

PRELIMINARY PROGRAM

WWW.PUBLICPOWER.ORG/NATIONALCONFERENCE

A decorative graphic consisting of a trail of white circles of varying sizes, some with concentric circles inside, leading from the bottom right towards the top center of the page.

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**APPA NATIONAL
CONFERENCE**
S E A T T L E , W A S H I N G T O N

2012 APPA NATIONAL CONFERENCE & PUBLIC POWER EXPO
WASHINGTON STATE CONVENTION & TRADE CENTER
SEATTLE, WASHINGTON
JUNE 16-20, 2012

PUBLIC POWER DAY OF GIVING
JUNE 15
PRECONFERENCE SEMINARS
JUNE 16-17
PUBLIC POWER EXPO
JUNE 18-19

Explore innovative ideas, developing trends and new technologies. Learn about political, economic and social issues influencing our industry and our nation. Connect with hundreds of utility board members, mayors, city council members, utility executives, senior managers, and industry partners.

Join your public power colleagues in beautiful Seattle for public power's largest annual gathering.

LAST YEAR:

1,547
CONFERENCE ATTENDEES

112
EXHIBITORS

POWER

I N N U M B E R S

Public power has the experience and expertise to meet the challenges and uncertainty facing our industry head-on. Connect with industry leaders and experts, share your knowledge with your peers and colleagues from around the country, and reap the benefits of their experience.

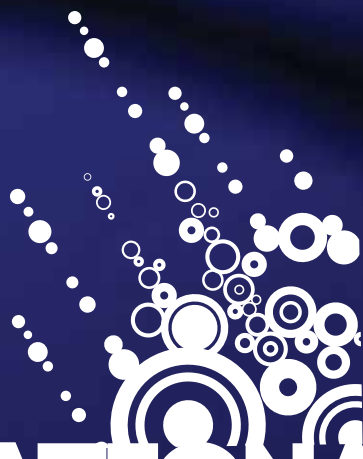
Discover the **power in our numbers** at the APPA National Conference.

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**UTILITIES, JOINT
ACTION AGENCIES
AND ASSOCIATIONS**

“The National Conference is one of the best meetings available to network with other professionals in the power business.”

Darryl Tveitbakk
General Manager
Northern Municipal Power Agency
Thief River Falls, Minn.



2 0 1 2
APPA NATIONAL
CONFERENCE
S E A T T L E , W A S H I N G T O N

POWERFUL PLAN:

SCHEDULE AT A GLANCE

Friday, June 15

7 a.m.–4 p.m.

Public Power Day of Giving

Saturday, June 16

8:30 a.m.–5 p.m.

Preconference Seminars

9 a.m.–Noon

APPA Board of Directors Meeting

Sunday, June 17

8:30 a.m.–5 p.m.

Preconference Seminars

2–4 p.m.

Legislative & Resolutions Committee Meeting

5–6 p.m.

Discover the Value of APPA

6–7:30 p.m.

Welcoming Reception

Monday, June 18

7–8:15 a.m.

PowerPAC Breakfast

8–10:30 a.m.

General Session

11 a.m.–Noon

Breakout Sessions

1:30–2:30 p.m.

Breakout Sessions

2:45–4 p.m.

General Session

4–6 p.m.

Public Power Expo Opening Reception

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**DAYS TO MAKE THE
CONNECTIONS THAT
WILL HELP YOU FOR
YEARS TO COME**

Tuesday, June 19

8–10 a.m.

Presentation of Awards & General Session

10 a.m.

Public Power Expo opens

11 a.m.–Noon

Breakout Sessions

Noon–1:30 p.m.

Public Power Expo Closing Luncheon

1:30–2:30 p.m.

Breakout Sessions

2:45–4 p.m.

General Session

4 p.m.

Association Business Meeting

8 p.m.

Special Event:
An Evening with Michael Cavanaugh

Wednesday, June 20

8 a.m.

Board Chair's Breakfast & General Session

11 a.m.

Adjourn



City of Seattle



February 24, 2012

Dear APPA Colleagues and Friends,

We are pleased to welcome you and your families to the Puget Sound for the 2012 National Conference of the American Public Power Association, June 16-20, at the Washington State Convention & Trade Center in Seattle, Washington.

In Washington State, over half our residents are customers of consumer-owned electric utilities, and we have a long and strong tradition of public power in rural and urban communities throughout the Northwest. We are also proud of our many hydropower facilities, including our federal facilities, providing our customers with clean and low-cost electricity for their businesses and homes.

This event provides you a unique opportunity to associate with fellow elected officials, governing board members and utility managers from across the spectrum of the electric utility industry. With the number of issues changing the way we do business and so many challenges facing us, there is no better time to engage in this important educational opportunity.

While you are coming to the beautiful Northwest for business, we hope you will make time to have a bit of fun as well. The Puget Sound region is home to many exciting and unique venues including Seattle's Space Needle and Experience Music Project; Tacoma's new Museum of Glass; and Everett's Future of Flight Museum. There are also abundant natural treasures, including the waters of Puget Sound and Mt. Rainer and Olympic National Parks. There is much to do – in the mountains, on the water or in our vibrant cities. We look forward to your visit this summer and trust it will be enjoyable and memorable.

Sincerely,

Hon. Mike McGinn
Mayor, City of Seattle

Hon. Ray Stephanson,
Mayor, City Everett

Hon. Marilyn Strickland,
Mayor, City of Tacoma

POWERFUL WORDS

P A S T A T T E N D E E S S P E A K

“Over the years, I’ve learned more about the power industry attending the APPA National Conference than I did serving on my board. The people of public power are several cuts above the norm.”

Ned Piper, Commissioner, Cowlitz County PUD, Longview, Wash.

“The APPA National Conference provides an excellent return on your investment of time and financial resources, regardless of whether you are a board/council member, a utility manager, or utility staff.”

Phyllis Currie, General Manager, Pasadena Water and Power, Calif.

“As a new board member, the conference value to me could not be duplicated in any other way. Information that I received will help me greatly in my new position of trust, making decisions that will reach far into the future.”

Mike Perri, Board Member, Fort Pierce Utilities Authority, Fla.

“The National Conference is a great way to meet other electric industry leaders and experts. For three days I met and talked with dozens of people and learned quite a bit about what other utilities are doing in response to the very difficult and challenging issues that face all of us every day.”

Michelle Bertolino, Electric Utility Director, Roseville Electric, Calif.

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**VOICES OF
EXPERIENCE**

POWERFUL I N F O R M A T I O N

Preconference Seminars

Pre-conference seminars offer longer class times, smaller class sizes, interactive formats and experienced instructors to provide you with a **powerful learning experience.**

Visit www.PublicPower.org/NationalConference for more detailed information about each of these pre-conference seminars.

Preconference seminars will be held at the convention center.

Saturday, June 16

Utility Industry Overview for Policymakers and Managers

8:30 a.m.–4:30 p.m.

Recommended CEUs .7/PDHs 6.5/CPEs 7.8, Specialized Knowledge & Applications

It is important for public power policymakers and managers to understand basic industry operations. Hear a broad, non-technical overview of how the components of an electric-ity system function together to provide reliable and environmentally sustainable service to customers. The course covers generation, transmission, substation, distribution, reliability, customer service, long-term planning, and current issues facing the industry.

Instructor: Wallace Barron, President, Barron & Associates, Inc., Atlanta, Ga.

Introduction to Using Enterprise Risk Management in Evaluating Utility Business Risk

8:30 a.m.–4:30 p.m.*

Recommended CEUs .7/PDHs 6.5/CPEs 7.8, Management Advisory Services

Today's public power utilities face an increasingly complex business, regulatory and political environment. This seminar will provide a foundation in enterprise risk management and provide tools to evaluate the risks utilities face that could pose risks to their economic viability. Participants will learn about enterprise risk management theory and how to apply it to manage energy trading, labor force, technology, and financial and cash reserves risks.

