

# Carbonmarkets™ USA

11 & 12 September 2007, Hilton Hotel, San Francisco



## Meet 25 Global Carbon Experts Including:



**Terry Tamminen**, Energy & Environmental Advisor to  
**Governor Arnold Schwarzenegger**



**Jeffrey Byron**, Commissioner  
**California Energy Commission**



**Allen Alley**, Deputy Chief of Staff,  
**Governor's Office, State of Oregon**



**Barbara McKee**, Director, **CSLF**,  
Chair, **IEA Working Party on Fossil Fuels**  
& Director of Clean Energy Collaboration, **Department Of Energy**



**Frank T. Princiotta**,  
Director, Air Pollution Prevention and Control Division,  
**U.S. Environmental Protection Agency**



**Doug Scott**,  
Chair,  
**Illinois Climate Change Advisory Group**



**Gia Schneider**,  
Vice President,  
**Credit Suisse**



**Arthur Lee**  
Principle Advisor, Global Policy & Strategy  
**Chevron**



**Imtiaz Ahmad**,  
Vice President,  
**Morgan Stanley**



**Richard Saines**,  
Partner,  
**Baker & McKenzie**

Strategic Event Partner:



The California Energy Commission

**2 days of information rich presentations,  
debates and networking:**

- ▶ Understand this future \$1 trillion market
- ▶ What is happening globally and in the US?
- ▶ What are the latest policy updates and what is happening in Congress?
- ▶ Where are the investment opportunities?
- ▶ Question the experts on Carbon Trading, Carbon Offsetting, Carbon Capture & Storage, Agriculture & Forestry, Voluntary Carbon Markets

**700+ Executives have already benefited from attending the Global Carbon Markets Series**

**"It really helped my business with the great people that you managed to attract"** Carbon Bridge

**"One of the best climate change events that I have participated in, in the past three years"** ICF Consulting  
*at previous Carbon Markets event*

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## Your expert speakers include:

### Terry Tamminen, Energy & Environmental Advisor to Governor Arnold Schwarzenegger



In the summer of 2003, Terry helped Arnold Schwarzenegger win the historic recall election and become Governor of California. He was appointed as the Secretary of the California Environmental Protection Agency in November, 2003, and Cabinet Secretary, the Chief Policy Advisor to the Governor, in December, 2004. He continues to advise the Governor on energy and environmental policy. In April, 2007, he was named the Cullman Senior Fellow and Director, Climate Policy Program, of the New America Foundation. He currently travels throughout the United States and the world, lecturing and providing private consulting services to a variety of clients, including several Governors and Canadian Premiers on climate and energy policy.

### Jeffrey Byron, Commissioner, California Energy Commission



Jeffrey D. Byron, was appointed to the California Energy Commission by Governor Arnold Schwarzenegger in June 2006. Commissioner Byron fills the public-at-large position with over 30 years of experience in the electric power industry and over 10 years of service assisting customers in meeting their energy needs. Commissioner Byron serves as Presiding Member of the Energy Commission's Electricity Committee and as Associate Member on the Siting Committee, the Transportation Committee, the Natural Gas Committee, and the ad hoc committee for the joint greenhouse gas reduction proceeding with the CPUC.

### Allen Alley, Deputy Chief of Staff, Governor's Office, State of Oregon



In January 2007, Governor Ted Kulongoski of Oregon appointed Alley his deputy chief of staff, responsible for overseeing the policy areas of economic development, technology, transportation, energy, workforce training, rural policy, housing and minority, women and emerging small businesses. With more than 30 years' experience in a multitude of disciplines, Alley now works to strengthen the bridge between Oregon's public and private sectors. "He is someone...who has a proven record of leadership, innovation, and a commitment to Oregon's future," Kulongoski said at the announcement of Alley's appointment.

### Barbara McKee, Director, CSLF, Chair, IEA Working Party on Fossil Fuels & Director of Clean Energy Collaboration, Department Of Energy



Barbara Nance McKee is the Director, Office of Clean Energy Collaboration, Office of Clean Coal, Office of Fossil Energy, U.S. Department of Energy. The Office of Clean Coal is responsible for strategic direction of research development and demonstration product lines related to coal and power systems technologies. The Office of Clean Energy Collaboration's mission is to develop and promote international partnerships for the deployment of emerging technologies related to greenhouse gas abatement and to serve as the Secretariat to the Carbon Sequestration Leadership Forum.

