

Innovation & Customer Choice in Retail Energy Markets: What Have We Learned and What's New?

A Northwestern Electricity Dialogue WEBINAR

Northwestern Pritzker School of Law

Tuesday, December 15, 2020

8:45 a.m. – 12:00 p.m. CDT

9:45 a.m. – 1:00 p.m. EDT

Times listed below are CDT.

8:45-9:00 a.m.

Opening Remarks

- **Carrie Zalewski**, Chair, Illinois Commerce Commission

9:00-10:30

Session One — Not Our First Rodeo: Texas has a ubiquitous competitive retail market, but other U.S. States lag behind. Why?

Texas residential and small commercial electric customers are served by a robust market featuring a veritable corral full of innovative electricity services and energy management products. Nearly all residential customers in the ERCOT market shop for their electricity, and almost one-fifth of them have voluntarily subscribed to a price-responsive demand product. But in other restructured states, relatively few residential customers shop for a third-party provider. . This panel will focus on the policy decisions that led Texas and other retail-choice states to these different outcomes, and will ask: Where do we go from here?

- **Moderator: Sally Talberg**, Commissioner, Michigan Public Service Commission
- **Connie Corona**, Chief Program Officer, Public Utility Commission of Texas
- **Amy Gilmore**, Chief Financial Officer, IGS
- **Stephen Littlechild**, Judge Business School, University of Cambridge and Emeritus Professor, University of Birmingham, UK
- **Tanya McCloskey**, Acting Consumer Advocate, Office of Consumer

10:30-12:00 p.m. **Session Two — Can Retail Competition Deliver Product Innovation and System Integration?**

This year, faced with extreme heat, California maintained reliability through voluntary conservation in response to “do your part” campaigns by the authorities. While public-spiritedness is alive and well, the fact remains that most customers have little financial incentive to shed or shape their demand when energy is most scarce. Instead, consumers continue to pay a flat cents-per-kilowatt-hour rate around the clock for any quantity of energy they might use. As electricity supply becomes more intermittent, will demand be able to respond? This panel will ask:

- *Whether customers are getting full value out of utilities’ smart-meter spending?*
- *How retail products should be priced in a time of greater supply intermittency and wholesale price volatility?*
- *What product innovations are emerging in markets where retailers are motivated to give customers what they want?*

- **Moderator: Travis Kavulla**, Vice President, Regulatory Affairs, NRG Energy
- **Michael P. Kagan**, Senior Vice President, Concentric Advisors
- **Michael Lee**, CEO and Co-Founder, Evolve Energy (Octopus Energy US)
- **Meghan McConomy**, Director – Strategy & Market Insights, Reliant Energy
- **Frank Wolak**, Holbrook Working Professor of Commodity Price Studies, Department of Economics, Stanford University

12:00 p.m. **Adjourn**

Participants (as of December 14, 2020)

1. **Connie Corona**, Chief Program Officer, Public Utility Commission of Texas
2. **Amy Gilmore**, Chief Financial Officer, IGS
3. **Michael P. Kagan**, Senior Vice President, Concentric Advisors
4. **Travis Kavulla**, Vice President, Regulatory Affairs, NRG Energy
5. **Michael Lee**, CEO and Co-Founder, Evolve Energy (Octopus Energy US)
6. **Stephen Littlechild**, Judge Business School, University of Cambridge and Emeritus Professor, University of Birmingham, UK
7. **Tanya McCloskey**, Acting Consumer Advocate, Office of Consumer Advocate Pennsylvania
8. **Meghan McConomy**, Director – Strategy & Market Insights, Reliant Energy

9. **Sally Talberg**, Commissioner, Michigan Public Service Commission
10. **Frank Wolak**, Holbrook Working Professor of Commodity Price Studies, Department of Economics, Stanford University
11. **Carrie Zalewski**, Chair, Illinois Commerce Commission

Registrants (as of December 14, 2020)

