

**2011 Electric Cooperative Rate Conference
Kentucky International Convention Center
Louisville, Kentucky
AGENDA**

This conference is an opportunity for cooperative personnel to discuss current issues in the rate area and to network with others who are actively involved in working with rates. Active participation is encouraged to create an environment where free flowing discussion helps participants to understand and appreciate the alternatives that are available to them for dealing with these important issues.

October 25, 2011

- 8:00 AM *Registration and Full Buffet Breakfast*
- 9:00 AM *Point/Counterpoint: A Debate on Decoupling*
Gary Cripps, VP Finance & Information Technology, Delaware Electric Cooperative and Marty Blake, Principal, The Prime Group LLC
- 10:00 AM *Break*
- 10:15 AM *The Pressures Building on G&T Wholesale Energy Prices*
Jim Lamb, Senior VP, Planning and Power Supply
Central Electric Power Cooperative, Columbia, South Carolina
- 11:10 AM *Acquiring Investor Owned Utility Service Territory = Instant Growth*
Allen Ritchie, VP Finance and Administration, Shenandoah Valley Electric Cooperative, Mount Crawford, Virginia
- 12:00 PM *Kentucky Barbeque Lunch Buffet*
- 1:15 PM *Developing Optional Time of Use and Demand Rates*
Marty Blake - Principal, The Prime Group LLC
- 2:15 PM *Break*
- 2:30 PM *Smart Meters, In-Home Displays, Communications and Equipment that Facilitates Customer Usage Modification*
Greg Ferguson, Director Utility Solutions, Trilliant
- 3:30 PM *Meter Data Management Systems: an Overview and Examples*
John Alls, Senior Support Consultant, National Information Solutions Cooperative (NISC)

October 26, 2011

- 8:00 AM ***Full Buffet Breakfast***
- 9:00 AM ***The Case for Economic Development Rates: Theory and Regulatory Considerations***
John Wolfram, Senior Consultant, The Prime Group LLC
- 10:00 AM ***Break***
- 10:15 AM ***Economic Development: Strategy and Tactics***
Dan Brackemyre, Manager, Business Development, Circle City Group
- 11:00 AM ***The Art of Turning Wholesale Rates into Retail Rates:***
Larry Feltner and Paul Garcia, Senior Consultants, The Prime Group LLC

Location

Recognizing that participants have different needs and desires with regard to accommodations, we have not reserved a block of rooms for the conference. You can probably get better prices on line than we could negotiate for a group our size. To help in locating accommodations that meet your needs, the street address to use for an on-line hotel search is:

**Kentucky International Convention Center
221 S. Fourth St.
Louisville, KY 40202**

The Rate Conference will be held in the Convention Center Theatre that seats about 150 people in comfort. There are fixed tables in an amphitheatre setting with a microphone at each seat and executive swivel chairs rather than the typical seating that you find at meetings. The room accommodates wireless internet access and the audio-visual equipment is state of the art. Participants at last year's rate conference rated the facilities as excellent and encouraged us to get this room again.

2011 Electric Cooperative Rate Conference

October 25, 2011 from 8:00 A.M. to 5:00 P.M. EDT and
October 26, 2011 from 8:00 A.M. to 12 Noon EDT
Kentucky International Convention Center
Louisville, Kentucky

The 2011 Electric Cooperative Rate Conference is designed to meet the needs of both distribution cooperatives and G&Ts. The participant reviews for the last six Cooperative Rate Conferences were overwhelmingly positive, and with a solid agenda for this year's conference, we are confident that this trend will continue. The Conference will be held at the Kentucky International Convention Center in Downtown Louisville, Kentucky. The Convention Center is located on 211 S. Fourth Street. Information about the Kentucky International Convention Center may be obtained at (502) 595-3141 or by visiting their website at www.kyconvention.org. Thank you and we look forward to seeing you in Louisville!

Please register the following participant for the 2011 Electric Cooperative Rate Conference:

Name: _____

Cooperative: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

Or you can register by calling Eric Blake at (502) 241-4405 or by e-mailing Eric at eablake@insightbb.com.

The cost of the conference is \$250 per participant. Make return checks payable to "**The Prime Group LLC**" and return the completed form and your payment to:

The Prime Group LLC
P.O. Box 837
Crestwood, Kentucky 40014-0837