### Frank T. Princiotta, Director, Air Pollution Prevention and Control Division, U.S. Environmental Protection Agency



Frank T. Princiotta is the Director of the Air Pollution Prevention and Control Division (APPCD) of the National Risk Management Research Laboratory (NRMRL), Office of Research and Development (ORD), U.S. Environmental Protection Agency (EPA) in Research Triangle Park, North Carolina. He is responsible for research, development and demonstration of methods and technologies for controlling air pollution from stationary sources. Before assuming this position at Research Triangle Park, Mr. Princiotta was Director of the Energy Processes Division in EPA Headquarters in Washington, DC, where he directed EPA efforts to develop and improve technology for controlling pollution associated with the production and use of energy.

### Doug Scott, Chair, Illinois Climate Change Advisory Group



Doug Scott was appointed Director of the Illinois Environmental Protection Agency effective July 1, 2005 by Governor Rod Blagojevich. Amongst the many new progressive programs Scott is responsible for are: a brownfields program that is one of the nation's most successful in cleaning up and redeveloping abandoned industrial and commercial sites; continued clean air progress through enlisting citizens and industry and negotiating for huge reductions in emissions from the State's coal-fired power plants, supporting clean coal technology, wind power and other alternative energy and fuel sources; making Illinois the nation's leader in public notification and community relations activities on environmental concerns. Director Scott is now chairing the Governor's Greenhouse Gas Advisory Committee, looking at ways to reduce the impacts of global warming.

### Gia Schneider, Vice President, Credit Suisse



Ms. Schneider is a Vice President for Credit Suisse where she manages the bank's carbon marketing and structuring strategy, and relationships with compliance buyers and other investors. Gia has been active in the carbon market since 2005 and sits on the board of the European Climate Investors and Services, which is an industry trade association formed to represent the 'market' perspective on emissions trading and climate investments to policymakers worldwide. Prior to Credit Suisse she worked for Constellation Energy, a leading merchant electricity generator based in Baltimore, Maryland, where she was responsible for valuation and analysis of U.S power and emissions transactions. Gia also worked as a consultant at Accenture for four years, providing strategy and risk management advice to a number of U.S. energy firms.

### Arthur Lee, Principle Advisor, Global Policy & Strategy, Chevron



Arthur Lee is currently Principal Advisor, Global Policy and Strategy, in Corporate Health Environment Safety of the Chevron Corporation, based in San Ramon, California. He has held positions of increasing responsibilities, including the corporation-wide formulation of strategic positioning and policy development on issues ranging from Chevron's internal energy policy, US air pollution issues, to actions addressing climate change concerns.

Plus leading experts from **Morgan Stanley, Stark Investments, Baker & McKenzie, Agcert International, Chicago Climate Exchange, Camco International, Noble Carbon Credits, Point Carbon, Oregon Carbon Allocation Task Force, BIOCAP Canada Foundation, USDA Forest Service, California Department of Forestry and Fire Protection, Pew Center on Global Climate Change, The Center for Climate Strategies, Natural Resources Defense Council, Business Council for Sustainable Energy, California Public Utilities Commission**

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As the GHG market transitions from voluntary trading to compliance with federal and state requirements, projections are that the annual global volumes of GHG credits will increase from \$21.6m (2006) and reach \$60 billion and will eventually top \$1 trillion.

This unique meeting will bring together the leading US and International experts together for two days of intense, information rich presentations, debates and networking. Understand the how one of the World's largest future commodity markets will develop and impact upon your business.

8.35 Registration

9.05 **Chairman's Welcome : Richard Saines**, Partner, **Baker & McKenzie**

## Keynote Session: US Carbon Market Activity

9.15 **Keynote Overview**

- US market activity, current scenario and future outlook
- Tracking key drivers and future trends in the international energy landscape
- Assessing the impact of government legislation and policy in growing the clean energy market

**Jeffrey Byron**, Commissioner, **California Energy Commission**



9.40 **Developments in the international context**

- Tracking key drivers and future trends in the international energy landscape
- Developing a Western North America and Pan Asian carbon trading floor

**Allen Alley**, Deputy Chief of Staff, **Governor's Office, State of Oregon**



## Global Carbon Market Update

10.05 **Global Carbon Debate**

- Analysis and insight from leading experts on the global carbon markets
- What is happening on the international level?
- How can the US learn from the example of EU ETS?
- Factors shaping future market design
- International developments outside the US
- Predicting future price trends and analyzing supply and demand factors

Panel moderator:

**Richard Saines**, Partner, **Baker & McKenzie**  
**Veronique Bugnion**, Managing Director, **Point Carbon USA**  
**David N. Reschke**, **Noble Carbon Credits**  
**Ian Carter**, Policy Coordinator, North America, **International Emissions Trading Association IETA**

