

The Future of ABC Channels in Texas

A live interactive audio conference brought to you by *Restructuring Today*

July 21, 2006 12:00 - 1:30 PM CDT

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Texas has produced the most competitive retail power market in the country with nearly 50 marketers vying for customers' business.

But Texas' pro-markets climate has spawned too over 100 third-party channels – aggregators, brokers and consultants (ABCs) – who are helping customers make sense of it all.

What does the impending Jan 1 move to full competition mean for them?

Get insiders' perspective on how the end of the price to beat will impact the state's highly successful third-party channels.

Thinking of starting an ABC channel? Find out whether the wealth of niche firms is sustainable.

Are ABCs poised to grow once full competition starts since customers can expect to be bombarded with a wealth of competing offers and products from existing and new marketers?

Selling power in Texas right now? Thinking of buying another marketers' customers to grow? Learn how a sale would impact customers' buying via ABC deals versus buying directly from a retailer.

Do ABCs become more attractive to marketers as shopping grows and marketers have to steal customers from other competitive retailers versus incumbents?

Buying at retail right now? Listen to how ABCs are trying to get your business and meet your needs.

***Restructuring Today* has put together an ideal panel to address these questions including:**

- **[David Wiers](#)** helped create a platform for ABC channels in Texas -- the **Texas Electricity Professionals Association** (TEPA). He's TEPA's president and vice president at Choice! Energy Services, an ABC that serves customers in Texas, Illinois, Maryland, Massachusetts, New Jersey and New York.

- **Jeff Nottingham** started **Cirro**'s consulting arm after directing Reliant Energy's C&I sales. He wanted to give ABC customers the same market information that big marketers are looking at. He's President of Cirro Energy Services and the Dallas Electric Club.
- **John Elder** built **Legacy Energy Management Solutions** to give customers of all sizes the same information that big power buyers get. He's CEO of the firm that specializes in bill audits and risk management in addition to helping customers pick the right power contracts.

Hear these experts face your own questions and these:

- Will interest in ABC channels rise when the price to beat ends?
- Will incumbent customers especially seek out ABCs to help them buy power since they haven't made a choice yet?
- Can ABCs take advantage of a more competitive environment that leaves customers sifting through more and more competing offers?
- Are some marketers reluctant to use ABC channels? What happens if more retailers refuse to deal with ABCs?
- What happens to customers buying via an ABC when a marketer sells customers to another retailer?
- Will Texas always have over a hundred ABCs? Will full competition force consolidation or attrition?
- Will marketers look to use ABCs more as it becomes harder to attract shoppers once more customers leave incumbents?
- What impact will marketers' offering more of their own consulting services have on ABCs?
- Do customers want more information from ABCs or do they just want to "set it and forget it?"
- Would a business model ever support third-party channels tailored to residential customers aside from aggregation pools?
- Should ABCs be worried about marketers potentially getting into aggregation?
- How do ABCs need to evolve to meet changing customer demands?
- Will ABCs have to change their approach to finding customers when full competition starts?
- Does the ABC industry need more standards?

Benefits of an audio conference

It's easy. You dial a toll-free number from your home, office or cell phone. Then just sit back, listen and learn what the experts think about the future of ABC channels in Texas.

It's interactive. The 90-minute audio conference will include 60 minutes of discussion by the presenters, followed by a 30 minute Q&A period when you can ask questions concerning your specific needs.

It's a bargain. As many of your staff as you wish can participate at one low cost. All will be covered under the single rate of \$125/location (price goes up on June 14). Just gather everyone around a speaker phone, listen as a group and discuss the topic afterwards.

It's risk-free. An audio CD of this event will be available for paid registrants that can't attend. If you attend the live conference and are not satisfied, we'll refund your registration fee.

How it works

1. Register. Call 800-486-8201 (202-298-8201) or [click here](#) to register your entire team for just \$125/location (price goes up on June 14).

Since connecting other phones is prohibited, discounts are available for additional locations in your organization. Please call 800-486-8201 (202-298-8201) for more information.

