

## ScottMadden to Host Energy Industry Update Workshop at SNL Power and Gas M&A Symposium

*Energy Industry Update: Strategic Themes and Insights for the Power and Gas Industry*

**ATLANTA, GA – (January 8, 2015)** – ScottMadden, Inc., one of North America’s leading energy consulting firms, is proud to sponsor and present at the 28<sup>th</sup> Annual SNL [Power and Gas M&A Symposium](#)—the go-to event in the power M&A space—in New York City.

The event will kick off with a special pre-conference workshop, “Energy Industry Update: Strategic Themes and Insights for the Power and Gas Industry,” on Tuesday, February 17, 2015 from 1:00–5:00 PM EST. This workshop, led by ScottMadden, will set the strategic context for the conference by examining the big picture—the significant events and major trends driving our industry. This interactive workshop will be based on ScottMadden’s upcoming Energy Industry Update, which will be received by more than 10,000 industry leaders. Topics will include:

- Top five strategic themes in the industry today
- Integrating renewables
- Changing utility business models
- Enhancing the customer experience with new products and services

Pre-conference workshop panelists will include Cris Eugster, Senior Vice President of Generation and Strategy, CPS Energy; Joseph Forline, Vice President of Customer Solutions, PSEG; Jeff Guldner, Senior Vice President of Customers and Regulation, Arizona Public Service Company; Eran Mahrer, Executive Vice President of Strategy and Research, First Solar; and Jennifer Weber, Senior Vice President of External Affairs, Duke Energy.

“We are fortunate to have such terrific panelists. We look forward to the same kind of candid insights and lively dialogue that made last year’s pre-conference so well received. SNL’s [Power and Gas M&A Symposium](#) is a premiere industry event, and this is a great way to kick it off,” said [Stuart Pearman](#), partner and energy practice leader at ScottMadden.

ScottMadden moderators will be [Cristin Lyons](#), partner and transmission, distribution, and Smart Grid practice leader; [Chris Vlahoplus](#), partner and clean tech & sustainability practice leader; and [Rick Starkweather](#), partner and regulatory practice leader. Mr. Pearman will serve as the session facilitator.

Workshop attendees will receive a complimentary copy of the ScottMadden Energy Industry Update which will be released in conjunction with this event.

The core program, beginning on Wednesday, February 18, will examine the state of investment banking, opportunities in electric transmission assets, generation transactions,

investment opportunities in the midstream and E&P sectors, the future of the regulated utility model, alternative structures (MLPs, yieldcos, and REITs), and much more.

To register for the pre-conference workshop or main conference, please click [here](#).

### **About ScottMadden's Energy Practice**

Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

### **About ScottMadden, Inc.**

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit [www.scottmadden.com](http://www.scottmadden.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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