1. **Heather Anderson**, Staff Attorney, SC Senate
2. **Grant Anderson**, Regulatory Analyst, Idaho power
3. **Ken Anderson**, former PUCT Commissioner
4. **Alison Archer**, Regional Director- State Regulatory Affairs, MISO
5. **Alex Bai**, Advisor, Illinois Commerce Commission
6. **Vicki Baldwin**, Shareholder, PB&L
7. **Janice Beecher**, Director, IPU, IPU-MSU
8. **Stephen Bennett**, Manager, Regulatory & Legislative Affairs, PJM Interconnection
9. **Adam Benschhoff**, Executive Director, Regulatory Affairs, Edison Electric Institute
10. **Carrie Bentley**, CEO, Gridwell Consulting
11. **Noel Black**, Vice President, Federal Legislative Affairs, Southern Company
12. **Maria Bocanegra**, Commissioner, Illinois Commerce Commission
13. **Pam Bonrud**, Director Government & Regulatory Updates, NorthWestern Energy
14. **Bev Bowlby**, Manager Regulatory Affairs, Ameren Illinois
15. **David Boyd**, Regulatory and Policy Strategist, AESL Consulting
16. **Cameron Brooks**, President, E9 Insight
17. **Kelcey Brown**, VP, Energy Supply Management, PacifiCorp
18. **Rich Brunt**, Sr. Analyst, Indiana Utility Regulatory Commission
19. **Diane Burman**, Commissioner, New York State Public Service Commission
20. **Heather Cantin**, Communications Manager, MPSC
21. **Tanya Capellan**, Acting Director, Illinois Commerce Commission
22. **Phillip Casey**, Partner, Calfee
23. **Laura Chappelle**, President, Chappelle Consulting, LLC
24. **Tony Clark**, Sr. Advisor, Wilkinson Barker Knauer
25. **Ashleigh Cotting**, Business Development Analyst, Apex Clean Energy
26. **Sarah Cronin**, Commissioner's Assistant, Illinois Commerce Commission
27. **Tony Cusati**, Director of Regulatory Affairs, IGS Energy
28. **John Domagalski**, Director, Market Analytics, Constellation
29. **Maisha Earl**, Principal Regulatory Specialist, ComEd
30. **Linda Evers**, Shareholder, Stevend & Lee
31. **Jeff Ewart**, Deputy Director, Midwestern Governors Association

32. **Evan Fairmont**, Manager, ScottMadden
33. **Joseph Fallah**, Policy Advisor, Illinois Commerce Commission
34. **David Fein**, Founder and President, Fein Solutions LLC
35. **Steven Ferrey**, Professor, University of Suffolk Law School
36. **Neal Fitch**, Sr. Director, Regulatory Affairs, NRG Energy, Inc.
37. **Trevor Freberg**, Kellogg School of Management, Northwestern University
38. **Lawrence Friedeman**, Commissioner, Public Utilities Commission of Ohio
39. **Edward Garvey**, Regulatory Strategist, AESL Consulting
40. **Leah Gibbons**, Director Regulatory Affairs, NRG Energy, Inc.
41. **Robert Gibbs**, Director - Corporate & Regulatory Affairs, Direct Energy
42. **Michael Giberson**, Assoc Prof of Practice, Texas Tech University
43. **Jonathan Goldberg**, Chief Legal Counsel, MA Department of Public Utilities
44. **Rikaela Greane**, Attorney, Taft Stettinius & Hollister
45. **Curtis Griffin**, Apex Clean Energy
46. **Jonathan Griffin**, Regulatory Consultant Staff, Southwestern Electric Power Company
47. **Kevin Gunn**, Principal, Paladin Energy Strategies
48. **James Harmening**, Director of Cybersecurity & Risk Management, Illinois Commerce Commission
49. **Marcus Hawkins**, Executive Director, Organization of MISO States
50. **Christina Hayes**, Vice President, BHE
51. **Pat Hayes**, Manager of Transmission Policy, LS Power
52. **Tom Haymaker**, Manager, Energy Planning, Clark Public Utilities
53. **Jeff Henderson**, Associate Director - Marketing, Communications, and Education Institute for Sustainability and Energy at Northwestern (ISEN)
54. **Yvonne Hennessey**, Partner, Barclay Damon LLP
55. **Michele Honick**, MD Attorney General/Maryland Energy Administration
56. **Philip Jones**, Executive Director, Alliance for Transportation Electrification (ATE)
57. **Chris Kallaher**, Senior Director, Direct Energy Services, LLC
58. **Robert Kelter**, Senior Attorney, Environmental Law and Policy Center
59. **Christopher Kennedy**, Partner, Whitt Sturtevant LLP
60. **Lynne Kiesling**, Co-Director, Institute for Regulatory Law & Economics, Carnegie Mellon University
61. **Alexandra Klass**, Professor, University of Minnesota Law School
62. **Tina Koecher**, Manager, Customer Solutions, Minnesota Power
63. **Glenn Krassen**, Partner, Bricker & Eckler LLP
64. **Stephanie Kueffner**, Regulatory Affairs Counsel, NRG
65. **Jonghwan Kwon**, Energy Systems Engineer, Argonne National Lab
66. **Joey Lee**, Miranda, Partner Robinson & Cole LLP