Instructor: Russell Hissom, CPA, Partner, Baker Tilly Virchow Krause LLP, Madison, Wis.

* Offered free of charge. APPA members only. Maximum 25 attendees.

Evaluating the Effectiveness of Your Governing Board

8:30 a.m.–Noon

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Management Advisory Services

Routine performance evaluation is a necessary part of effective governance. Review the role and responsibilities of the governing board, and explore ways a board can monitor and evaluate itself in a wide range of performance areas. Participants will receive a self-evaluation template that can be used to develop customized policies and procedures for governance evaluation.

Instructor: John Miner, President, Collaboration Learning, Inc., Helotes, Texas

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PRE-CONFERENCE SEMINARS

Creating and Using a Dashboard to Monitor Your Utility's Performance

1:30–5 p.m.

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Management Advisory Services

A “dashboard” for performance monitoring is both a management and measurement system, enabling organizations to clarify their vision, missions, and strategies; translate them into action; and provide feedback to continuously improve strategic performance and results. Participants will consider big-picture questions, including what to measure (and how to measure), how to communicate results, and how to use that information to improve performance in all key performance areas.

Instructor: John Miner, President, Collaboration Learning, Inc., Helotes, Texas

Assessing the Future of Public Power's Business Model

1:30–5 p.m.

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Business Management & Organization

Public power's traditional model is timeless for its strength, but the industry must give it a fresh look in the face of significant changes anticipated in the next 10 years. Identify challenges that could negatively impact the success of public power and hear about suggested changes in financial operations, ratemaking, regulations, customer service, charter language, and fiduciary responsibilities that boards and executives should consider to protect the value of their utilities.

Instructors: Glenn Steiger, President and CEO, Glendale Water and Power, Glendale, Calif.; and **Jeff Tarbert**, Senior Vice President, Member Services, American Public Power Association, Washington, D.C.

“Saturday and Sunday classes
are excellent. I have been to
many conferences in another
industry, and these are the best
I have attended.”

Dallas DiFrancesco
Power Advisory Board Member
Murray City Power Board, Utah

POWERFUL I N F O R M A T I O N

Sunday, June 17

Strategic Planning for Boards and Managers

8:30 a.m.–4:30 p.m.

Recommended CEUs .7/PDHs 6.5/CPEs 7.8, Management Advisory Services

Tumultuous times heighten the need for strategic planning. This course will offer an overview of the strategic planning process and key areas of focus when engaging in a strategic planning activity. The instructor will cover each of the major steps in the pre-retreat, retreat and post-retreat activities, and how they flow to yield a well-thought-out strategy for the utility.

Instructor: Wallace Barron, President, Barron & Associates, Inc., Atlanta, Ga.

Cyber Security for Public Power Utilities

8:30 a.m.–Noon

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Specialized Knowledge & Applications

Cyber security continues to be an important issue for public power utilities. Hear an overview of cyber security concepts and issues affecting public power utilities, including trends and recent incidents. Instructors will also examine case studies and provide pragmatic recommendations for utilities to protect their operations from cyber security attacks.

Instructor: Doug Westlund, CEO, N-Dimension Solutions Inc., Richmond Hill, Ontario

Overview of Utility Financial Operations for Boards

8:30 a.m.–Noon

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Finance

Utilities are under pressure to minimize rate impacts on customers while maintaining the financial health of the organization. Learn about key financial targets to help ensure the long-term financial stability of the utility, methods to assess the current financial condition of the utility, and ways to identify potential areas of cost reductions or improvements while minimizing potential rate changes on customers.

Instructor: Mark Beauchamp, CPA, CMA, MBA, President, Utility Financial Solutions, Holland, Mich.

Energy Efficiency Planning for Utilities

8:30 a.m.–Noon

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Specialized Knowledge & Applications

Learn about two critical steps in energy efficiency planning for utilities: conducting a potential assessment, which helps utilities understand the costs and potential savings of energy efficiency measures available in their service territories, and developing a program plan. Discover the key elements needed to conduct an assessment, and consider important factors for selecting and running the best energy efficiency programs for your utility.

Instructor: Kevin Smit, Senior Project Manager, EES Consulting, Kirkland, Wash.

Conducting a Utility Financial Checkup

1:30–5 p.m.

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Finance

A utility's policies can help ensure its current and future financial stability by maintaining key financial targets and ensuring funds exist to ensure reliable service to customers. Learn guidelines, methods and tools used by industry professionals to assess a utility's financial health. Topics include financial targets, debt and purchasing policies, accounting and budgeting practices, and rate methods used by utilities across the country.

Instructor: Mark Beauchamp, CPA, CMA, MBA, President, Utility Financial Solutions, Holland, Mich.

Understanding the Practical Implications of the New EPA Regulations

1:30–5 p.m.

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Specialized Knowledge & Applications

The electric utility industry faces a wide variety of air, water and waste regulations that will force tremendous investments in new pollution control technologies between 2012 and 2019, affecting utility operations, personnel, fuel decisions, and perhaps even electric rates. Hear clear descriptions of the EPA regulations and their timing, and better understand the implications of these rulemakings, including technical, operational and financial issues.

Instructors: Katie Elder, Senior Associate, Aspen Environmental Group, Sacramento, Calif.; and **Theresa Pugh**, Director, Environmental Services, American Public Power Association, Washington, D.C.

Understanding Renewable Energy and the Potential Future Impact to Public Power

1:30–5 p.m.

Recommended CEUs .3/PDHs 3.3/CPEs 3.9, Specialized Knowledge & Applications

Board members and managers will receive a detailed review of critical elements necessary for evaluating renewable resources and making policy recommendations on the acquisition of renewable resources. Hear an overview of the renewable resource options available to public power, and an evaluation of the cost and potential impact to utilities of each of these resources.

Instructors: Steve Andersen, Manager of Project Evaluations, and **Anne Falcon**, Managing Director, EES Consulting, Kirkland, Wash.

“APPA is our industry’s voice.
Get involved and have an
influence on your future.”

Mike Russ
General Manager
North Little Rock Electric Department
Ark.

Sunday, June 17

L&R Committee Meeting

2–4 p.m. ■ Convention Center

Members of APPA’s Legislative and Resolutions Committee will meet to propose and vote on new policy resolutions. Each APPA member utility may designate one voting delegate for the L&R Committee.

Discover the Value of APPA

5–6 p.m. ■ Sheraton Seattle Hotel

Whether you’re a longtime public power employee or new to the electric utility industry, APPA provides extensive resources to assist you in your job. Learn about some of the Association’s newest services, including the online user community, and hear an overview of the many opportunities available through the APPA Academy. Special utility programs, including the Reliable Public Power Provider program (RP₃®) and APPA’s research and development program, DEED, will also be highlighted. A few lucky attendees will walk away with prizes, including complimentary webinars and Product Store items.



Welcoming Reception

6–7:30 p.m. ■ Sheraton Seattle Hotel

Enjoy hors d’oeuvres and refreshing drinks while you reconnect with old friends, meet new people and network with the nation’s public power leaders at this welcoming reception.

POWERFUL TOPICS:

CONFERENCE PROGRAM

The National Conference presents a **powerful opportunity** to learn about the issues facing your utility and community. Nationally recognized keynote speakers will address the big-picture trends impacting the electric power industry and our nation, while break-out sessions let you personalize your conference experience while learning directly from your peers about operational, technical and policy issues.

All conference sessions will be held in the convention center.

Monday, June 18

General Session

8:30–10:30 a.m.

Recommended CEUs .2/PDHs 2/CPEs 2.4

The Value of Public Power's Business Model in Today's Changing Environment

Mark Crisson, *President & CEO, American Public Power Association, Washington, D.C.*

As our industry enters one of the most significant transitions in its history, questions arise concerning the sustainability of public power's traditional business model.

