

INSTRUCTIONS FOR CEP APPLICANTS

The form provided on the back page enables you to register for the three-day seminar, as well as apply for CEP certification. There are two ways to apply and register for the seminar:

1. **BY MAIL:** Complete the form provided, including selecting the seminar date and location you wish to attend, and return it, along with check or appropriate credit card information to the address indicated. Checks should be made payable to AEE Energy Seminars.
2. **BY FAX:** If you plan to pay by credit card, you can fax us your completed registration form. Be sure to include all required credit card information, and fax to (770) 381-9865.

Government agency participants registering by fax must submit completed "Request, Authorization, Agreement and Certification of Training" form or completed DD1556 form with completed seminar registration.

REGISTRATION DEADLINES

Whichever method you select, your application needs to reach us at least two weeks prior to the first day of the program you wish to attend. You will receive a confirmation of your seminar registration by mail only if your application is received by that date. *You are encouraged to register early, as attendance will be limited to the first 50 applicants.*

LATE REGISTRATIONS

If time does not permit you to register more than two weeks prior to the course date, you may register on site by taking the following steps:

1. Call (770) 925-9633 to confirm that space is available.
2. Complete and bring your registration with you to the seminar site.
3. Bring payment with you in the form of a company check. Credit cards are not accepted on site. Full payment must be received prior to the beginning of the seminar.

SEMINAR HOURS

Plan to arrive at 8:15 am on the first day of the seminar for sign-in and onsite registration. Seminar hours are 9 am to 5 pm each day, including exam time.

CANCELLATION, SUBSTITUTION, AND TRANSFER POLICY

If you are unable to attend the course for which you have registered, you can substitute another person in your place, or transfer your registration to another date or another seminar of equal (or lesser) value without penalty for a period of one year following the starting date of the seminar for which you registered. However, your request for substitution or transfer must be made in writing. We can provide a catalog of other courses and dates available.

All cancellations must be made in writing. For registrations cancelled 15 days or more prior to the program date, full paid program fee less a \$200 service charge will be refunded. For registrations cancelled 14 days or less prior to the program date, the full program fee will be assessed, and no refund will be made. For transfers not used within the one-year period, cancellation policy is based on start date of program for which original registrant originally registered. Should a program be cancelled because of weather, illness, or any other reason, all attendees will be notified as early as possible, and our liability will be limited to the return of the registration fee.

HOTEL RESERVATIONS/SEMINAR LOCATIONS

Seminar participants are responsible for making their own hotel reservations. A block of rooms has been reserved at the hotel where each course will take place. In most cases these rooms are held up to four weeks prior to the seminar date. We therefore recommend that you make your hotel reservations early to assure availability of space. When you call, be sure to mention AEE and the name of this seminar to assure that you receive the appropriate rate. Hotels for seminar locations and dates listed in this brochure are:

CHICAGO, IL
Doubletree Chicago Magnificent Mile
(312) 787-6100 (code AEE)
Seminar held at Navy Pier

PROGRAM FEES AND DISCOUNTS

Fees, including the three-day seminar, certification application/exam fee, course materials and refreshment breaks, are as delineated on the registration form on the back page. (Lunches and hotel rooms are not included.) For two or more persons registering from the same company at the same time, a \$100 discount per registrant may be deducted from the registration fee. The member rate may be taken by persons who are current members of AEE (member number must be provided), or by those submitting the application for AEE membership included on the registration form, along with the appropriate membership fee.

SPACE IS LIMITED, SO REGISTER EARLY!

Certification candidates can register either by mail or by fax. Complete instructions and hotel information are provided on flap at left.

CERTIFIED ENERGY PROCUREMENT PROFESSIONAL (CEP) APPLICATION AND FUNDAMENTALS OF BUYING & SELLING ENERGY SEMINAR REGISTRATION FORM

Join AEE and Save \$100 on Your Registration Fee!

Please complete a separate form for each applicant. Photocopies of this form may be used.

APPLICANT INFORMATION

- Mr.
 Ms.