67. **Corrine Lemay**, Management Analyst, NH Public Utilities Commission
68. **Wei Lin**, Policy Advisor - Cybersecurity & Risk Management, Illinois Commerce Commission
69. **Ivy Lyn**, Director, State Regulatory Affairs, EEI
70. **Gene Marini**, Senior Originator, (PSCo) Xcel Energy
71. **Sophia Markowska**, Office of Retail Market Development, Illinois Commerce Commission
72. **Jessica Matthys**, Kellogg School of Management, Northwestern University
73. **Janna McCardel**, Analyst, IURC
74. **Sonda McLemore**, Assistant Attorney General, Maryland MD Office of Atty General
75. **Theresa McMillan-Sepkoski**, Audit Specialist, Michigan Public Service Commission
76. **Allison McRoy**, Sr Analyst, Energy Procurement, 7-Eleven Inc
77. **Jena Merl**, Advisor, Illinois Commerce Commission
78. **Michael Miller**, Associate, Wilkinson Barker Knauer
79. **Scott Miller**, Executive Director, Western Power Trading Forum
80. **David Moeller**, Attorney, Minnesota Power
81. **Jeff Morris**, Senior Director State Government Relations, Schneider Electric North America
82. **Daniel Mumford**, Director, Office of Competitive Market Oversight, Pennsylvania Public Utility Commission
83. **Charles Murphy**, Assistant Attorney General, Office of the Illinois Attorney General
84. **Jennifer Murphy**, Dir. of Energy Policy, NARUC
85. **Bob Nelson**, Consumer Counsel, Montana Consumer Counsel
86. **Amanda Noonan**, Director, Consumer Services and External Affairs, New Hampshire Public Utilities Commission
87. **Michael Nugent**, Sr. Counsel, Regulatory, Interstate Gas Supply, Inc.
88. **Erin O'Connell-Diaz**, President, FutureFWD, Inc.
89. **Megan O'Reilly**, Regulatory Assistance Project
90. **Kathleen O'Riley**, Utility Analyst, NYS Dept. of Public Service
91. **Katie Papadimitriou**, Deputy Executive Director – Policy, ICC
92. **Eamon Perrel**, SVP Business Development, Apex Clean Energy
93. **Bennett Peterson**, Northwestern University
94. **Tetyana Rabczak**, Legal Advisor to Chairman, Illinois Commerce Commission
95. **Kristine Raper**, Commissioner, Idaho Public Utility Commission
96. **Jay Rasmussen**, RTO Activities Manager, Duke Energy
97. **John Ratnaswamy**, Attorney, The Law Office of John Ratnaswamy, LLC
98. **Ashley Renkor**, Legal and Policy Advisor, Illinois Commerce Commission
99. **David Ricketts**, Director, Retail Policy, Vistra Corp.
100. **Jeffrey Ripp**, Director, Regulatory Strategy, Alliant Energy
101. **Brian Rybarik**, Program Manager, Microsoft Corporation
102. **Angela Schorr**, Director of Regulatory Affairs, NRG Energy

103. **Lucas Smith**, Student, Northwestern University
104. **Shinjini Srivastava**, Kellogg School of Management, Northwestern University
105. **Chrystie Stafford**, UCPS, NYS DPS
106. **Suzanne Stelmasek**, Government Affairs Manager, Exelon Corp.
107. **Michele Tate**, Policy Manager, Pennsylvania Public Utility Commission
108. **Robin Taylor**, Utility Program Specialist, NYS Dept Public Service
109. **Kandi Terry**, Regulatory and Government Affairs Manager, NRG Energy
110. **Gle Thomas**, President, GT Power
111. **Brian Tulloh**, Executive Director, External Affairs North Region, MISO
112. **Carolyn Wetterlin**, Senior Manager, Regional. Transmission Policy, Xcel Energy
(Northern States Power Company)
113. **Michelle Zaccagnino**, Manager, State Regulatory Policy, Edison Electric Institute
114. **Daniel Zolnikov**, Developer, Broad Reach Power