APPA CEO Mark Crisson will address why the historical principles upon which public power has operated successfully for more than 100 years—local control, not-for-profit, consumer-owned, and customer-focused—are not only just as relevant today, but will continue to provide a competitive advantage for public power in the years ahead.

America's Changing Political Scene

Howard Fineman, *Editorial Director, The Huffington Post Media Group; and former Chief Political Correspondent and Columnist, Newsweek, Washington, D.C.*

There is a lot on the line in this national election year. Candidates for state and national office face extraordinarily complex challenges at a time when the voters' confidence in elected officials' ability to solve problems is at an all-time low.

Howard Fineman will provide his insight, based on 30 years of political reporting, on the political mood of the country; likely results from the November elections; and changes that will result. He will also address what it will take to get the current political system—and the politicians who run it—back on a track of constructive dialogue, cooperative problem-solving, and actions directed toward the best interests of the country, instead of personal political agendas.



FINEMAN



CRISSON

BREAKOUT

SESSIONS

Monday, June 18

11 a.m.–Noon

Recommended CEUs .1/PDHs 1/CPEs 1.2

Environmental Risks: What Boards Need to Know



The number of rules and regulations applied by EPA and other agencies to the electric utility industry creates major decision-making challenges for utility boards and staff. Speakers will examine, in laymen's terms, the multitude of environmental rules affecting our industry in the next 10 years, costs of compliance and other factors.

System Reliability: Best Practices to Assure Customer Satisfaction



All utilities struggle with getting the most out of their utility resources: overhead or underground; contractor or in-house; fuse save or fuse blow; how many lineworkers per meter; and all the other intangibles related to providing reliable, cost-efficient service. Learn strategies that smart utilities use to get the most of their resources while keeping costs low and reliability high.

Utility Threats from Physical and Cyber Attacks



Most utility managers feel they are not viable targets for a planned physical or cyber attacks, yet they must prepare for them. Hear a discussion of the potential risks of physical and cyber attacks to utilities. Speakers will address both external and internal threats utilities face and options for managing those risks.

Key to Sessions

To help you navigate the conference sessions, use this key to identify sessions addressing the major issues you're facing:



Governance & Management



Customer Service



Energy Efficiency



Fuels & Resources



Legislative & Regulatory Issues



Transmission & Reliability



Technology & Infrastructure



Workforce Issues

Preparing for a Future without Coal



Coal—the mainstay of generation fuels throughout the history of the electric utility industry—faces new regulations on carbon, mercury and other pollutants that could mean as much as one third of U.S. coal plants are at risk of being shut down. California has an integrated set of laws that combine increased renewable energy and required time-lines for phase-out of coal-fired generation. This session will address the steps one utility is taking to prepare for a future without coal as it transitions to a resource mix of natural gas, renewable energy and significantly expanded energy efficiency programs.

Are Small, Modular Nuclear Reactors in Our Future?



Many view small, modular nuclear reactors as they key to the future of U.S. nuclear power generation, due largely to their economy of mass production and reduced siting costs. Speakers will discuss the future of small, modular nuclear reactors, including whether the Nuclear Regulatory Commission is likely to approve them within the next 10 years, if they can help replace older coal-fired power plants, and if they can help alleviate the price volatility of natural gas.

15 Ideas for Successful Energy Efficiency and Demand Response Programs



Hear short summaries of energy efficiency and demand response programs offered today by public power utilities, including why they were chosen, how they were implemented, results to-date and lessons learned. Learn about their experiences and bring your best stories to share.

Rating Agencies on Public Power



Representatives from the three largest credit rating companies will discuss current issues that may affect the bond ratings of public power entities. Bring your questions for the rating companies and hear about trends in credit ratings, public power's strengths and weaknesses, and steps boards and managers should take to assure the financial strength of your organization.

Controlling Rising Benefits Costs



While many proposals to expand employer-based health coverage are discussed at the state level, businesses are concerned that the rising cost of providing such coverage is challenging their ability to compete in domestic and global economies. This session will address strategies for reducing health insurance and other benefit costs for local government enterprise activities.

BREAKOUT

SESSIONS

Monday, June 18

1:30–2:30 p.m.

Recommended CEUs .1/PDHs 1/CPEs 1.2

What to Do When You are Approached with a Buyout Offer



Some investor-owned utilities and rural cooperatives are looking for expansion opportunities. This session will address lessons learned from utilities that have been approached with a buyout /sellout offer, including what to expect from the utility making the offer, how to respond, how to evaluate an offer to ensure you are maximizing the value of the utility to the community and how your community might avoid being approached in the first place.

Grid Evolution Meets Your Aging Infrastructure



Aging infrastructure does not have to stop you from creating the advanced grid of the future. Learn about strategies utilities have adopted to update and integrate new technologies into their older electric systems.

Regional Transmission Planning and Cost Allocation: Implementing Order No. 1000



Transmission providers regulated by the Federal Energy Regulatory Commission must file by October 2012 to implement new or revamped regional transmission planning processes and cost allocation methods. This panel will report on activities in different regions of the country to meet these new FERC requirements and discuss how public power utilities and joint action agencies might be affected by them.

Converting from Coal to Natural Gas: Real World Experiences



While a number of power plants have a history of fueling base-load generation with natural gas, the potential impact of new environmental regulations on coal may result in even more gas generation. American Municipal Power has recent experience with retiring an older coal-fired power plant, and replacing it with a combined-cycle natural gas facility. Speakers will address the issues many public power utilities are weighing as they consider whether to retrofit coal-fired power plants with mercury controls or to switch to combined-cycle gas units.

Plugging in the Customer: The Evolving Utility/Customer Relationship



The evolution and growing sophistication of applications of the electric grid, from the substation to the meter, and the meter to end uses, may not be welcomed by all customers, yet they are necessary to improve reliability and efficiency to assure our electric system operates at maximum efficiency. Hear from retail providers, a large customer, and an equipment manufacturer about steps each is taking to encourage customer acceptance and use of these new technologies.

Energy Efficient Streetlighting: Making the Most of the Savings



More efficient streetlighting can mean significant savings to your utility and your community. This session will highlight how utilities are using energy efficient streetlighting to reduce costs, and how they are investing the savings into energy-efficiency programs for customers.

Federal Legislative Update



APPA legislative staff will provide an update on the priority issues facing public power in the second session of the 112th Congress.

Wellness Programs that Work



The health and well-being of your employees have a direct impact on their job performance, job satisfaction and benefits costs. Panelists will discuss steps for creating effective organizational wellness programs, whether you have a large budget or no budget at all.

Utility Accounting Rules 101



The Governmental Accounting Standards Board (GASB) sets accounting rules and provides guidance that all public power utilities must follow. This high-level session for utility executives and policymakers will provide an introduction to how the GASB's rule-making process works, and will offer a glimpse into some of the challenges your utility may encounter—and the potential impact these changes may have on the rate-setting process—as GASB begins to roll out new pension guidance and other proposed rules.

ASK THE SPEAKERS

See a session that piques your interest? Do you already have questions that you'd like the speakers to address? Let us know!

Tell us what questions you want answered at any conference session, and we'll pass your comments along to the speakers so they can incorporate them into their presentation.

Send your questions to: NationalConference@publicpower.org

Monday, June 18

General Session

2:45–4 p.m.

Recommended CEUs .1/PDHs 1.3/CPEs 1.5

Understanding the World Economic Crisis and What it Means for America



IP

Greg Ip, *U.S. Economics Editor, The Economist, Washington, D.C.*

Given the lingering U.S. economic downturn, high unemployment, the European Common Market hanging by a thread, and a loss of confidence in many of our financial institutions, this may be one of the most perilous times in international economic history. While various solutions have been suggested, clear understanding of the causes and an action plan to address them are needed to bring growth and stability back to domestic and international markets.