NAME _____

JOB TITLE _____

ORGANIZATION NAME _____

STREET ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

FAX _____

E MAIL ADDRESS _____

Indicate your fee status:

- Nonmember
 Government/Nonprofit
 AEE Member (Member Number: _____)
 Completed AEE Membership Application & Fee Enclosed

If you are a registered engineer or architect, please complete the following:

- Registered PE.
 Registered Architect
State _____
License No. _____

CEP CERTIFICATION APPLICATION

Check applicable boxes and provide requested information:

- Graduate from four-year college or university with degree in science, engineering, architecture, business, law, finance, or related field.
Specify college, degree, and year graduated: _____

- Graduate from two-year technical college, or four-year college or university with non-technical degree.
Specify college, degree, and year graduated: _____

- Professional Engineer (P.E.) Registered Architect (R.A.)
Specify state(s) registered and license number(s): _____

- Certified Energy Manager (C.E.M.):
Specify number: _____

Specify number of years experience in energy or building or facility management, or real estate, or procurement, or brokering:

Years _____ Type of experience _____

I certify that the information contained in this application is correct to the best of my knowledge, and agree to indemnify and hold harmless the Association of Energy Engineers (AEE), the CEP Board, and all those affiliated with AEE and its programs.

Applicant Signature in Full _____

Date _____

FEES:

Program fees include 3-day seminar plus certification application fee and exam.

Regular Fee: \$1650 (\$1350 for 3-day seminar only / no certification or exam)
AEE Member: \$1550 (\$1250 for 3-day seminar only / no certification or exam)
Gov't/Nonprofit: \$1550 (\$1250 for 3-day seminar only / no certification or exam)
Team Discount: -\$100 / registrant (two or more persons)

Complete applicable fee and payment information:

Program Fee..... \$ _____

AEE Membership Fee: \$185 per applicant..... \$ _____

TOTAL ENCLOSED..... \$ _____

Select method of payment:

- CHECK ENCLOSED (Payable in U.S. funds to AEE ENERGY SEMINARS)
 CHARGE TO MY CREDIT CARD (for advance registrations only)
 American Express VISA MasterCard Discover

CARD NO. _____

Expiration Date _____ Signature _____

Credit Card Billing Address _____

City, State, Zip _____

Please return completed registration form to:

AEE ENERGY SEMINARS
P.O. Box 1026
Lilburn, GA 30048

OR FAX TO:
(770) 381-9865

(Applicant's Signature) _____

(Date) _____

PRESENTED BY

AEE
THE ASSOCIATION OF
ENERGY ENGINEERS®

ANNOUNCING . . .

The comprehensive three-day training program and refresher course designed to prepare you to take the Certified Energy Procurement Professional (CEP®) exam



FUNDAMENTALS OF BUYING & SELLING ENERGY

A THREE-DAY PREPARATORY TRAINING COURSE WHERE YOU WILL LEARN:

CHICAGO, IL
October 11-13, 2011

Chicago seminar has been scheduled so that you may also attend the 2011 World Energy Engineering Congress expo, to be held October 12-13, 2011, at Navy Pier, Chicago.

■ The key steps essential to obtaining secure and competitively priced energy under deregulation.

■ How to quantify and assess a facility's energy use parameters, and use that information in negotiating rates with suppliers.

■ The key differences in services offered by marketers, brokers, and aggregators.

■ How to evaluate supplier options, and determine what kinds of services can best meet your needs.

■ How to develop and write an RFP, and how to evaluate competitive proposals.

■ As a seller, how to effectively respond to RFPs.

■ Important supply-side strategies for building sound customer relationships, managing your accounts, and expanding your market share.

■ The fundamentals of energy trading and risk management.

■ How to integrate the benefits of competitive energy procurement into an overall energy cost reduction program, *and much more.*



EDUCATION PROVIDER

U.S. Green Building Council (USGBC)
Education Provider Approved
Course for Mandatory Credential
Maintenance Program (CMP)

The Association of Energy Engineers
4025 Pleasantdale Road / Suite 420
Atlanta, Georgia 30340

Non-Profit Organization
U.S. Postage
PAID
Association of Energy Engineers

THE CEP EXAMINATION WILL BE ADMINISTERED IN CONJUNCTION WITH EACH TRAINING PROGRAM.

An invitation to energy procurement involved professionals...

CERTIFIED ENERGY PROCUREMENT (CEP®) PROGRAM

With the goal of raising the professional standards in the fields involved with the purchasing, selling, and marketing of electricity and natural gas, AEE has established the Certified Energy Procurement Program for professional certification. Since 1981, AEE has certified over 12,000 professionals within the energy industry. AEE's certification programs are recognized by governmental agencies, including the U.S. Department of Energy and the U.S. Agency for International Development, as well as by utilities, end users, and energy service companies.

When you earn the right to put the initials "CEP" behind your name, you are distinguishing yourself among those involved professionally in today's restructured energy marketplace. You have demonstrated high levels of experience, competence, and specialized knowledge within your field.

