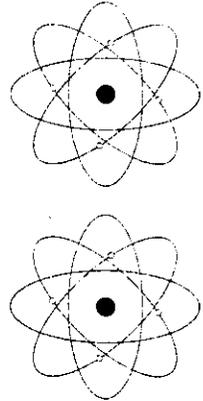


VIRGINIA ELECTRICITY DEREGULATION: ARE YOU READY?

A Public Forum sponsored by the
Alexandria Consumer Affairs Commission
*(co-sponsored by A.A.R.P. &
League of Women Voters of Alexandria)*

Tuesday, October 30, 2001
7:30 p.m. - 9:00 p.m.

Minnie Howard School Auditorium
3801 W. Braddock Road, Alexandria



Featuring:

Welcome by Mayor Kerry J. Donley

PANEL 1: Why Deregulation? What's Changing?



Bob Schnapp
Director, Electric
Power Division,
US Energy
Information Agency



Kenneth Schrad
Director, Division of
Information Resources,
Virginia State Corporation
Commission



David Koogler
Project Director,
Billing and Customer
Choice, Dominion
Virginia Power

PANEL 2: Consumer Choices: What Are The Options?



Steve Sinclair
Utilities Analyst
Fairfax County Office
of Consumer Affairs



Irene Leech
President,
Virginia Citizens
Consumer Council



Bill Lukhard
Consumer Advisory
Board to the
Virginia Legislative
Transition Task
Force

***Electric deregulation is coming in January 2002 . Learn
how it will affect you, how to make wise consumer choices
for your electric service, and what pitfalls to be aware of.***

***For more details, contact the
Alexandria Office of Consumer Affairs at 703-838-4350***



The City of Alexandria complies with the Americans with Disabilities Act for qualified individuals. If reasonable accommodation is needed, please call (703) 838-4350, TTY (703) 838-5056, ten days prior to the event.

BIOGRAPHICAL INFORMATION ON SPEAKERS

FOR PUBLIC FORUM ON ELECTRICITY DEREGULATION IN VIRGINIA

Moderator: Martha Harris

Martha Harris has been a member of the Consumer Affairs Commission of Alexandria for more than three years. Martha has served as a policymaker and policy analyst in the US Government, most recently as Deputy Assistant Secretary of State (93-97). She is a senior fellow at the Atlantic Council of US and an adjunct faculty at Georgetown University where her work focuses on energy and international affairs. She has a Ph.D. from the University of Wisconsin (Madison).

Panel 1: Why Deregulation? What's Changing?

Kenneth Schrad

Kenneth Schrad is Director of the Division of Information Resources at the State Corporation Commission, serving as spokesman and liaison to the General Assembly. His major objective is to inform Virginians about the new way they will be purchasing their electricity and natural gas. Ken is member of the National Association of Regulatory Utility Commissioners' staff committee on consumer affairs. He has ten years experience in broadcast journalism and a degree in journalism from the University of Nebraska.

David A. Koogler

David Koogler is Project Director for Billing and Customer Choice for Dominion Virginia Power. He has been responsible since May 1999 for coordinating the company's internal and external activities related to customer choice. This involves developing business processes, management of interactions with the State regulators, employee and customer education, and coordination of corporate contributions to defining uniform business practices. Mr. Koogler has worked for Dominion Virginia Power since 1980. He has a Masters Degree in Business Administration from Virginia Commonwealth University.

Robert Schnapp

Robert Schnapp is currently the Director of the Electric Power Division in the Energy Information Administration. He has more than 28 years of experience collecting and disseminating data on electric power for the Federal Government. Mr. Schnapp has a wealth of experience in management positions at the Department of Energy, including data collection for coal, nuclear and renewable fuels. Mr. Schnapp has a Master of Arts in economics from the University of Maryland.

Panel 2: Consumer Choices: What are the Options?

Irene Leech

Irene Leech is the President of the Virginia Citizens Consumer Council and an associate professor at Virginia Polytechnic Institute and State University. She teaches graduate and undergraduate courses on consumer protection and rights. She has also worked with extension agents across the Commonwealth in developing educational materials, published a number of articles on consumer issues, and made many public presentations. Ms. Leech has a Ph.D. from Virginia Polytechnic Institute. She is President of the Consumer Federation of America and serves on the Virginia State Corporation Commission's Energy Choice Education Committee.

Bill Lukhard

William Lukhard is the chairman of the Advisory Board to the Legislative Task Force on Electric Utility Deregulation. He served for fifteen years as Commissioner of Social Services for the Commonwealth. Now retired, he serves in many volunteer capacities for the AARP, and as Chairman of the Board of Directors of the Legal Services Corporation of Virginia and a member of the Board of Trustees of the United Way of Virginia. He has a Masters of Commerce from the University of Richmond.

Steve Sinclair

Steve Sinclair is a Utility Analyst in Fairfax County's Consumer Protection Division where he reviews policy issues associated with rate and service provisions of all public utilities serving Fairfax County and advises the County Board of Supervisors on these issues. Mr. Sinclair also prepares special studies on utilities for the Consumer Protection Commission and other County officials. Steve has a Master of Science from Clemson University.

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TALKING POINTS FOR MAYOR KERRY DONLEY

**For the Public Forum on
Virginia Electricity Deregulation**

**Tuesday, October 30, 2001
7:30 to 9 PM
Minnie Howard School**

- Importance of consumer education in order to make good choices in a deregulated electric power market. (The Virginia State Assembly has passed a plan to phase in choice and open the electric power market to competition. Consumers need to learn about Virginia's approach so that they can make informed decisions.)
- Everyone is familiar with the problems that California encountered in deregulating its electricity market. No one in Virginia wants to see a similar situation develop here. Virginia's approach involves a phase-in of deregulation in order to avoid surprises and educate consumers. We need to learn from the best experiences with electric power deregulation and avoid the mistakes.
- City of Alexandria welcomes the leadership of the Consumer Affairs Commission in organizing this public forum. The Commission is made up of volunteers who themselves are experts in a number of fields relating to consumer affairs. This public forum is a good example of how volunteers, working with the City, can help citizens get ready for changes that are coming soon.
- The Commission, in organizing this event, has made an effort to include speakers with a broad range of perspectives and experience. We welcome your feedback on the event. Do, by all means, contact any one of the Commissioners or the staff of the Citizens Assistance Office in City Hall if you have comments or suggestions for future programs of interest to Alexandria's consumers.

Contacts: Martha Harris (Commissioner and Moderator) at 703 548 1033 (on travel in Asia October 11- 27), or Julia Howell Barros (Commissioner) at 202 332 4200) or staff of Citizens Assistance Office.