

EEI Critical Issue Policy Forum
Responding to the Growing Needs of At-Risk Customers
 EEI Headquarters, 701 Pennsylvania Ave. NW, Washington, DC
 October 1-2, 2008

PRELIMINARY AGENDA

Wednesday, October 1, 2008	
12:00 pm to 12:30 pm <i>(Working Lunch)</i>	Welcome and Opening Remarks Public Perception and Financial Impact on Utilities David Owens, Executive Vice-President Business Operations, EEI <ul style="list-style-type: none"> • Disconnection Policies • Safety Net • Uncollectibles
12:30 pm to 1:00 pm	Economic Overview John Caldwell, Director of Economics, EEI <ul style="list-style-type: none"> • Immediate Causes for Economic Slowdown • Countervailing Positives • Current Risks to Economy • Major Long-Term Economic Challenges • Demographic Impacts
1:00 pm to 1:30 pm	Legislative Overview EEI Member Company Washington Representative <ul style="list-style-type: none"> • Existing Federal Programs • Barriers
1:30 pm to 2:00 pm	Break
2:00 pm to 5:00 pm	Overview of Existing Issues and Efforts Facilitated Discussion <ul style="list-style-type: none"> • Programs Currently in Place • Defining an "Effective" Program • Communication Strategies • Barriers • New and Existing Technologies
6:00 pm to 9:00 pm	Networking Dinner
Thursday, October 2, 2008	
8:30 am to 9:00 am	Continental Breakfast
9:00 am to 9:30 am	Review of Previous Days Discussion
9:30 am to 11:30 pm	Moving Forward – Developing a proactive, customer centric, cohesive approach to better balance the needs of customers and stakeholders. <ul style="list-style-type: none"> • What more can we do as an industry? • What needs to change? Regulations? Legislation? Corporate Philosophy?

	<ul style="list-style-type: none"> • Communication/Education • Year Round Programs v. Seasonal Programs • Going beyond federal programs – LIHEAP and Weatherization • Public perception issues • Financial Impact
11:30 am to 12:30 pm	<p>Next Steps-</p> <ul style="list-style-type: none"> • How does our industry continue the momentum? • What is the industry message? • What are the principles that will better balance the needs of the at-risk customers with those of the utility's bottom line? • How can our industry make more of an impact at the federal, state and local levels?
12:30 pm to 2:30 pm	<p>Luncheon Briefing with Industry Media Panelists: TBD Panel discussion of electric company executives from around the nation to promote their innovative programs and services for the nation's at-risk customers.</p>
2:30 pm	<p>Meeting Adjourns</p>