2. Dial-in instructions. On July 14 you will receive an email from *Restructuring Today* with the dial-in instructions.

3. Value added. On July 21 at noon Texas time you and your associates can gather around a speakerphone, hear the presentations and ask the panelists questions during the Q&A.

4. Audio CD recording. If you can't make it July 21, order the CD instead. The shipping is free and your CD will be shipped by UPS ground (domestic) or USPS Priority (international) within three business days after the live audio conference.

What it costs

- \$125 Live audio conference participation (regularly \$150 -- save \$25 by June 14)
- \$150 Audio CD recording (of the full audio conference)
- \$225 COMBO: Live audio conference participation and audio CD recording (regularly \$250 -- save \$25 by June 14)

How to register

- Visit www.restructuringtoday.com/conferences/texasabc-reg.html to order securely online
- Call 1-800-486-8201 (202-298-8201)
- Or [download an order form](#) and fax (202-298-8201) or mail it to the address provided

Meet the panel



David Wiers, Choice Energy Services Retail LP

David Wiers, vice president, Choice Energy Services Retail LP & President, Texas Electricity Professionals Association (TEPA)

With over eight years of consulting experience, including six years in the energy business, Wiers participated in many deregulated markets from the inception of electric deregulation. He has assisted clients in getting alternative electricity supply sources in Illinois, Michigan, California, Oregon, Texas, Pennsylvania, Ohio, Massachusetts, Maryland, Washington DC, New York and New Jersey.

At Choice Energy Services Retail LP, Wiers is responsible for constructing various rate tariff models, identifying and constructing business plans for entering new markets, formulating and refining mass market approaches for specific markets, establishing risk management parameters and benchmarks, developing and adapting service offerings for large individual clients and delivering customized solutions to various clients.

Wiers is also a founding member and president of the Texas Electricity Professionals Association (TEPA), a non-profit organization created in 2005. TEPA's goals are aimed at upholding the integrity and maintaining honor in the deregulated electricity business in Texas (www.tepatexas.org).

Jeff Nottingham, President, Cirro Energy Services



Jeff Nottingham, Cirro Energy Services

Nottingham brings more than 15 years of energy-industry experience to the helm of Cirro Energy Services (CES) -- an energy consulting practice that levels the playing field between clients and suppliers.

As a REP affiliate, CES has the same market information and market access available to other REPs but unavailable to any other consultants. CES assures clients and suppliers of complete objectivity by disallowing their affiliate REP from bidding on client business, thus putting the capabilities of a supplier on the buyer's side of the negotiation.

Before starting Cirro, Nottingham worked at Reliant Energy as a pricing manager and later the director for commercial & industrial sales in north and west Texas. His experience includes work in utility rates and planning departments as well as the trading desk of a natural gas pipeline.

He is current president of the Dallas Electric Club, serves on the board of the DFW Electric Consumer Coalition and has testified at Public Utility Commission of Texas. He has delivered presentations at numerous industry conferences, including the AEE World Energy Efficiency Congress, Edison Electric Institute, Electric Power Research Institute, Dallas Bar Association and Society of Manufacturing Engineers.

John Elder, President & CEO, Legacy Energy Management Solutions



John Elder, LEGACY Energy Management Solutions

Elder has a proven track record as a business leader who recognizes the challenges facing his customers and fervently develops innovative solutions to resolve them. As President and CEO of Legacy Energy Management Solutions he is the guiding force behind the company's strategic service offerings, business model and value proposition.

Elder has a legacy of successful companies in a broad variety of disciplines, which gives him a unique insight into the challenges facing businesses that need to manage and control their energy costs.

This insight motivated him to create Legacy. Legacy provides a full service energy department to businesses of all sizes with the expertise previously reserved for only the largest companies.

He has been published in Disaster Recovery Journal, featured in Inc Magazine and the Houston Business Journal, and quoted in Entrepreneur Magazine, the Houston Chronicle and industry publications.

Need more information? Call Theresa Varuolo at 800-486-8201 (202-298-8201) or write to daily@restructuringtoday.com.

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