10.50 Networking Refreshment Break and Exhibition Visit

## Policy Developments

11.50 **Policy Development Debate**

- A look at the current systems under development eg. Western Region Climate Change Initiative and those in place such as RGGI.
- What are the essential elements for effective policy and regulation?
- Do command & control taxes work?
- Addressing leakages and linkages in GHG abatement programs
- Is cap and trade emissions trading the most effective method?
- What is the best way to distribute allowances?
- Key challenges for implementing programs

Panel moderator:

**Thomas D. Peterson**, Executive Director, **The Center for Climate Strategies**  
**Angus Duncan**, **Oregon Carbon Allocation Task Force**  
**Doug Scott**, Chair, **Illinois Climate Change Advisory Group**  
**Josh Bushinsky**, Western Policy Coordinator, **Pew Center on Global Climate Change**

12.50 Networking Lunch and Exhibition Visit

## Carbon Trading & Investment

2.30 **Carbon Trading & Investment Debate**

A session which examines the investor perspective and looks at how to access investment opportunities across the wider carbon market.

- How and why are investors and financiers driving the global carbon markets?
- How should policy be developed to attract finance and accelerate change?
- Where do opportunities for investors lie?
- What impact will future development of the US cap and trade market mechanism have on investment?
- Developing successful strategies in carbon financing

**Gia Schneider**, Vice President, **Credit Suisse**  
**Imtiaz Ahmad**, Vice President, **Morgan Stanley**  
**Blake Schaefer**, Director, Global Environmental Finance, **Stark Investments**

3.30 Networking Refreshment Break and Exhibition Visit

## Carbon Offsetting

4.15 **Carbon Offset Projects**

- A session which will assess the role of offset projects in the market and the potential for future development.
- What examples are there of successful GHG offset projects?
- What percentage are renewables playing?
- What are the key challenges in determining the quality of offset projects?
- What are the merits of different kinds of offsets?
- Understanding the concept and implication of additionality

**Roger Williams**, VP - Portfolio Development, **Blue Source**

5.15 Networking Cocktail Reception and Close of Day One

**"I think it was a great success, lots of biz coming out of it"**

TFS at previous Carbon Markets event



8.40 Morning Coffee

9.00 **Chairman's Welcome : Marc Stuart**, Co-founder, Director of New Business Development, **EcoSecurities**

## Keynote Address

9.05 **Global Warnings: Solutions for the Climate Change Challenge**  
**Terry Tamminen**, **Center for Climate Strategies** and **Environment Advisor for Governor Schwarzenegger**



9.35 Interactive Q&A

## CCS & Technology

### 9.45 CCS & Technology Debate

- A technical session examining the potential of CCS in achieving significant emissions reductions.
- What is being done to develop new technologies such as Carbon Capture & Storage?
  - Is the technology ready? What changes are needed in regulatory and policy frameworks to support the growth of these technologies?
  - Can Coal be "clean" and at what cost?

**Barbara McKee**, Director, **CSLF**, Chair, **IEA Working Party on Fossil Fuels** & Director of Clean Energy Collaboration, **DOE**  
**George Peridas**, Science Fellow, Climate Center, **Natural Resources Defense Council**  
**Arthur Lee**, CSLF Stakeholder; Principal Advisor, Global Policy & Strategy, **Chevron**

10.45 Networking Refreshment Break and Exhibition Visit

## Agriculture & Forestry

### 11.45 Sustainable Agriculture & Forestry Debate

- A panel discussion which will focus on the agriculture and forestry sector's capacity for GHG mitigation and carbon sequestration.
- How can adaptation to climate change and sustainable forestry practices be integrated?
- What is the latest research into the effectiveness of using forestry sinks?
- Overcoming the sustainability challenge

**Len Eddy**, Managing Director, **Agcert International**  
**David B. Layzell**, President and CEO, **BIOCAP Canada Foundation**  
**Richard A. Birdsey**, Program Manager, Global Change Research, **USDA Forest Service**  
**Doug Wikizer**, Chief Environmental Protection and Regulations, **California Department of Forestry and Fire Protection**

12.45 Interactive Q&A with session speakers

13.00 Networking Lunch & Exhibition Visit

"Great conference for the latest updates about a rapidly evolving market" CaFis at past Carbon Markets Event

## Voluntary Carbon Markets

### 14.30 Corporate Investment & Voluntary Markets Debate

- Our panel will explore the necessary steps that companies must take to prepare their businesses for climate regulation.
- Incorporating carbon within your corporate strategy
- How can companies and organizations prepare?
- Voluntary vs mandatory markets - impact on bottom line?
- Assessing the business sense behind carbon neutrality

