

Independence, Intelligent Coverage And Great Debate

Why do the decision makers in the energy and utilities industry read *Public Utilities Fortnightly*? It is simple. We are the forum from which ideas are born, tested and retested, with strong, intelligent debate and competition of thought. For nearly 80 years, our award-winning editorial staff has relentlessly pursued all sides of the issues, exposing the greatest debates that have shaped the energy and utilities industry. Decision makers such as the president of the United States, head of the Department of Energy, chief executive officers and world-renowned economists have made time to air their views within the pages of *Public Utilities Fortnightly*. Our editors interview top C-suite energy executives as well as regulators who are setting policy in the industry.

Through exclusive interviews and expert-written content, *Public Utilities Fortnightly* is the magazine the decision makers have trusted to give them the information they need in weighing where to spend their money, how the industry will be regulated, and what the future holds.

Editorial departments for 2009

▶ ENERGY RISK & MARKETS

Focusing on risk-management and trading strategies, techniques and systems that protect companies against financial risks in uncertain energy markets. Topics include: • Commodity Trading Tactics & Systems • Capacity Markets • Demand Bidding • Renewable Energy Credits • Emissions Credit Trading • RTO Markets • Hedging • Futures & Forwards • Derivatives • Asset Portfolio Management • Commodity Price Forecasting • Generation Portfolio Risks • Price Spikes • Spark Spreads • Financial Transmission Rights

▶ TALENT

Exploring companies' strategies for addressing human resources shortages and meeting the needs of a changing workforce. Topics include: Executive Succession Planning • Compensation Trends • Knowledge Retention • Baby Boom Retirements • HR Development • Cross-Training • Nuclear Talent Shortages • Government Relations Expertise • Financial Management • Integrating Merged Organizations • IT Management and Staff • Smart Grid Workforce • HR Security Practices • Recruitment and Retention

▶ TECHNOLOGY CORRIDOR

Featuring the most brilliant scientific and technical minds bringing tomorrow's energy triumphs to the industry today. Topics include: Advanced Metering Infrastructure (AMI) • Smart Grid Systems • Cyber & Physical Security • Enterprise Software • Customer Information Systems • Customer Service • IT & Back Office Systems • Service Oriented Architecture (SOA) • Home Area Networking & In-Home Displays • BPL and Powerline Communications • Outage Management • Workforce Management • Supply Chain Strategies • Control Systems • T&D Infrastructure • Windpower Integration • Geothermal, Solar and Tidal Power • Energy Storage • Electric Vehicles and Smart Charging • Clean Coal • Cogeneration • Synfuels & Polygeneration • Distributed Generation • Emissions Reduction

▶ BUSINESS & MONEY

Providing in-depth information, analysis and intelligence on financial trends affecting energy companies. Topics include: • Mergers & Acquisitions • Bond Offerings • Corporate Credit Ratings • Corporate Growth Strategies • Total Shareholder Returns • Corporate Governance • Wall Street and Shareholder Value • Dividend Policies • Utility Pension Funds • Institutional Investors' Perspectives • Performance Benchmarking • Depreciation Practices • Capital Allocation Issues • Private Equity

▶ POWER MEASUREMENTS

Quantitative analysis of market and business trends affecting companies' performance on strategic and operational goals. Topics include: Fuel Supply Trends • Regional Markets • Nuclear Renaissance • Demand-Side Management • Liquefied Natural Gas • Distributed Generation • Infrastructure Costs • Power Project Development • Renewable Portfolio Standards • Transmission Congestion

▶ COMMISSION WATCH

Fortnightly's legendary legal staff keeps readers informed about the latest regulatory developments—and their strategic and tactical implications—at the Federal Energy Regulatory Commission and state public utilities commissions. Topics include: Electric and Gas Deregulation • Federal Energy Regulatory Policy • Legal Challenges • Rate Case Analysis • Government Relations • Cost Recovery • Integrated Resource Planning (IRP) • Economic Regulation • Energy Legislation • RTOs and Organized Markets • Interconnection Queue Processes • Performance-Based Ratemaking • Environmental Regulations • Revenue Decoupling & Conservation