Greg Ip is one of the country's most incisive interpreters of economic events. He will apply his years of experience covering the Federal Reserve, financial markets, and domestic and international fiscal and regulatory policy for *The Wall Street Journal* and *The Economist* to the current challenges facing our economic future. He will also address the origins of the crisis and the steps necessary to stimulate growth, lower unemployment, control inflation, and reap the benefits of globalization.

Public Power Expo Opening Reception

4 –6 p.m.

Meet more than 100 industry suppliers, vendors and consultants at this kick-off reception for the Public Power Expo.



Tuesday, June 19

General Session

8–10 a.m.

Recommended CEUs .2/PDHs 1.5/CPEs 1.8



LEYDEN

Presentation of Association Awards

Our Age of Transformation: Major Trends of the 21st Century

Peter Leyden, CEO, *Next Agenda*; Special Correspondent, *Newsweek*; former Editor, *WIRED* magazine; and former Director, the New Politics Institute, San Francisco, Calif.

We are undergoing an extraordinary technological, political and social transformation that will impact how we communicate and interact with the rest of the world. During such a transition, business and political leaders need to identify new strategies for success and determine how to implement them.

Peter Leyden is a future trends and technology expert. He helps business and government leaders draw connections among complex issues—such as the economy, technology, politics, demographics and energy—to provide the insight organizations need to succeed in the 21st century. He will examine the megatrends likely to impact the electric utility industry in the next 10 years, and suggest how our industry can capitalize on them.

Public Power Expo Open

10 a.m.–1:30 p.m.



“It’s easy to get a localized viewpoint when running a municipal utility. The APPA National Conference offers excellent technical sessions while also offering a national viewpoint and how we fit in the energy, environmental and political world.”

Robert Faires III
Director of Utilities
Seneca Light & Water, S.C.

BREAKOUT

SESSIONS

Tuesday, June 19

11 a.m.–Noon

Recommended CEUs .1/PDHs 1/CPEs 1.2

The Importance of Providing Resources for NERC Compliance



Many senior managers and policymakers are trying to understand why so much of their operating resources are allocated to regulatory compliance these days. In this session, tailored for governing boards and executives, learn why developing an organizational culture of compliance is so important and why the risks to entities that fail to comply are so dangerous.

How To Achieve Peak Utility Performance



High performance utilities periodically review their reliability and safety statistics, in addition to system betterment, work force development, and all other operational aspects of providing excellent customer service. Learn about utility best practices and benchmarking measures your utility can employ to ensure that it is operating at an optimum level.

What's Your Utility's Role in the Emerging Transportation Infrastructure?



As the electric vehicle industry continues to grow, utilities and cities need to understand their role in the process. Explore how utilities are working with cities, charging station manufacturers, car manufacturers and others to welcome electric vehicles into their communities.

The Future of Coal



Just as some are predicting that up to one-third of the U.S. coal fleet will be shut down in the next 10 years due to more stringent environmental regulations—significantly reducing the demand for coal—international markets are heating up, increasing demand and putting upward pressure on coal prices. This session will examine the likely demand and price for coal in future domestic markets, the impact that international markets will have, and the likely role of coal in our resource mix for the next 10 to 20 years.

Building Renewable Energy into Your Future Resource Portfolio



Public power communities face a variety of complex technical, economic and regulatory issues as they make decisions to add renewable energy to their generation resource portfolios. Hear about the diverse experiences of APPA members as they tackle decisions such as buy versus build, whether to consider new or only proven technologies and business partners, customer rate impacts, state and community expectations, siting and local environmental impacts, proper valuation of environmental benefits and the operational limitations of variable energy sources. Speakers will discuss a variety of renewable sources including wind, solar, geothermal, biofuels, as well as customer-distributed resources.

Energy Storage Technologies: What Can We Count On?



The goal of energy storage technologies is to help balance the supply and demand of electricity, store intermittent wind and solar energy, and employ ice storage for air conditioning demand. Utilities have used pump storage and batteries for decades; newer technologies include use of fuel cells such as “Bloom Box” devices, new types of batteries and compressed air storage in vast geologic vaults. Speakers will examine these solutions and their application to public power utilities.

Improving Energy Efficiency with Building Codes and Standards



New building construction provides one of the best opportunities to achieve long-term energy efficiency since it costs much less than retrofits. Hear how and why utilities are supporting energy-efficient building codes and how they are using them to increase the efficiency of private and public facilities to support energy efficiency in their communities.

Recruitment and Retention in Tough Economic Times



Public power utilities face many challenges in maintaining their work forces, including upcoming baby boomer retirements, skilled-worker shortages, and struggles in offering competitive compensation levels. Learn strategies to help your utility recruit and retain its intellectual and human capital, including the concepts behind managing succession planning and retention programs, and how utilities can use the Internet to source and recruit for positions.

Public Power Expo Closing Luncheon

Noon–1:30 p.m.

Take advantage of this final opportunity to visit with the industry partners at the Public Power Expo while enjoying lunch with your friends and colleagues.



BREAKOUT

SESSIONS

Tuesday, June 19

1:30–2:30 p.m.

Recommended CEUs .1/PDHs 1/CPEs 1.2

Avoiding the Sale of Your Utility: Maintaining and Demonstrating the Value of a Community-Owned Electric Utility



Once a sellout attempt gains traction, it is often more difficult to change the direction of the movement than it is to prevent the effort in the first place. Identify signals to monitor to reduce the likelihood of a takeover attempt. Financial policies (rates, payments in lieu of taxes, reserves), operational issues (reliability, making sufficient investments in the infrastructure), and having an effective communications campaign will be discussed.

Educating Customers About the Benefits of Advanced Grid Technology



As members of the communities they serve, municipal utilities understand the importance of engaging customers when deploying advanced technologies, such as smart meters, in-house devices, energy management portals, mobile applications, and more. Hear about best practices for educating customers to help you avoid the misinformation and backlash that can plague utility efforts to introduce new technologies.

Integrating Renewable Generation: What Will Be Required and Who Will Pay?



In the last year, the strain on transmission operators of integrating renewable resources has begun to show in both transmission operations and economics. Speakers will discuss the proper balance of supporting the growth and integration of renewables—especially utility-scale variable resources like wind and solar—and operating the system in a way that neither unduly discriminates against one resource, nor requires subsidization across customer classes and resource types.

Mysteries of the EPA Mercury Rule



The Environmental Protection Agency issued a rule directing as many as 1,000 U.S. coal- and oil-fired power plants to retrofit with scrubbers, activated carbon, and baghouses to reduce emissions of mercury, acid gases and particulate matter. Many public power utilities will need longer than the Clean Air Act's standard three years to add pollution control equipment or switch to natural gas. This means utilities must comply with the rule by spring 2015. Speakers will discuss the EPA regulation and the process for obtaining case-by-case determinations for a fourth and fifth year for compliance.

The Future of Hydro Power



While most agree that new, large hydro power projects are unlikely, there is a high degree of interest and activity around opportunities to develop new hydro power capacity at existing dams and hydro facilities, and on canals and conduits. Learn about some of these approaches and the legislative and regulatory efforts under way to facilitate them.

The Business Case for Implementing Energy Efficiency Now



Although it may be tempting to wait until the economy recovers before focusing on energy efficiency, this time of flat load growth actually presents a strategic opportunity to invest in energy efficiency programs, enabling utilities to defer costly future investments in energy resources, while generating goodwill from customers already facing their own financial challenges. Learn about the business case for making energy efficiency and conservation programs a priority now.

Managing Dodd-Frank Requirements: The Future of Hedging, Swaps and Derivatives for the Electric Industry



The Dodd-Frank Wall Street Reform and Consumer Protection Act expanded the Commodity Futures Trading Commission's jurisdiction over derivative transactions based on energy commodities. The CFTC has extended the statutory one-year deadline to implement the law and continues to issue both final and proposed rules. This session will focus on the status and interpretation of CFTC rules and procedures and how they may affect public power utilities.

Is Your Utility's Website the Best It Can Be?