REQUIREMENTS TO SIT FOR THE CEP EXAM

Each applicant for CEP professional certification must attend AEE's three-day "Fundamentals of Buying & Selling Energy" training program and complete and pass a four-hour written exam, as well as meet the following criteria.

The candidate must have:

1. A four-year degree from an accredited university or college, in science, engineering, architecture, business, law, finance, or related field, or be a registered Professional Engineer (P.E.) or Registered Architect (R.A.). In addition, the applicant must have at least three years of experience in energy or building or facility management, or real estate, or procurement, or brokering;
or
2. A two-year technical degree or a four-year non-technical degree, with five years experience in energy or building or facility management, or real estate, or procurement, or brokering;
or
3. Ten years of experience in energy or building or facility management, or real estate, or procurement, or brokering;
or
4. The current status of Certified Energy Manager (CEM).

FORMAT OF THE CEP EXAM

The four-hour CEP exam is given in conjunction with the Fundamentals of Buying & Selling Energy three-day training program. The examination questions are based on concepts and experiences basic to purchasing, selling, and marketing electricity and natural gas. The exam is open book, and the questions are a mixture of multiple choice and true or false.



IN-HOUSE SEMINARS

This seminar program can also be presented on an in-house basis at your location. For questions or additional information on AEE seminars, please telephone the Registrar at: (770) 279-4385



NOW AVAILABLE...AEE ONLINE SEMINARS

For information on this exciting new and cost-effective training opportunity, visit the Association's website at www.aeecenter.org or call Valerie Oviatt at (770) 925-9633.

FUNDAMENTALS OF BUYING & SELLING ENERGY

THREE-DAY TRAINING PROGRAM

COURSE OUTLINE

- **LEGISLATION, REGULATION, AND ENERGY OUTLOOK FOR ENERGY PROCUREMENT**
 - Energy Usage Breakdown
 - History of Energy Management
 - Importance of Energy Procurement
 - **THE STRUCTURE OF THE ELECTRIC UTILITY INDUSTRY**
 - Generation, Transmission, and Distribution
 - Review of the Physical System
 - Billing Information
 - Traditional Ways of Seeking Lower Rates
 - **PURCHASING ELECTRICITY UNDER THE NEW RULES**
 - Procurement Process
 - Information Gathering
 - Aggregation
 - Creating the RFP
 - Selecting a Power Marketer, Broker, or Aggregator
 - Evaluating Bids
 - Negotiating Contracts
 - Contract Adherence
 - Congestion Management
 - Standard Market Design
 - Locational Marginal Pricing
 - **THE STRUCTURE OF THE NATURAL GAS INDUSTRY**
 - Producer, Transporter, and Distributor
 - Review of the Physical System
 - Current Rate System
 - Billing Information
 - Traditional Ways of Seeking Lower Rates
 - **PURCHASING NATURAL GAS UNDER THE NEW RULES**
 - Procurement Process
 - Information Gathering
 - Aggregation
 - Creating the RFP
 - Selecting a Gas Marketer, Broker, or Aggregator
 - Evaluating Bids
 - Negotiating Contracts
 - Contract Adherence
- **METERING, LOAD PROFILING, REAL TIME PRICING**
 - Metering
 - Load Management
 - Real Time Pricing
 - Fuel Switching
 - Energy Clearing Prices
 - **ENERGY TRADING AND RISK MANAGEMENT**
 - Introduction to NYMEX
 - Introduction to Future Markets
 - Hedging Fundamentals
 - BASIS Basics
 - Correlation
 - Exchange of Futures for Physicals
 - Spreads
 - Options
 - **FUNDAMENTALS OF GAS AND ELECTRIC MARKETING**
 - Gas Producer, Transporter, and Distributor
 - Power Generator, Transporter, and Distributor
 - LDC Tariffs
 - Answering RFPs
 - Customer Relations
 - Account Management
 - **ENERGY COST AVOIDANCE STRATEGIES**
 - Cogeneration
 - On-Site Power Generation
 - Gas Cooling
 - Energy Management

THE 4-HOUR CEP EXAM WILL BE ADMINISTERED AT THE CLOSE OF INSTRUCTION ON DAY 3.

Questions?