Issue	Editorial Highlights*	Bonus Distribution	Advertising Deadlines	
			Space Reservation	Production Materials
January	<ul style="list-style-type: none"> ★ Energy Policy Outlook ★ Smart Grid Advancements ★ Reliability & Fault Detection ★ Utility M&A Trends ★ Nuclear Fuel-Cycle Developments 	<p>DistribuTECH 2009 EXNET Utility M&A Conference</p>	Nov. 26 (2008)	Dec. 4 (2008)
February	<ul style="list-style-type: none"> ★ CRO Forum: Managing Commodity Risk ★ International Carbon Regulation ★ Electric Transportation Markets ★ Rate-Case Trends ★ Cybersecurity Technology 	<p>CERA Week IEEE Power Systems Conference EI International Utility Conference NARUC Winter Meetings DOE-NARUC Electricity Delivery Forum</p>	Dec. 30 (2008)	Jan. 6
March	<ul style="list-style-type: none"> ★ Dynamic Pricing & Customer Education ★ AMI Deployments ★ Outage Management Systems ★ Energy Storage Technologies ★ Credit Rating Trends 	<p>Metering Americas AGA/EEI Customer Service Conference</p>	Jan. 29	Feb. 5
April	<ul style="list-style-type: none"> ★ The Future of Carbon Capture & Sequestration ★ Power Plant Acquisitions ★ Peaking & Intermediate Power Technologies ★ Tax Policy Update ★ Efficiency & Conservation Investments 	<p>Electric Power 2009 IDC Energy & Utilities Summit</p>	Feb. 27	Mar. 5
May	<ul style="list-style-type: none"> ★ Renewable Development Outlook ★ Windpower Forecasting ★ Regional GHG Regulation ★ Gas Supply Trends ★ <i>Special Section: Billing & Customer Systems</i> 	<p>CS Week WindPower 2009 GasMart 2009</p>	Mar. 27	Apr. 3
June	<ul style="list-style-type: none"> ★ CEO Forum ★ Smart Grid Business Case ★ RTO Capacity Markets ★ Nuclear Power Projects ★ AMI & Home Automation 	<p>EI Annual Conference</p>	Apr. 28	May 5

* Subject to change

(Over, please)

Public Utilities Fortnightly will be distributed at various events throughout the year, in addition to the conferences noted above. Contact your account executive for more details.

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July	<ul style="list-style-type: none"> ★ Cybersecurity and the Smart Grid ★ Financing Tech R&D ★ Government Relations Trends ★ Transmission Development Outlook ★ <i>Special Section: Utility Vendor Directory</i> 	NARUC Summer Meetings	May 28	June 4
August	<ul style="list-style-type: none"> ★ Top Talent Challenges ★ Meeting RPS Mandates ★ Financial Hedging Strategies ★ BPL Projects ★ CAIR & Environmental Upgrades 	Gartner Energy & Utilities Summit	June 30	July 6
September	<ul style="list-style-type: none"> ★ Fortnightly 40: The Best Energy Companies ★ Smart Metering Technologies ★ Distributed Generation Trends ★ Vehicle-to-Grid Projects ★ Solar Technology Update 	Autovation (AMRA)	July 29	Aug. 3
October	<ul style="list-style-type: none"> ★ Finance Trends ★ Customer Service Strategies ★ Software Dashboards ★ Coal Market Outlook ★ <i>Special Section: Top Investment Bankers</i> 	EEl Finance Conference EMACS 2009	Aug. 28	Sept. 4
November	<ul style="list-style-type: none"> ★ Regulators Forum ★ Smart-Grid Interoperability Standards ★ In-Home Displays ★ Utility ROE Survey ★ <i>Special Feature: Top Lawyers</i> 	NARUC Annual Meeting Grid-Interop APPRO Annual Conference	Sept. 28	Oct. 5
December	<ul style="list-style-type: none"> ★ Power Market Outlook ★ Clean Coal Technology ★ Integrating Renewable Energy ★ Financing Nuclear Development ★ Recruitment & Retention Report 	PowerGen International	Oct. 28	Nov. 3

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Value-Added Opportunities

Readex Research Message Impact Study

Want to know what your target markets think of your advertising? Simply advertise in the August issue of *Public Utilities Fortnightly* to find out. All companies who advertise in the August issue of *Public Utilities Fortnightly* will automatically participate in a Readex study. Best of all, *Fortnightly* will pay all the study fees.

By participating you will gather quantitative and qualitative information about your advertising. Here is what you will learn:

- **Rating the ad's creative.** Attention-Getting ability - the ad's stopping power; Believability - whether or not it's credible; Information Value - whether or not there is "meat on the bones."
- **Measure of actions prompted by the ad.** Readers list which actions they've taken/plan to take as a result of seeing the ad.
- **Readers are also asked to provide comments about the ads.** These direct quotes put life behind the numbers, and give advertisers the opportunity to learn what their customers/prospects think. Whereas the first two sections of the report tell what happened, the verbatims usually explain why.
- **Deliverables.** At the conclusion of the study, each advertiser receives two individualized advertiser reports for each studied ad.