Websites are increasingly becoming the primary way that customers interact with electric utilities. Whether it's to pay a bill, get information on utility programs, or check on an outage from a mobile device, customers expect utility websites to be informative, intuitive and convenient. This session will showcase some of the industry's top websites and the people that developed them. Participants will learn tactics to help make their websites effective tools.

Tuesday, June 19

General Session

2:45–4 p.m.

Recommended CEUs .1/PDHs 1.3/CPEs 1.5

Will Natural Gas Be There When We Need It (and at What Price)?

Questions concerning the availability of long-term U.S. natural gas reserves and the price at which they will be available are being raised more frequently as environmental regulations limit future use of coal as a base-load generation fuel and the demand from international markets pushes up the price of both fuels.

Hear from an energy geologist, a natural gas producer and a natural gas customer regarding potential U.S. reserves, the price assumptions used to calculate the amount of these reserves, and the experience of a large customer when lack of infrastructure and supply combine to cause curtailments.

Panelists:

Art Berman, *President & CEO, Labyrinth Consulting Services, Sugar Land, Texas*

Scott Miller, *General Manager, City Utilities of Springfield, Mo.*

Greg Vesey, *President, Chevron Natural Gas, and Vice Chair, Natural Gas Supply Association, Houston, Texas*

Association Business Meeting

4 p.m.

Voting delegates at APPA's annual business meeting will elect members of the APPA Board of Directors and will vote on policy resolutions adopted by the L&R Committee. The meeting will also feature reports from the Board Chair and Treasurer. Each APPA member utility may designate one voting delegate for the Business Meeting.

An Evening with Michael Cavanaugh

8 p.m. ■ 5th Avenue Theater

Conference attendees and guests are invited to this special concert featuring one of Broadway's newest stars.

Wednesday, June 20

Board Chair's Breakfast & General Session

8–10 a.m.

Recommended CEUs .2/PDHs 2/CPEs 2.4

Installation of the 2012-13 APPA Board Chair

From the Sidelines to the Locker Room

Christine Brennan, the country's most-read female sports journalist, will share stories and lessons from her experiences in a predominately male field.

An award-winning sports columnist for *USA Today*, Brennan is also a commentator for ABC News and ESPN Sports Network; and a contributor to NPR's *Morning Edition*. Twice named one of the country's top 10 sports columnists by the Associated Press Sports Editors, she was the first woman sports writer at the *Miami Herald* in 1981, and the first president of the Association for Women in Sports Media. Her 1996 best-seller, *Inside Edge*, was named one of the top 100 sports books of all-time by *Sports Illustrated*.



BRENNAN

“The value of networking at the conference is the biggest benefit. To see and find out how other utilities are dealing with the current issues facing public power provides new insights and helps you evaluate the course that your utility is on.”

Phillip Solomon
Energy Services Director
City of St. George, Utah

POWERFUL GENEROSITY



Join us for the fifth annual Public Power Day of Giving on Friday, June 15, as volunteers demonstrate public power's commitment to community service. All conference participants and guests are welcome to volunteer and make lasting professional connections and personal friendships while making a **powerful difference** at these local charities:

Childhaven

Childhaven provides therapeutic childcare and early childhood education to children through age five who have suffered from or are at risk of abuse and neglect. Childhaven is a recognized leader in therapeutic childcare, tending each year to more than 400 abused and neglected children. Volunteers will work on a variety of projects at each of Childhaven's three locations.

Jubilee Women's Center

Jubilee Women's Center provides job training, education, affordable housing and support services to homeless and low-income women to help them achieve and maintain independence. Volunteers may work in the center's community garden or clothing boutique; help teach computer skills; or prepare meals to help feed the community for weeks to come.

People for Puget Sound

People for Puget Sound is a citizen's group actively working to protect and restore the health of the land and waters of the Puget Sound basin, which is key to the region's economy and quality of life. Volunteers will work at a habitat restoration project to maintain and restore parks and natural areas along the waterfront.

YWCA of Seattle

YWCA of Seattle provides tools and support services to meet critical community needs in the areas of homelessness, domestic violence and education. Volunteer opportunities may include building repair; working with homeless children; preparing meals; or helping women with their resumes and interviewing skills.

Learn more at www.publicpower.org/NationalConference

Who can volunteer?

Anyone! Conference attendees, guests, expo participants... everyone is welcome to participate. Volunteers under the age of 18 must be accompanied by a parent or guardian.

What will we be doing?

Volunteers will assist with a wide variety of projects, from yard work to meal preparation, to teaching professional skills to women in need. Opportunities exist for both skilled and unskilled volunteers.

When will it happen?

The Public Power Day of Giving is Friday, June 15, before other Conference events begin. Volunteers should plan to work for about eight hours. Snacks and lunch will be provided.

Where will we be working?

The 2012 Day of Giving charities are located all across Seattle. Volunteers will meet at the Sheraton Seattle Hotel early in the morning, and APPA will provide transportation from the hotel to the work sites and back.

How do I sign up?

Complete the enclosed registration form or visit www.publicpower.org/NationalConference to sign up online. Volunteer registrations must be received by Friday, May 18.

Public Power Day of Giving Partners



We are grateful for the support of our Day of Giving Partners, whose financial support helps make this opportunity possible. Learn more about these companies, and about partnership opportunities, at www.publicpower.org/NationalConference.

5

**YEARS OF
GIVING BACK**

4

**VOLUNTEER
PROJECTS**

1

**DAY TO
MAKE A BIG
DIFFERENCE**

POWERFUL GENEROSITY

D O N A T E



Help support Childhaven, our Day of Giving charity that helps very young children who have been victims of abuse or neglect. APPA will be collecting donations for Childhaven in the registration area throughout the conference.

We encourage all conference participants to bring an item to donate from their wish list. It's a great way to make a big difference, even if you can't participate in the Day of Giving this year.

Donated books and clothing may be new or gently used.

Wish list

Clothing

- Children's clothing (pants and shirts, 1 month–size 6)
- Children's underwear (sizes 2T – 5T)

Babies

- Diapers (sizes 2–6)
- Diaper wipes (unscented)
- Baby food (jars, Gerber fruits and vegetables)
- Baby cereals (rice or oatmeal)
- Infant formula (powder; Similac Advance or Similac Sensitive)
- Teething rings

Fun & Educational

- Books and Board Books (age appropriate, for babies through 5 years)
- Play dough
- Stickers
- Crayola markers
- Glue sticks and Elmer's glue

Other

- Washcloths (white)
- Batteries (sizes AAA, AA, C, D, 9 volt)
- Liquid laundry detergent (ALL Free and Clear)

POWERFUL NETWORKING

Special Events & Guest Opportunities

Conference delegates and registered guests are invited to participate in these special conference events.

Public Power Day of Giving

Friday, June 15 ■ 7 a.m.–4 p.m.

Take part in a special community service project at the fifth annual Public Power Day of Giving. Volunteers will have an opportunity to meet and make lasting connections working side-by-side at local charities. Guests are welcome to participate.

Welcoming Reception

Sunday, June 17 ■ 6–7:30 p.m.

Conference attendees and guests are invited to reconnect with old friends, meet new people and network with the nation's public power leaders.

Guest Hospitality Breakfast

Monday, June 18 ■ 9:30–11 a.m.

Enjoy breakfast with other conference guests. Win prizes and learn about the exciting tourist attractions in Seattle.

Public Power Expo

One of the highlights of the National Conference, the Public Power Expo brings 100+ electric industry suppliers, vendors and consultants under one roof to showcase products and services.

Visit the interactive expo floor plan at www.publicpower.com/NationalConference to learn about the exhibitors prior to coming to the conference, and plan your visit in advance so you can make the most of your time at the expo!

Monday, June 20

Expo Opening Reception
4–6 p.m.

For more information about the Public Power Expo, including exhibitor opportunities, contact Pamela Cowen at 202/467-2903 or pcowen@publicpower.org.

