

Speaker Biographies

Market Issues Forum on Demand Response

Dr. David Kathan- FERC

Dr. David Kathan is a Senior Economist with Policy Division of the Office of Energy Markets and Reliability at the Federal Energy Regulatory Commission. Dr. Kathan joined the Commission in 2003 after over 20 years in energy consulting. At FERC, Dr. Kathan works on market design issues, including demand response, scarcity pricing, and resource adequacy. Dr. Kathan was the project lead for the Commission's demand response report required by the Energy Policy Act of 2005. Prior to joining FERC, Dr. Kathan was a Principal at ICF Consulting, where he consulted on economic, environmental and quantitative issues related to the electric power industry, with a focus on demand response and electric system modeling. Dr. Kathan received his B.A. from Grinnell College in Economics, and his Ph.D. in Public Policy and Management from the Wharton School at the University of Pennsylvania.

Commissioner Rachelle Chong- CPUC

A native of Stockton, California, Commissioner Rachelle Chong earned dual degrees in Journalism and Political Science from UC Berkeley in 1981. In 1984, she graduated with a law degree from UC Hastings College of the Law in San Francisco, where she served as Editor in Chief of Comm/Ent Law Journal.

The promise of wireless telephony caught her interest, and so she moved to Washington, D.C., where the FCC was licensing the very first cellular carriers. She practiced communications law with the firm of Kadison, Pfaelzer, Woodard Quinn & Rossi before the Federal Communications Commission (FCC). She represented broadcasters and cellular applicants before the FCC.

In 1987, she returned to California to get married to her law school sweetheart. She joined the Public Utilities Department of the San Francisco law office of Graham & James, where she represented primarily cellular and paging carriers before the California Public Utilities Commission for seven years. She became a partner of Graham & James in 1991.

In 1993, President Bill Clinton nominated Ms. Chong to a Republican seat on the FCC. After Senate confirmation, she took office as the first Asian-American FCC Commissioner in May 1994. She served until November 1997 at the FCC offices in Washington, D.C. At the federal level, the FCC regulates telephone common carriers, wireless telephone and paging carriers, cable operators, satellite communications carriers, radio and television broadcasters, and amateur radio.

During her tenure at the FCC, Commissioner Chong voted on rules for the first ever auctions of wireless PCS spectrum, voted on rules for many new wireless and satellite services, finalized Digital Television rules, and implemented the Telecommunications Act of 1996. She represented the FCC at international

Speaker Biographies

Market Issues Forum on Demand Response

communications conferences, including the World Radio Conference and the Asian Pacific Economic Council. She made her mark as a believer in simple pragmatic regulation, an advocate of competition in communications markets, and a passionate protector of First Amendment rights for broadcasters.

After her FCC service, Commissioner Chong returned to private law practice as a partner with the San Francisco and Palo Alto offices of Coudert Brothers. She represented Internet and communications clients, as part of the firm's multinational Telecommunications Practice Group. In 2000, she resigned from Coudert Brothers to become the General Counsel and Vice President, Government Affairs for BroadBand Office, Inc., a start up venture building communications and broadband facilities in large commercial office buildings. After her stint at the start up, she became an entrepreneur herself in August 2001, operating her own retail shop and ecommerce website. She became a trained mediator, and performed mediation, arbitration and expert witness work for communications clients.

On January, 11, 2006, Governor Arnold Schwarzenegger nominated Commissioner Chong to serve as a CPUC Commissioner, to complete the term of Commissioner Susan Kennedy. Ms. Chong began her CPUC service on January 12, 2006. Her term ends on January 1, 2009.

She is a married and the mother of school age twins.

Commissioner Arthur Rosenfeld- CEC

Arthur H. Rosenfeld, Ph.D. was original appointed to the California Energy Commission by Governor Gray Davis in April 2000. The Commissioner was reappointed by Governor Arnold Schwarzenegger January 26, 2005. The five members of the Energy Commission are appointed by the Governor to staggered five-year terms and requires Senate confirmation. By law, four of the five members of the Energy Commission have professional training in specific areas - engineering or physical science, environmental protection, economics, law, and one commissioner from the public-at-large. Commissioner Rosenfeld fills the physical science position.

Commissioner Rosenfeld is presiding member of the Research, Development and Demonstration Committee and the Dynamic Pricing Committee (Ad Hoc Committee); and the second member of the Energy Efficiency Committee.

Dr. Rosenfeld received his Ph.D. in Physics in 1954 under Nobel laureate Enrico Fermi, then joined the Department of Physics at the University of California at Berkeley. There he joined, and eventually led, the Nobel prize-winning particle physics group of Luis Alvarez at Lawrence Berkeley National Laboratory until 1974. At that time, he changed to the new field of efficient use of energy, formed

Speaker Biographies

Market Issues Forum on Demand Response

the Center for Building Science at Lawrence Berkeley National Laboratory (LBNL) and led it until 1994. The Center developed electronic ballasts for fluorescent lamps (which led to compact fluorescent lamps), low-emissivity windows, and the DOE-2 computer program for the energy analysis and design of buildings, for which Dr. Rosenfeld was personally responsible.

Dr. Rosenfeld received the Szilard Award for Physics in the Public Interest in 1986, and the Carnot Award for Energy Efficiency from the U.S. Department of Energy in 1993.

