



Environmental Markets Place Fall 2009 Conference

October 20 – 23, 2009 Houston, TX

www.EMAconference.com



EMA | Environmental
Markets Association

Houston... We Have a Conference!

EMA's Fall 2009 Conference: Environmental Markets Place will be held at the Westin Galleria Hotel in Houston, Texas on October 20-23, 2009. Known for its dynamic and innovative panels and high level networking, events from the Environmental Markets Association provides the ultimate space to engage current market participants and involve new entrants into the industry conversation. This event will also feature a pre-conference workshop, Introduction to Emissions Trading and a post-conference workshop, Environmental Risk Management Workshop.



Who Attends?

This event is expected to gather over 200 environmental professionals currently engaged in emissions trading, consulting and policy. Attendees include CEOs, vice presidents, partners, emissions brokers and traders, consultants and academics from the companies that are making environmental markets work.



Companies Who Have Attended Past EMA Events

3Degrees Group, Inc.	Electric Power Research Institute	North American Development Bank
3M Company	Element Markets LLC	Northern Indiana Public Service NRG Energy
Air & Liquid Advisors LLC	Emissions Credits Exchange	Oncept Consulting
AIRDaily	Endurance Reinsurance Corporation	Ozone Transport Commission
Alliant Energy	Enel North America, Inc.	Pacific Lutheran University
Ameren Energy Fuel & Services Co	Environment Canada	Peabody Coaltrade, LLC
Amerex Energy	Environmental Defense Fund	PEPCO
APX, Inc.	Environmental Finance Magazine	Pew Center
Argus Media	Environmental Markets Newsletter	PIRA Energy Group
Babcock & Brown	Equator Environmental	Platts
Baker Donelson Bearman Caldwell & Berkowitz	ERM	Polaris Markets LLC
Barclays Capital	Evolution Markets, Inc.	Power & Energy Analytic Resources
Bear Energy	Exelon	Power South Energy Cooperative
BMO Capital Markets	Fidelity National Title	Progress Energy
BNP PARIBAS	FIS Group, Inc.	PSEG Energy Resources & Trade
BORALEX INC	Florida Power & Light	Quo Vadis Advisors LLC
Burton Energy, LLC	Fortis Energy Market & Trading	Rath, Young and Pignatelli, P.C.
Business Council for Sustainable Energy	Foundation on Economic Trends	RNK Capital LLC
California Climate Action Registry	Frantz Ward LLP	Salt River Project
Cantor CO2e	Genscape Inc	Sargent & Lundy
Carbon Credit Corp/C-Lock Technology Canada	GPR Energy	SCC Americas
Carbon Solutions America	Green Fund Partners	Scripps Institution of Oceanography
Chicago Climate Exchange, Inc	Hess Corporation	SNL Interactive
CK Environmental Capital Management	Hogan & Hartson	Sonnenschein Nath & Rosenthal LLP
CME Group	Hunton & Williams LLP	Southern California Edison
Cogentrix	ICAP Energy	Southern Company Generation
Commodity Futures Trading Commission	ICF International	Spectron Energy
Connect Energy	Integrus Energy Services, Inc.	SUEZ Energy Marketing NA, Inc.
Conservation Services Group	JPMorgan	Tampa Electric Co.
Constellation Energy Commodities Group	JCStrat	Teck Environmental
Consumers Energy Co.	JD Energy, Inc.	Tennessee Valley Authority
C-Quest	JPMorgan Chase	Terra Global Capital
Dinsmore & Shohl, LLP	Koch Supply & Trading LP	TFS Energy, LLC
DNV Certification, Inc.	Louis Dreyfus Energy Service	The City of Wilmington, DE
Dominion Energy Marketing	Luminant Energy	The MITRE Corporation
DTE Energy	Macquarie Cook Power	Tradelink LLC
Duke Energy	McKenna Long & Aldridge LLP	U.S. Dept. of Energy
Dynegy	McKinstry	US Department of Interior
Earth Advantage, Inc.	Mesa State	US Environmental Protection Agency
EcoSecurities	MF Global	Van Ness Feldman
Edison Electric Institute	MGM International	Vertus Technologies
Edison Mission Marketing & Trading	Mirant Americas Energy Marketing LP	Wal-Mart Stores, Inc.
	Mobile GSE	White Energy Coal North America
	National Association of Clean Air Agencies	Wisconsin Public Service Corporation
	Natsource	World Energy
	Newedge Group	
	Nodal Exchange	

High Level Networking Opportunities

- Catered networking breaks throughout the event
- Welcome Reception with "Dining Together" option for new attendees
- Chairman's Reception with interactive team-based activity
- Luncheons with open seating



Preliminary Agenda

Tuesday, October 20, 2009

9:00am – 5:00pm **Pre-Conference Workshop:
Introduction to Emissions Trading**

Hundreds of people have taken this course and raved about its comprehensive and interactive format. Learn the basics of cap and trade and how the history of the Acid Rain Program affects the future of emissions trading in the U.S. and beyond. Stay the extra day and step away with invaluable knowledge you can bring back to the office. This course also includes a team-based trading simulation that enables you to apply themes and concepts.

