technologies facing VPPs today and over the next few years. Consumer sentiment and how to engage residential and C&I customers will also be discussed.

Moderator: **Scott Burns**, Vice President, Innovation, NRG Energy

Panelists:

**Aaron Berndt**, Head of Energy Industry Partnership, Google

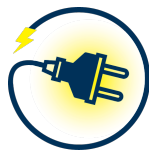
**Caleb Bicknell**, Sales Director, Generac

**PJ Popovic**, CEO & Founder, Rhythm

**Greg Thurnher**, Staff Technical Program Manager, Tesla

11:45 AM

**CONFERENCE ADJOURNS**



## PRICING INFORMATION

### **CONFERENCE PRICING:**

Price includes one and a half day conference on 4/16 - 4/17 and cocktail reception on 4/16.\**Non-Member rate includes 2024 Individual Membership good through 1/31/25.*

CONFERENCE	Early Bird Registration through 3/25/24	Regular Registration 3/26/24-4/12/24	Onsite Reg. 4/16/24 & 4/17/24
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

### **WELCOME RECEPTION PRICING:**

Price includes welcome reception on Mon. 4/15, one drink ticket and hors d'oeuvres. Additional cocktails can be purchased at the bar. Reception is only available with conference registration and is not available as a stand-alone purchase for non-conference attendees.

RECEPTION	Early Bird Registration through 3/25/24	Regular Registration 3/26/24-4/12/24	Onsite Reg. 4/15/24
Fee	\$45	\$45	\$50

### **REFUND POLICY:**

Cancellations must be received by 5 PM on Friday, March 29 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](mailto:marmstrong@gulfcoastpower.org).