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FOR IMMEDIATE RELEASE:
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Experts on Electric Energy Pricing to Speak at September 30 Workshop on the Smart Grid, Demand Response, and Automated Metering Infrastructure

(Little Rock) – As the next in its series of events focusing on sustainable energy resources, the Arkansas Public Service Commission has arranged for presentations by two national experts on the subject of electric energy pricing. **The Workshop on the Smart Grid, Demand Response, and Automated Metering Infrastructure will be held on September 30 in the Courtroom of the William H. Bowen School of Law of the University of Arkansas in Little Rock.**

Dr. Ahmad Faruqi, a principal with The Brattle Group, will speak on “The Emergence of Dynamic Pricing”. Dr. Faruqi has published a state-by-state assessment of the potential for demand response for the Federal Energy Regulatory Commission which was filed with Congress in June. Last year, he performed a national assessment of the potential for energy efficiency for the Electric Power Research Institute and wrote a whitepaper on quantifying the benefits of dynamic pricing for the Edison Electric Institute. Dr. Faruqi has worked on fostering economic demand response and on load management standards for the California Energy Commission. Since the year 2000, he has been assisting utilities and commissions in nearly 20 states assess the economics of dynamic pricing, demand response and advanced metering. He has demonstrated a special expertise on the impacts of pricing on electricity consumers. The author of four books and more than a hundred papers, he holds a doctoral degree in economics from the University of California at Davis.

Also speaking during the morning session framing the workshop will be **Dr. Eric Woychik, vice president for regulatory affairs for Comverge, Inc., who will address Pricing for the Smart Grid, including Time-of-Use (“TOU”) and Critical Peak Pricing (“CPP”).** Comverge is a leading national provider of electric demand-side products and services, with a particular focus on Demand Response technologies. Dr. Woychik was a consultant to Comverge for many years as the President and founder of Strategy Integration, LLC and previously was Senior Director of Business Development for Comverge. Over the last 30 years he has working with a wide variety of stakeholder interests in 20 countries and for more than 50 utilities in North America on electricity markets, regulation, and demand-side technologies. Dr. Woychik holds a B.S. in Environmental Planning and Policy Analysis from U.C. Davis, an M.S. in Economics from New

Mexico State University, and a Doctorate in Executive Management from Case Western Reserve University.

A tentative agenda for the Workshop on the Smart Grid, Demand Response, and Automated Metering Infrastructure is attached. **The event will be held from 9 a.m. to 4 p.m. on Wednesday, September 30, 2009 at the William H. Bowen University of Arkansas School of Law, 1201 McMath Avenue, in Little Rock.**

Participants will be on their own for lunch following the morning session.

The afternoon session of the Workshop will include brief presentations from several electric and natural gas utility companies concerning Smart Grid, Automated Metering, and Demand Response in which they are involved and that have implications for sustainable energy development in Arkansas.

There will be ample time for Q&A and discussions during both sessions.

The Commission expects that major natural gas and electric utilities and electric cooperatives will be represented at the Collaborative forum, as well as representatives of the Attorney General's office, the Southwest Power Pool Regional Transmission Organization, commercial and industrial customers, environmental organizations, low-income advocates, and others who are part of the Commission's SER Collaborative.

An upcoming event of the SER Collaborative is a non-wind Renewable Resources Workshop to be held at a time and place to be announced.

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Agenda Arkansas Public Service Commission <i>Sustainable Energy Resources Collaborative – Workshop on the Smart Grid, Demand Response, and Automated Metering Infrastructure</i>	
Courtroom, William H. Bowen School of Law, 1201 McMath, Little Rock, Arkansas Wednesday, September 30, 2009 9:00 A.M. to 4:00 P.M.	
Morning Session	FRAMING THE PRICING ISSUES ASSOCIATED WITH THE SMART GRID, DR, AND AMI:
9:00 – 10:00 a.m.	<ul style="list-style-type: none"> • The Emergence of Dynamic Pricing -- <i>Dr. Ahmad Faruqui, Principal, The Brattle Group</i>
10:00 – 10:15 a.m.	BREAK
10:15 – 11:15 p.m.	<ul style="list-style-type: none"> • Pricing for the Smart Grid, AMI, and DR --<i>Dr. Eric Woychik, Vice President for Regulatory Affairs, Comverge, Inc.</i>
11:15 – Noon	Q & A and discussion by and with Drs. Faruqui and Woychik
Noon – 1:15 p.m.	LUNCH -- ON YOUR OWN
	UTILITY APPLICATIONS AND PERSPECTIVES
1:15 – 1:45 p.m.	<ul style="list-style-type: none"> • CenterPoint Energy – <i>Michael Boone, Advanced Metering Program Management Office</i> • American Electric Power/SWEPCO – <i>Tom Jobes, Director, Distribution Reliability Planning & Engineering and Member, gridSMART Leadership Team</i> • Oklahoma Gas & Electric Company – <i>Ken Grant, Managing Director, Smart Grid Program</i> • Entergy Services, Inc. – <i>Paul D. Olivier, Director, Smart Grid / AMI</i>
1:45 – 2:15 p.m.	
2:15 – 2:45 p.m.	
2:45 – 3:15 p.m.	
3:15 – 4:00 p.m.	Q&A and discussion with utility presenters
4:00 p.m.	Adjourn