6:00pm – 7:30pm **Welcome Reception**

Wednesday, October 21, 2009

8:45am - 9:15am **Opening Remarks**

9:15am - 10:45am **Paving the Rules on the Road to
Cap-and-Trade**

11:15am - 12:45pm **Carbon Market Oversight:
*Designing a System that Works***

12:45pm - 2:15pm **Luncheon Keynote:
Paul Dickerson, Partner, Haynes and Boone LLP**

2:15pm - 3:45pm **CAIR Revisited: *What's Next in
Multi-Pollutant Control Strategies?***

4:15pm - 5:45pm **State of the US Carbon Markets:
*There is a market out there!***

6:00pm - 7:30pm **Chairperson's Reception**

Thursday, October 22, 2009

9:00am - 10:30am **Breakouts**

Track 1: Market Updates:
What's Going on in SO₂, NO_x, RGGI, RECs?

Track 2: RECs and the Possibility of a National RPS:
Progress, Structure and Potential Financial Impacts

11:00am - 12:30pm **Breakouts**

Track 1: Climate Bill Impacts on Oil and Gas Companies

Track 2: State of International Carbon Markets

12:30pm - 2:30pm **The Cap and Trade Debate:
*What's Being Said v. What's Being Heard***

2:30pm - 4:00pm **Billions and Billions of Offsets??
*How to develop enough capacity
to meet the projected demand***

Friday, October 23, 2009

8:00am - 5:00pm **Post Conference Workshop:
Risk Management Workshop**

Participants will learn to setup and solve risk mitigation problems using the decision analysis and probabilistic modeling frameworks. They will also study a wide range of modeling tools -such as real option analysis, dynamic programming, options, forwards, swaps- which they can leverage to help hedge/manage environmental risks. By using these building blocks and understanding the risk aversion of their decision makers, participants will be well on their way to begin to formulate and mitigate the risks their corporations are facing.



Conference Hotel | Westin Galleria Hotel
5060 W. Alabama Street
Houston, TX 77056

EMA has reserved rooms for \$169/night.



To make a reservation please call
(713) 960-8100 and reference
EMA 2009 Fall Conference.

Reservations should be made no later than September 29, 2009.



**ENVIRONMENTAL
MARKETS PLACE**
OCTOBER 20-23, 2009
 Westin Galleria • Houston, Texas

EMA Environmental Markets Association

Conference and Workshop Registration Form

Name	Title	Company
Address		
City	State	Zip
		Country
Phone	Fax	E-Mail

Conference and Workshop Rates

Fee Type	Member	Non-Member
2009/2010 Membership + Registration		
Standard	\$1540	
Conference Registration		
Before 8/1	\$695	\$1095
Before 9/1	\$795	\$1195
Before 10/1	\$895	\$1295
After 10/1	\$995	\$1495
Standard	\$995	\$1495
Non-Profit/Gov/Academic/Press/Speaker Planning Committee		
Standard	\$250	\$250
One-Day Pass		
Standard	\$595	\$795
Introduction to Emissions Trading Workshop*		
Standard**	\$475	\$675
Risk Management Workshop*		
Standard**	\$475	\$675

Registrant 1: _____

Member ID Number: _____

Conference Fee: _____

Pre Conference Workshop Fee: _____

Post Conference Workshop Fee: _____

Registrant 2: _____

Member ID Number: _____

Conference Fee: _____

Pre Conference Workshop Fee: _____

Post Conference Workshop Fee: _____

Registrant 3: _____

Member ID Number: _____

Conference Fee: _____

Pre Conference Workshop Fee: _____

Post Conference Workshop Fee: _____

Total Fee \$ _____

* Take off \$100 when registering for the conference and workshop
 ** Take off \$200 when registering for both workshops

Payment Information	
<input type="checkbox"/> Check # _____	<input type="checkbox"/> Credit Card: Visa, MasterCard, American Express
Credit Card # _____	
Signature _____	Date _____
Mail to: EMA, 750 National Press Building, Washington, DC 20045	Fax to: (202) 223-9741

Cancellation Policy: Registrations cancelled prior to October 2, 2009 will be refunded in full minus a \$150 US administration fee. Registrations may be transferred to another individual with limitations. If the registrant is a current EMA member, the registration can only be transferred to another current EMA member to avoid an additional fee. Registrations that are transferred from an EMA member to a non-member will incur a \$500 fee.