July Vendor Directory

Now in its 5th year of publication, our annual vendor directory appears in the July issue of *Public Utilities Fortnightly*. This is your once-per-year opportunity to list your organization in this valuable resource. Unlike other publishers that have a directory in every issue, this is truly a unique opportunity. All organizations that provide products or services in our select categories are entitled to one free basic listing.

Want to set yourself apart? Enhanced listings are also available for a nominal fee. (Examples of basic and enhanced listings appear to the right.)

As a special bonus, all advertisers in the July issue will receive one enhanced listing in the vendor directory for free.

Please contact Joseph Paparello (paparello@pur.com) to receive a vendor directory form.

To ensure inclusion in the directory, all forms must be submitted by May 1st.

Enlighten
Company Contact E-mail: enlighten@enlighten.com
Company Description: Enlighten Solutions is a leading provider of consulting and systems integration services to electric, gas, and water utility and cable service providers. We help our clients fully realize the benefits of past, current, and future technology investments. Our expertise includes AMI/MDMS, GIS, outage management, field force automation, work and asset management, and distribution and substation automation. Our consultants and systems implementers are industry leaders in the design, business case development, justification, deployment, systems integration, and enhancement of IT systems.

Global Energy Decisions
Global Energy Decisions
Mailing Address: 1470 Walnut St. Suite 401 Boulder, CO 80302
URL: www.globalenergy.com
Telephone: 720-240-5500
Company Contact Name: Dan Gruidel
Company Contact E-mail: dgruidel@globalenergy.com
Company Description: Global Energy is the global leader in integrated data, software and analytical services for the energy industry. We have worldwide relationships with over 400 energy market participants; generators; transmission firms; load-serving entities; co-operative enterprises; fuel suppliers; and the firms that finance, analyze, and consult to them. Our customers rely on our solutions to:
 -Forecast electricity pricing and demand
 -Conduct resource planning
 -Manage risk
 -Track energy and schedule delivery
 -Value assets
 -Optimize generation performance

Microsoft
Mailing Address: One Microsoft Way Redmond, WA 98052-6399
URL: www.microsoft.com/utilities
Telephone: (425) 882-8080
Company Contact Name: Jon Arnold

Neptune Technology Group Inc.
Mailing Address: 1600 Alabama Highway 229, Tallahassee, AL 36078
URL: www.neptuneatg.com
Telephone: 334-283-6555
Company Contact Name: Debra Causey
Company Contact E-mail: dcausey@neptuneatg.com
Company Description: Neptune, a pioneer in the development of AMR technology for nearly 40 years, is a leading provider of data collection systems under contract to read more than 46 million meters per month. Since 1992 Neptune has continually focused on the evolving needs of utilities—reverse optimization, operational efficiencies, and improved customer service. As a developer of utility automation software, Neptune continues to broaden its focus beyond AMR and metering to include service orders, meter asset management, route optimization and extends this capability to electric and gas utilities. Neptune provides utility automation software teaching over 58 million connected customers throughout North America.

NewEnergy Associates, A Siemens Company
Mailing Address: 400 Interstate North Parkway, Suite 1500, Atlanta, GA 30339
URL: www.newenergyassoc.com
Telephone: 770-719-2800
Company Contact Name: Heather Pritchett, Marketing Manager
Company Contact E-mail: info@newenergyassoc.com
Company Description: NewEnergy Associates, A Siemens Company offers consulting services and unique software solutions that encompass planning, forecasting, operations, trading, and risk management for the energy industry. With clients in 19 countries, NewEnergy serves power and gas utilities, energy marketers and traders, power producers, and transmission companies, as local, state, and federal government.

RiskAdvisory
RiskAdvisory (A Division of SAS)
Mailing Address: Suite 970, 401 9 Ave SW Calgary, AB CANADA T2P 3C5
URL: www.RiskAdvisory.com
Telephone: 403-263-7475
Company Contact Name: Kathy Walsh
Company Contact E-mail: Kathy.walsh@sas.com
Company Description: RiskAdvisory provides risk solutions to companies operating in today's volatile energy market. Since 1995, we have provided software, consulting, and educational services to 200+ clients globally. Our solutions for Energy Risk Management represent a complete front, end, and back-office risk management solution.

FirstPoint Energy Corp
URL: www.firstpoint.com
Telephone: 503-425-5100

Moducum
URL: www.moducum.com
Telephone: 800-845-0128

Perceptive Software Inc.
URL: www.imaginebox.com
Telephone: (913) 422-7525

Varolli Corp.
URL: www.varolli.com
Telephone: 800-206-2979

Enhanced Listing

Free Basic Listing

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