Tuesday, June 21

10 a.m.–1:30 p.m.

Expo Closing Luncheon
Noon–1:30 p.m.



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MINUTES OF SHOW-STOPPING HITS



An Evening with Michael Cavanaugh

Tuesday, June 19 ■ 8 p.m.

5th Avenue Theater ■ 1308 5th Avenue (2 blocks from the hotel)

The phenomenal Grammy and Tony award-nominated star of the Broadway musical *Movin' Out* will grace the stage of Seattle's historic 5th Avenue Theatre in a special performance for APPA National Conference-goers on Tuesday, June 19.

Billboard magazine called him "the new voice of the American Rock & Roll Songbook." He was cast in the lead role in *Movin' Out*, the thrilling dance musical set to the music of Billy Joel, after being discovered and hand-picked by the Piano Man himself.

When "we're all in the mood for a melody," Michael Cavanaugh belts out everything from "Uptown Girl" and "An Innocent Man" to his electrifying encore of "New York State of Mind." But he channels more than Billy Joel: he is a virtual jukebox of the hits of Elton John, the Rolling Stones, Rod Stewart, and many more. This is one **powerful performance** you won't want to miss!

Board Chair's Breakfast

Wednesday, June 22 ■ 8 a.m.

The final event of the 2012 APPA National Conference is the Board Chair's Breakfast, featuring the presentation of the Alex Radin Distinguished Service Award and the installation of the new APPA board chair. The breakfast will conclude with a keynote address.



The 5th Avenue Theater is one of Seattle's architectural treasures. Inspired by Imperial China's Forbidden City, the theater features breathtaking craftsmanship and a chandelier dangling from the mouth of a giant dragon.

POWERFUL ATTRACTIONS

S E A T T L E

Seattle is two cities in one. It's a world-class metropolis set within wild, beautiful natural surroundings, offering the best of urban life-style while embracing the rugged outdoors. With so much to see and do, Seattle is one powerful destination.

Learn about all there is to see and do in Seattle at www.visitseattle.org.

1 Watch out for flying fish at the **Pike Place Market**. This century-old marketplace, housing more than 300 farmers and craftspeople in a five-story building overlooking the Puget Sound, is one of the country's oldest continually operating public farmers' markets.

2 Seattle is a haven for glass artists, from the world-renowned Dave Chihuly to... you? Create your own masterpiece at the **Seattle Glassblowing Studio**, or just visit the city's many glass galleries.

3 Relax along the Seattle **Waterfront**. With dozens of paths, piers and public spaces, you can enjoy views of the city skyline and the Olympic Mountains. Piers 55 and 56 offer embarkation points for cruises to Tillicum Village on Blake Island, where visitors can experience Native American culture.



15

CAN'T-MISS THINGS
TO SEE AND DO IN
SEATTLE





4 Discover the beauty of the **San Juan Islands**, just a short ferry, drive or seaplane ride away from downtown Seattle. Kayak through the islands and watch the orcas swim around you or browse the many shops as you stop by each island.

5 Wine lovers won't want to miss this opportunity to visit Washington's many award-winning wineries, including Washington's oldest and most famous **Chateau Ste. Michelle** winery. A tour and tasting is sure to lift your spirits.

More interested in beer than wine? Seattle boasts one of the country's largest concentrations of breweries, many of which – including the Redbook Ale Brewery and Pike Brewing Co. – offer tours.

6 Discover the essence of rock 'n' roll—including its roots in jazz, soul, gospel, country and the blues—at the **Experience Music Project**, a Frank Gehry-designed architectural icon that allows you to explore the innovation of popular music.



7 Step into the **Seattle Art Museum** and step into history: the museum offers an extensive Native and Meso-American collection with works by the area's original inhabitants. Other highlights range from Asian pieces dating back to the second century, to European masterpieces of portraiture and sculpture, to contemporary works by Jackson Pollack and Andy Warhol.

8 Enjoy America's pastime with the **Seattle Mariners** at Safeco Field. Take an exclusive tour of the ballpark, or get your tickets to watch the Mariners play at <http://seattle.mariners.mlb.com>.

9 Explore legendary Seattle-based stores like Nordstrom and REI; then check out the city's diverse neighborhoods that offer every kind of **shopping** imaginable to suit your interests. From flagship stores to independent boutiques to a trio of outlet malls, you'll find everything you're looking for—and more.



10 Go hiking, horseback riding, biking, or take a driving tour of **Mt. Ranier**, Seattle's "floating mountain" that boasts high mountain lakes, cascading waterfalls, meandering streams, and flower-covered meadows. The truly adventurous may even climb a glacier to the summit of the 14,411-foot mountain.

11 From modern buildings to landmarks that date back to the early beginnings of the city, Seattle is full of urban marvels. Your **architectural tour** won't be complete until you see the Seattle City Library, Smith Tower, King Street Station, Chapel of St. Ignatius at Seattle University, 5th Avenue Theater, Ranier Tower, and of course, the Experience Music Project.

12 Take a break from cruising around Seattle and **take a cruise**. Spend a simple afternoon on a lake cruise, or make it an extended trip on one of the nine major cruise lines that depart from Seattle to Alaska.



13 Let your imagination take flight. Discover the history and future of aviation at the **Future of Flight** and Boeing airplane-production facility or Paul Allen's Flying Heritage collection, featuring the greatest planes of WWII, at Paine Field in Everett, and at Seattle's Museum of Flight.

14 Kids and parents will love Seattle's wide array of **family-friendly activities**. Check out the Chittenden Locks and watch the boats pass from the Puget Sound to Seattle's freshwater lakes, or climb underground for a tour of the original city, long-buried beneath Seattle's current-day Pioneer Square district.

There's also the Pacific Science Center, Seattle Children's Museum, Seattle Aquarium, Woodland Park Zoo, Klondike Gold Rush National Historic Park and the Museum of Flight.

15 Just like you wouldn't go to Paris without stopping by the Eiffel Tower, no visit to Seattle is complete without checking out the view from the world-famous **Space Needle**.

POWERFUL SUPPORT

2012 NATIONAL CONFERENCE SPONSORS

We are grateful to the many companies supporting APPA and public power. Conference sponsors provide financial support to help us bring the best possible experience to our attendees while keeping costs low for all participants.

Elite



Diamond



Platinum



“The National Conference
is all things public power in
two-and-a-half days. People,
issues, equipment... it’s all there.”

Jeffrey McHugh
Assistant Superintendent
City of Cuyahoga Falls
Electric Department, Ohio

Gold



Silver



For more information about these
companies, or to learn about spon-
sorship opportunities, visit [www.
publicpower.org/NationalConference](http://www.publicpower.org/NationalConference).

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**CONFERENCE
SPONSORS**

As of April 9, 2012

POWERFUL RECOGNITION

EDUCATIONAL CREDITS

Attendees of the 2012 APPA National Conference can earn continuing education units (CEUs), professional development hours (PDHs), and continuing professional education credits (CPEs) for attending conference sessions. Attendees must complete the Verification of Attendance form (provided on-site) to receive a certificate for educational credits earned.

Continuing Education Units (CEUs)

The American Public Power Association is an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102; (703) 506-3275. APPA complies with the ANSI/IACET 1-2007 Standard which is recognized internationally as a standard of good practice. As a result of this Authorized Provider status, APPA is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET 1-2007 Standard.

Professional Development Hours (PDHs)

APPA educational practices are consistent with the criteria for awarding Professional Development Hours (PDHs) as established by the National Council of Examiners for Engineering and Surveying (NCEES). Course eligibility and number of PDHs may vary by state. The American Public Power Association has been approved as a Florida Board of Professional Engineers Continuing Education Provider. If you need APPA to report your Professional Development Hours directly to the Florida Board of Professional Engineers, please provide your P.E. license number on the Verification of Attendance form.

