ECONOMIC DEVELOPMENT & PUBLIC POWER: PUTTING PEOPLE IN MOTION

April 12, 2012

9:00 a.m. - 3:00 p.m.

WPPI Energy Conference Center

1425 Corporate Center Drive | Sun Prairie, WI 53590

WPPI Energy Economic Development Conference

WPPI energy

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Wisconsin	Juneau	Prairie du Sac	Michigan
Algoma	Kaukauna	Reedsburg	Alger Delta CEA
Black River Falls	Lake Mills	Richland Center	Baraga
Boscobel	Lodi	River Falls	Crystal Falls
Brodhead	Menasha	Slinger	Gladstone
Cedarburg	Mount Horeb	Stoughton	L'Anse
Columbus	Muscoda	Sturgeon Bay	Negaunee
Cuba City	New Glarus	Sun Prairie	Norway
Eagle River	New Holstein	Two Rivers	
Evansville	New London	Waterloo	Iowa
Florence	New Richmond	Waunakee	Independence
Hartford	Oconomowoc	Waupun	Maquoketa
Hustisford	Oconto Falls	Westby	Preston
Jefferson	Plymouth	Whitehall	

WPPI energy

1425 Corporate Center Drive | Sun Prairie, WI 53590-9109

www.wppienergy.org

WPPI Energy is a regional power company serving 51 customer-owned electric utilities. Through WPPI Energy, these public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 195,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.

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Locally owned utilities are strong partners in economic development through commitment to keeping businesses and communities strong. By providing highly reliable power and cost-competitive electricity, doing business in a public power community just makes sense.

You're Invited

ECONOMIC DEVELOPMENT & PUBLIC POWER: PUTTING PEOPLE IN MOTION

Join your colleagues from our 51 member communities as WPPI Energy's energy experts and account management professionals show you how to enhance economic development through the power of partnerships at this FREE workshop.

WHO SHOULD ATTEND?

The conference is intended for economic development representatives from local, county, regional or state organizations and others who carry out similar functions in WPPI Energy member communities. Please share this invitation with your local partners.

Agenda

Welcome and Overview of WPPI Energy **Mike Peters,** President & CEO

Role of Public Power in Economic Development **Peggy Jesion,** Manager of Key Accounts

Overview of Electric Rates **Tim Ament,** Director of Rates

Utility Programs and Incentive Opportunities **Energy Services Staff Panel**

LUNCH AND KEYNOTE SPEAKER

Mike Mathews, Economic Growth Advisors (EGA), President

Mike Mathews will share experiences from his 25 years in the economic development arena, presenting solutions that facilitate business growth. His combined background in economic development and the utility industry will provide value to all attendees as he challenges you to think about why you are in this business. This will be no ordinary lunch-hour!

Overview of WPPI Energy Power Supply Resources **Andy Kellen,** Assistant VP Power Supply Resources

Reliability in Wisconsin **Kurt Hendrickson and John Raisler,** ATC Representatives

Sample Site Selector Packet **Peggy Jesion,** Manager of Key Accounts

RSVP

Please register by Friday, April 6, 2012

Online: www.wppienergy.org/edconference

Email: Email Kelly Simonsen at ksimonsen@wppienergy.org

Phone: Call Kelly Simonsen at 608.834.4519