On June 21, 2006, Dr. Rosenfeld received the prestigious Enrico Fermi Award, the oldest and one of the most prestigious science and technology awards given by the U.S. Government. This award was presented by U.S. Energy Secretary Samuel W. Bodman, "...on behalf of the President of the United States for a lifetime of achievement ranging from pioneering scientific discoveries in experimental nuclear and particle physics to innovations in science, technology, and public policy for energy conservation that continue to benefit humanity. This award recognizes scientists of international stature for their lifetimes of exceptional achievement in the development, use, control, or production of energy." This award is particularly important to Dr. Rosenfeld because he was one Enrico Fermi's last graduate students.

Dr. Rosenfeld is the co-founder of the American Council for an Energy Efficient Economy (ACEEE), the University of California's Institute for Energy Efficiency (CIEE), and the Washington-based Center for Energy and Climate Solutions (CECS).

From 1994-1999 Dr. Rosenfeld served as Senior Adviser for the U. S. Department of Energy's Assistant Secretary for Energy Efficiency and Renewable Energy.

Dr. Barbara Barkovich- Barkovich & Yap, Inc.

Dr. Barbara Barkovich has been consulting in the energy regulatory area for over 20 years. Her clients have included large industrial firms with substantial energy or reliability requirements, privately- and publicly-owned electric, natural gas, and solid waste utilities, major investment banks, law firms, and independent power producers.

Barkovich has testified as an expert witness on numerous occasions regarding cost of service requirements, cost allocation, and rate design for electric utilities. She has actively advised both energy and solid waste utilities regarding innovative ratemaking structures. She has consulted nationally and internationally regarding issues surrounding the privatization and restructuring of electric and natural gas utilities and related reformation of tariffs, with particular

Speaker Biographies

Market Issues Forum on Demand Response

expertise in the areas of electric reliability and power markets. She represented the California Large Energy Consumers Association in the development of the September 1995 Memorandum of Understanding that strongly influenced the California PUC's December 1995 electric industry restructuring decision. She was a member of the California ISO Governing Board from its inception to January 2000 and is currently chair of the Reorganized California Power Exchange Board of Directors.

Dr. Barkovich has a B.A. in physics from the University of California at San Diego, a M.S. in Urban and Policy Sciences from the State University of New York at Stony Brook, and a PhD in Energy and Resources from the University of California at Berkeley.

Mr. Gregg Dixon- Vice President of Marketing and Sales

Gregg leads EnerNOC's marketing and sales efforts, including market assessment, market positioning and penetration, and overall revenue generation.

Prior to joining EnerNOC, Gregg was Vice President of Marketing and Sales for Hess Microgen, the leading provider of commercial onsite cogeneration systems and services in the US. As a highly recognized expert in distributed generation, Gregg pioneered efforts to bring more than 20 MW of cogeneration to leading grocery, hospitality, commercial property, and manufacturing customers and developed Hess Microgen's cutting-edge, Internet-based monitoring system, CONIFER. Gregg was also Partner at Mercer Management Consulting, where he advised global Fortune 1000 technology, consumer products, and energy clients on customer and product strategy, economic choice analysis, and new business model development.

Gregg graduated from Boston College with bachelor's degrees in Business Administration and Computer Science.

Dr. Steve George- Freeman, Sullivan & Co.

Dr. Stephen George has more than 27 years of experience consulting to electric and gas utilities and regulatory agencies, and 30 years of experience in the energy field. His areas of expertise include pricing strategy, demand response market analysis, demand-side management program design and evaluation, electric industry restructuring, strategic and marketing planning, market research, and energy demand modeling. In recent years, Dr. George has worked extensively on issues associated with electricity pricing and advanced metering, including the design and evaluation of California's Statewide Pricing Pilot, the largest pricing experiment ever done in the US. He has also provided advice on

Speaker Biographies

Market Issues Forum on Demand Response

retail market design and implementation issues to utilities in several states, including California, Illinois, Ohio, Arkansas and others. Dr. George has also consulted on market design issues in Singapore, Ontario Canada, New Zealand and Australia. Dr. George holds a Ph.D. in economics from the University of California, Davis and a B.S. in economics from Santa Clara University.

Mr. John Goodin- California ISO

John Goodin works in the Infrastructure Policy & Contract group as a Sr. Market & Product Developer for the California Independent System Operator Corporation (“CAISO”). Having been employed with the CAISO since before start-up in 1998, John has witnessed the development and evolution of the wholesale energy markets. John’s current responsibilities lie in development of resource adequacy and demand response policy and products for the CAISO. Prior to joining the CAISO’s Market Development and Program Management department, John was part of the External Affairs team. John served as an account manager for the CAISO for seven years, developing key corporate relationships and learning and explaining the many aspects of “ISO” business and markets.

Prior to joining the CAISO, John worked both on the regulated and deregulated sides of the investor-owned utility business. John was employed by the Pacific Gas & Electric Company (“PG&E”) for over nine years, and for a brief period, by PG&E Energy Services. John spent a majority of his tenure at PG&E working on Demand-side Management and load management related programs, both at the program management level and directly with retail customers, including managing the relationship between PG&E and several of its largest energy-consuming customers.

John has a B.S. degree in Mechanical Engineering from the California Polytechnic State University, San Luis Obispo.