3

TYPES OF EDUCATIONAL CREDITS:

EARN CONTINUING EDUCATION UNITS (CEUS), PROFESSIONAL DEVELOPMENT HOURS (PDHS), AND CONTINUING PROFESSIONAL EDUCATION CREDITS (CPES) BY PARTICIPATING IN THE NATIONAL CONFERENCE

“The National Conference provides an easy way to earn professional hours while having the chance to learn something about the electric industry that you may not otherwise have known about.”

Neal Suess
President/CEO
Loup River Public Power District, Neb.

Continuing Professional Education (CPE) Credits

The American Public Power Association 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 addressed to the National Registry of CPE Sponsors, 150 Fourth Ave. North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org.

APPA is pleased to offer attendees of the National Conference verification of attendance for up to 13 CPE credit hours for attending the conference, or up to 23 CPE credit hours for individuals also attending pre-conference seminars. There are no prerequisites to the courses offered. Program level should be considered “basic” for all courses unless otherwise noted; no advance preparation is required for any courses. All courses are group-live offerings. Credit hours are included in the meeting agenda; areas of study for the individual sessions will be available on the Verification of Attendance form.

All hours are subject to change based on the final course agenda. Certificates will be awarded to participants who turn in the Verification of Attendance form at the end of the course. For more information regarding administrative policies, such as clarification of requirements, complaints, and refunds, please contact LeAnne Nienhuis at 202/467-2973.



Participating in APPA-sponsored conferences and seminars is an easy way to earn points toward the Reliable Public Power Provider (RP3®) designation.

RP3 is APPA's program to recognize and reward public power utilities that demonstrate basic proficiency in four important disciplines: reliability, safety, work force development and system improvement. Utilities that meet the guidelines in each of the four areas are designated as Reliable Public Power Providers. For more information, visit www.publicpower.org/RP3.

POWERFUL LOCATION



ACCOMMODATIONS & TRAVEL

Hotel

Sheraton Seattle Hotel

1400 Sixth Ave.
Seattle, WA 98101
Phone: 206/621-9000

Situated in the city's vibrant core—and right across the street from the Convention Center—the Sheraton Seattle Hotel provides a gateway to the diverse sights and sounds of the Pacific Northwest. Simply step outside to find gourmet food, exciting entertainment, and world-class shopping.

APPA Group Rate

\$211 Single/Double, plus tax

Reservations

Visit www.publicpower.org/NationalConference under “Registration & Hotel” to make your hotel reservations online.

By phone 206/621-9000. Mention the 2012 APPA National Conference.

All reservations require a non-refundable room deposit equal to one night's stay (\$211 plus tax) that will be charged to your credit card at the time your reservation is made.

The cut-off date to receive the APPA group rate is May 23, 2012. If rooms still remain in the APPA block after that date, the APPA group rate may be honored. If not, you may be charged a higher rate. Please keep in mind that cancelled reservations that are not resold may become a financial liability for APPA, so please make your reservations thoughtfully.

Please make your hotel reservations directly with the Sheraton Seattle Hotel. If you need additional assistance with housing, please contact the APPA Meetings Services Department at 202/467-2938.

Additional Hotel Information

Check in

Noon

Check out

3 p.m.

On-Site Parking

Self-parking \$30; Valet parking \$44.

Internet Access

Complimentary Internet access will be available in attendees' guest rooms at the Sheraton Seattle Hotel. Internet access will be limited at the convention center.

Event Locations

Some conference events will be held at the Sheraton Seattle Hotel, including the Welcoming Reception on Sunday, June 17.

Conference registration, all conference sessions (including pre-conference seminars), and the Public Power Expo will be located at the Washington State Convention & Trade Center.

Travel

The Seattle Sheraton Hotel is located directly across the street from the Washington State Convention & Trade Center, and is 16 miles from the Seattle/Tacoma International Airport (SEA).

Travel arrangements and costs are the responsibility of the participants. APPA will not reimburse for changes in travel expenditures regardless of the cause, including the cancellation of a course, meeting or conference.

Car Rental

While a rental car is not necessary, APPA has secured discounted corporate rates with Hertz and Avis Rental Cars. To rent a car, please call your travel agent or Hertz at 800/654-2240 or www.hertz.com, and mention both the APPA CDP#200917 and PC#112335; or contact AVIS at 800/331-1600 and use the Avis Worldwide Discount (AWD) #T821699.

EMPOWER YOURSELF

REGISTRATION INFORMATION

Conference Registration Fees

	Before May 25	After May 25
APPA Members	\$695	\$745
Nonmembers	\$1,390	\$1,440

Not an APPA member? Join today and save more than \$600 on your conference registration. Call Member Services at 202/467-2936 to learn more.

Pre-Conference Seminar Fees

APPA Members	Before May 25	After May 25
Half day seminars (each)	\$275	\$325
Full day seminars (each)	\$375	\$425
Nonmembers	Before May 25	After May 25
Half day seminars (each)	\$550	\$600
Full day seminars (each)	\$750	\$800

Meals

The following food functions are included in the registration fee:

- Sunday Welcoming Reception (Drinks and hor d'oeuvres)
- Monday Expo Opening Reception (Drinks and hor d'oeuvres)
- Tuesday Expo Closing Luncheon
- Wednesday Breakfast

Guest Registrations

The guest registration fee is \$100 (each). Guests age 12 and under do not need to register. All guest registrations must be accompanied by a National Conference attendee registration. Guests may not attend general or concurrent sessions unless otherwise listed in the conference program.

Registered conference guests are invited to participate in these special conference events:

- Welcoming Reception
Sunday, June 17, 6–7:30 p.m.
- Guest Hospitality Breakfast
Monday, June 18, 9:30–11 a.m.
- Public Power Expo
Opening Reception
Monday, June 18, 4–6 p.m.
- Closing Luncheon
Tuesday, June 19, Noon–1:30 p.m.
- Special Event
Tuesday, June 19, 8 p.m.
- Board Chair's Breakfast
Wednesday, June 20, 8 a.m.

Cancellation Policy

Registrants who cancel in writing on or before June 11, 2012, are entitled to a refund of their registration fee, minus a \$50 cancellation fee. Registrants who cancel after June 11 will not receive a refund, but attendee substitutions will be allowed for the 2012 APPA National Conference only. Registrants and no-shows who do not cancel on or before June 11 are responsible for the full registration fee and are not entitled to a refund.

Cancellations must be made in writing and mailed, faxed or emailed to:

Janaya Ramdat
Meetings Coordinator
American Public Power Association
1875 Connecticut Ave. NW, Suite 1200
Washington, DC 20009-5715
Fax: 202/495-7484
Email: jramdat@publicpower.org

Climate & Attire

The average daily high temperature for Seattle, Wash., in mid June is 71° F with an average daily low of 52° F. Since meeting room temperatures vary, please prepare to dress for cool conditions. The attire for the conference is business casual.

Photographs

By registering for this conference, each participant authorizes the American Public Power Association (APPA) to photograph him/her at this event and use such photographs in APPA marketing pieces (both electronic and print), and the participant agrees that he/she will not be paid for giving this consent.

Restricted Sessions

APPA maintains the right to designate any APPA meeting or session as open only to APPA regular members (public power utilities, rural electric cooperatives, joint action agencies, and state/regional associations).

Contact Us

Register Online

www.publicpower.org/NationalConference
Phone: 202/467-2941
Fax: 202/495-7484

Hotel Reservations

206/621-9000

Registration Contact

Janaya Ramdat
jramdat@publicpower.org
202/467-2941

Program Contact

LeAnne Nienhuis
lnienhuis@publicpower.org
202/467-2973

Hotel Contact

Monique McCaw
mmccaw@publicpower.org
202/467-2938

Expo and Sponsor Contact

Pamela Cowen
pcowen@publicpower.org
202/467-2903

2012 APPA National Conference 2323

June 16–20, 2012 • Washington State Convention & Trade Center • Seattle, Washington

Attendee Information

Please print. Reproduce form for additional registrants. We cannot accept registration via telephone.