**Lisa Jacobson**, Executive Director, **Business Council for Sustainable Energy**  
**Nathan Clark**, Director, Offset Projects/Economist, **Chicago Climate Exchange**  
**Mike Bess**, General Manager North America, Europe and Africa, **Camco International**  
**Ricardo Bayon**, Director, **The Ecosystem Marketplace**  
**Cameron Brooks**, VP - Resource Development, **Renewable Choice Energy**

15.20 Networking Coffee Break and Exhibition Visit

## Future Outlook

### 15.50 Post 2012 Debate

- A discussion centered on the possible scenarios for what will follow the expiry of the Kyoto Protocol.
- What key areas will be changed to bring in the US, India and China?
  - Technology Push + Market Pull?
  - Forecasting changes in the energy mix across the global market
  - The importance of increased energy efficiency - how will this be achieved?
  - Promoting and mobilizing the use of clean technologies in the developing world
- Meg Gottstein**, Administrative Law Judge, **California Public Utilities Commission**  
**Ned Helme**, President, CCAP, **Center for Clean Air Policy**  
**Frank T. Princiotta**, Director of the Air Pollution Prevention and Control Division, **U.S. Environmental Protection Agency**  
Further speakers to be announced

16.40 Final Q&A and Close of Conference

## Sponsor Carbon Markets and Enhance your Brand Profile

**Stand out from the crowd - it's time to do business**

Contact Ben Leighton to discuss solutions that meet your marketing objectives:  
Tel: +44 20 7801 6333 or email [ben.leighton@greenpowerconferences.com](mailto:ben.leighton@greenpowerconferences.com)



## Stand Out from the Crowd - it's time to do Business

### Sponsor Carbon Markets USA and Benefit from:

- ▶ **1st class lead generation:** meet companies actively looking to implement CDM projects
- ▶ **Enhanced brand profile:** pre-event promotional campaign plus extensive on site branding
- ▶ **Excellent publicity:** gain an incredible amount of presence from on site promotion and exhibition stand
- ▶ **A cost effective marketing solution:** our development team will be happy to customise a package and develop a cost effective marketing channel to generate new sales leads

Sponsorship options offering varying levels of branding and exposure are available to suit budgets and marketing aims.

**For details contact: Ben Leighton on +44 207 801 6333 or email: [Ben.leighton@greenpowerconferences.com](mailto:Ben.leighton@greenpowerconferences.com)**

## 700+ Executives have already benefited from attending the Global Carbon Markets Series

### Feedback from past attendees

*"The event was very well organised and we are sure it has shed more light on the issue of climate change and sustainable development. Thank you for making it happen"* Banco Sumitomo Mitsui

*"Well organized, interesting discussions and good chance to make contacts"* KommunalKredit

*"One of the best climate change events that I have participated in, in the last 3 years"* ICF Consulting

*"Thanks for organising such a fantastic conference - it really helped my business with the great people that you managed to attract"* Carbon Bridge

*"Great conference for the latest updates about a rapidly evolving market"* CaFis

*"This enabled me to network with CDM experts and project participants and to gather insights and inputs that are valuable in improving the national approval process and CDM project evaluation and implementation in the Philippines"* Philippine DNA

*"I think it was a great success, lots of biz coming out of it"* TFS

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Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts. We have since welcomed over 4600 delegates from 76 countries, built a global database of 110,000+ contacts and gained an unparalleled reputation in the industry. Our events provide high quality information, interactivity and networking to accelerate the uptake of sustainable energy and climate friendly technologies. Green Power Conferences offsets the impact of its commercial activities towards renewable energy projects.

### Upcoming Events Include:

**Corporate Climate Response**, 25-26 September 2007, Chicago, USA

**Carbon Markets India**, 24-26 September 2007, Mumbai, India

**Next Generation Biofuels Markets**, 4-5 October 2007, Amsterdam, The Netherlands

**Voluntary Carbon Markets**, 16-17 October 2007, London, UK

**Biodiesel Congress**, 18 - 19 October 2007, Buenos Aires, Argentina

**World Biofuels Markets Congress & Exhibition**, 12-14 March 2008, Brussels, Belgium

Check [www.greenpowerconferences.com](http://www.greenpowerconferences.com) for details of these and many more high quality, sustainable events.

# Carbon Markets USA

11 & 12 September 2007  
Hilton Hotel, San Francisco

## To Register

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## Please register me for

## Dates

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11 & 12 September 2007

1299

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11 & 12 September 2007

999

**Special Group Offer:** Register 3 delegates, only pay for 2

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## Venue

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333 O'Farrell Street

San Francisco, CA 94102

[www.sanfrancisco.hilton.com](http://www.sanfrancisco.hilton.com)

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