For questions regarding the seminar or registration procedures:

(770) 925-9633

For questions regarding the CEP exam or certification process:

(770) 447-5083, ext. 318

PROFESSIONAL ENGINEERS AND CERTIFIED PROFESSIONALS:

Complete Your Required Professional Development Training by Attending an AEE Seminar

More than 30 states now require Professional Development Hours (PDH or CEU) for renewing professional engineers' licenses. Other states, which presently do not have requirements, are considering adding professional training requirements for P.E. renewal in the future. Professional engineers should contact the appropriate State Board of Professional Licensing to obtain the latest requirements.

As a non-profit professional society, AEE is automatically approved as a continuing education provider in most states. State boards which have assigned AEE specific provider numbers include New York (No. 11), Florida (No. EXP00038), and North Carolina (No. S-0327). You should always verify any provider's status with your own state board. AEE will furnish each seminar participant with a Certificate of Completion indicating the CEU earned and the course taken.

AEE seminars also meet training requirements for maintaining AEE professional certification status.

YOUR INSTRUCTORS

Each course will be conducted by a team of instructors, which includes two of the following energy procurement experts:



RICHARD J. COSTELLO, P.E., C.E.M., C.D.S.M., C.L.E.P., is President of Acela Energy Group. He was previously founder and president of Westwood Energy Group. Mr. Costello conducts seminars on energy procurement and management nationwide, and has participated in the development of AEE's Certified Energy Procurement (CEP) Professional program.



STEPHEN J. MURPHY, P.E., currently serves as regional sales manager of the New England region for GDF Suez Energy Resources, NA. He was previously vice president of the Westwood Energy Group. Mr. Murphy has served on the Executive Group of the Edison Electric Institute's Transmission Committee and the Board of Directors for the local AEE chapter. His experience includes electric transmission and distribution operations, supply and demand-side resources, and consulting in the gas and electric industries.



JOHN SNELL is a principal of Risk Management Incorporated. He has taken his hedging expertise and concentrated on the development of risk management structures to meet the special needs of investor-owned and public utilities, as well as industrial energy users. He has presented at numerous energy conferences including industry trade groups such as AGA, APGA, SGA, NYMEX, and NARUC.



DAN CONRATH is a principal of Risk Management Incorporated. He has worked with commodity software and data analysis and developed an expertise in options and how to integrate their use into risk management programs. His background in both software analysis and trading has created a unique quantitative approach to viewing risk management strategies.

ATTENDEES ALSO RECEIVE...

COMPREHENSIVE COURSE WORKBOOK:

To maximize the value of your learning experience both during and after the seminar, your extensive course manual has been designed with many useful guidelines and key points of information covered in the seminar. You'll find this manual to be an excellent resource for retrieving concepts taught during the seminar and applying them back on the job.

2.0 CONTINUING EDUCATION CREDITS:

Upon completion of the training course, you will receive 2.0 continuing education units (CEU).

COURSE CERTIFICATE:

At the conclusion of the seminar, you will be awarded an attractive Certificate of Completion by the Association of Energy Engineers. (Certification credentials will be sent separately by mail after exam results and qualifications have been evaluated and approved.)

This comprehensive three-day instructional program has been designed to provide the specific training and background information needed by professionals preparing to sit for the Certified Energy Procurement (CEP) Professional examination. As energy restructuring continues to unfold nationwide, there are an increasing number of individuals who have developed specialized expertise, both on the purchasing side and on the selling side of the marketplace, as well as a growing need for this kind of special knowledge. AEE's new CEP professional certification provides a defined standard against which this expertise may be established and demonstrated.

The program covers the full spectrum of topics essential to the energy procurement process, covering both electricity and natural gas, from both a purchasing/procurement and a selling/marketing perspective. You'll learn the best approaches for defining corporate energy goals, assessing energy use parameters, evaluating energy provider options, comparing competitive proposals, and integrating the benefits of competitive energy procurement into an overall energy management program. On the selling side, the program will examine proven strategies for building a customer base, answering RFPs, and establishing overall sound business practices that will build your market share and status as a player in the marketplace. The growing field of energy trading will also be explored, covering futures, options and derivatives, hedging, and effective risk management.

WHO WILL BENEFIT MOST FROM THE CEP CERTIFICATION AND TRAINING PROGRAM?

This program offers a powerful training and career enhancement opportunity for professionals who are responsible for the procurement or selling of energy, as well as for those who provide related services, including:

- Facility managers & engineers
- Building owners & managers
- Procurement managers
- Corporate purchasing agents & managers
- Energy managers & engineers
- Certified Energy Managers
- Government & DOD energy managers
- Energy service professionals, marketers, & brokers
- Natural gas marketers & brokers
- Aggregators
- Utility professionals
- Consulting, investment, & legal professionals