Name	Title	
Organization		
Address		
City	State	Zip
Phone	Fax	
Email		
Authorizing Official		

Emergency Contact	Phone
-------------------	-------

☐ Check the box if you have a disability and may require special accommodations to participate.

The APPA National Conference is an annual conference.

Are you a first time attendee? ☐ Yes ☐ No

APPA regular members must designate a Voting Delegate and an Alternate for the purpose of casting votes at the annual business meeting on Tuesday, June 19, 2012. Please indicate if you are that designee:

☐ I am the designated Voting Delegate ☐ I am the designated Alternate.

Guest Registration

Complete this section only if you are registering your guest

Note: All guest registrations must be accompanied by a National Conference attendee registration. Guests may not attend general sessions or concurrent sessions unless otherwise listed in the conference program.

Adult Guest Name(s)

Pre-Conference Seminars

Please indicate which seminars you will attend.

Saturday, June 16

- ☐ Utility Industry Overview for Policymakers and Managers Full day–3939
 - ☐ Evaluating the Effectiveness of Your Governing Board Half day, A.M.–3940
 - ☐ Creating and Using a “Dashboard” to Monitor Your Utility’s Performance Half day, P.M.–3941
 - ☐ Assessing the Future of Public Power’s Business Model Half day, P.M.–3942
 - ☐ Introduction to Using Enterprise Risk Management in Evaluating Utility Business Risk** Full day–3943
- **Members only. Maximum of 25 attendees.
Will be offered free of charge to 1st 25 people.

Sunday, June 17

- ☐ Strategic Planning for Boards and Managers Full day–3944
- ☐ Cyber Security for Public Power Utilities Half day, A.M.–3945
- ☐ Overview of Utility Financial Operations for Boards Half day, A.M.–3946
- ☐ Energy Efficiency Planning for Utilities Half day, A.M.–3948
- ☐ Conducting a Utility Financial Checkup Half day, P.M.–3947
- ☐ Understanding the Practical Implications of New EPA Regulations Half day, P.M.–3959
- ☐ Understanding Renewable Energy and the Potential Future Impact to Public Power Half day, P.M.–3949

2012 APPA National Conference 2323

June 16–20, 2012 • Washington State Convention & Trade Center • Seattle, Washington

Pre-Conference Seminar Fees Registration and Payment Received On/Before May 25

APPA Member	
<input type="checkbox"/> Each Full Day	\$375
<input type="checkbox"/> Each Half Day	\$275
Nonmember	
<input type="checkbox"/> Each Full Day	\$750
<input type="checkbox"/> Each Half Day	\$550

Registration and Payment Received After May 25

APPA Member	
<input type="checkbox"/> Each Full Day	\$425
<input type="checkbox"/> Each Half Day	\$325
Nonmember	
<input type="checkbox"/> Each Full Day	\$800
<input type="checkbox"/> Each Half Day	\$600

National Conference Fees Registration and Payment Received On/Before May 25

<input type="checkbox"/> APPA Member	\$695
<input type="checkbox"/> Nonmember	\$1,390
<input type="checkbox"/> Adult Guest (each)	\$100

Registration and Payment Received After May 25

<input type="checkbox"/> APPA Member	\$745
<input type="checkbox"/> Nonmember	\$1,440
<input type="checkbox"/> Adult Guest (each)	\$100

Total Amount Due \$

Please check the box if you plan to attend the following events. Please also indicate the number of registered guests who plan to attend. These events are included in the conference and guest registration. See the Conference program on our web site at www.PublicPower.org/NationalConference for additional details.

Sunday, June 17, 6–7:30 p.m.	<input type="checkbox"/> Welcome Reception–3954	# of Guests_____
Monday, June 18, 4–6 p.m.	<input type="checkbox"/> Expo Opening Reception–3955	# of Guests_____
Tuesday, June 19, Noon–1:30 p.m.	<input type="checkbox"/> Expo Closing Luncheon–3956	# of Guests_____
Tuesday, June 19, 8 p.m.	<input type="checkbox"/> Special Event–3957	# of Guests_____
Wednesday, June 20, 8 a.m.	<input type="checkbox"/> Board Chair’s Breakfast–3958	# of Guests_____

Payment Method

All fees payable in U.S. currency. Nonmembers are required to include payment or provide credit card information when registering.

- ☐ Enclosed is my check made payable to: American Public Power Association
- ☐ Bill me (Members only) Purchase order number (Optional)_____
- ☐ Wire/ACH Payments Call Katrina Reynolds Taylor: 202/467-2962
- ☐ Please charge the following:
- ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Name as It Appears on Card

Name of Attendee

Credit Card Number

Expiration Date

Amount to Charge to Card \$

Authorized Cardholder’s Signature

For APPA Use Only: Order ID #

Submit completed registration form: Fax: 202/495-7484 • E-mail: JRamdat@PublicPower.org • Register online at www.PublicPower.org/NationalConference • Registration questions: Phone: 202/467-2941

IMPORTANT – PLEASE NOTE OUR NEW LOCK BOX ADDRESS

If paying by check: Mail completed form and full payment to our bank lock box: American Public Power Association • P.O. Box 418617 • Boston, MA 02241-8617

Public Power Day of Giving

June 15, 2012 ■ Seattle, Wash.



Volunteer Information

<hr/>		
Name		
<hr/>		
Organization		
<hr/>		
Address		
<hr/>		
City	State	Zip
<hr/>	<hr/>	<hr/>
Telephone	E-mail	
<hr/>	<hr/>	
Emergency Contact		
<hr/>		
Name	Relationship	
<hr/>	<hr/>	
Telephone		
<hr/>		

Guests

Guests are welcome to participate in the Public Power Day of Giving. Guests can volunteer for the Day of Giving even if they do not register as guests for the National Conference. Volunteers under 18 must be accompanied by a parent or legal guardian.

<hr/>	<hr/>
Name	Age (if under 18)
<hr/>	<hr/>
Name	Age (if under 18)
<hr/>	<hr/>
Name	Age (if under 18)
<hr/>	<hr/>
Name	Age (if under 18)
<hr/>	<hr/>
Name	Age (if under 18)
<hr/>	<hr/>

T-Shirts

Each volunteer will receive a Public Power Day of Giving commemorative t-shirt (all shirts men's sizes). If you are volunteering with guests, please tell us how many shirts in each size.

☐ S ☐ M ☐ L

☐ XL ☐ 2XL ☐ 3XL ☐ 4XL

☐ Youth (Medium)

Lunches

Box lunches will be provided for all volunteers. Please list any dietary restrictions or food allergies. If you are volunteering with guests, indicate how many have these restrictions.

Public Power Day of Giving

June 15, 2012 ■ Seattle, Wash.



Project Preference

If you have a preference as to which project you would like to work at, please let us know and we will try to accommodate your request.

Preference-based assignments will be made on a first-come, first-served basis. Some projects may have restrictions on the age of volunteers. Volunteers and guests will be placed at the same project location, unless specifically requested otherwise.

We may not know what types of work we will be doing at each project location until we arrive at the work site. If you are interested in a specific type of job listed in the conference program (e.g., gardening, preparing meals, teaching professional skills, etc.), please indicate under "other."

- ☐ Childhaven
- ☐ Jubilee Women's Center
- ☐ People for Puget Sound
- ☐ YWCA
- ☐ No preference; please put me where I am most needed.

Other special requests:

Return this form no later than Friday, May 18:

E-mail

LNienhuis@PublicPower.org

Fax

202/495-7473

Mail to

LeAnne Nienhuis
American Public Power Association
1875 Connecticut Ave. NW, Suite 1200
Washington, DC, 20009-5715.

Questions

Contact LeAnne Nienhuis, 202/467-2973 or LNienhuis@PublicPower.org.



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