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# EASTERN FUEL BUYERS CONFERENCE

42ND ANNUAL EASTERN FUEL BUYERS CONFERENCE

## OPTIMIZING FUEL DIVERSITY IN A GLOBAL MARKET

May 8-10, 2013  
Disney's Yacht Club Resort (Walt Disney World)  
Orlando, Florida



# 2013 EFBC AGENDA

BE SURE TO WEAR YOUR CONFERENCE BADGE TO ALL FUNCTIONS!

Tuesday, May 7  
3:00–5:30 p.m.

REGISTRATION AND INFORMATION  
Grand Harbor Salon V

Wednesday, May 8  
6:30 a.m.–5:00 p.m.

NETWORKING OPPORTUNITIES

7:00 a.m. Departure

FISHING

Yacht Club Marina/Boardwalk

Sponsored by:

Crimson Coal Corporation

Moran Towing

United Bulk Terminals (Award Sponsor)

7:30 a.m.–8:30 a.m.

GOLF REGISTRATION

PALM Golf Course

8:30 a.m.–1:30 p.m.

GOLF TOURNAMENT

PALM Golf Course

Sponsored by:

Mineral Labs, Inc.

Tee-off time is 8:30 a.m.

**Lunch**

Sponsored by:

Emerald International Corporation

**Beverages**

Sponsored by:

Progress Rail Services

8:00 a.m.–5:00 p.m.

MANICURE/PEDICURE *(By Appointment Only)*

Shipshape Health Club/Walt Disney World

Yacht Club

OR

8:00 a.m.–4:00 p.m.

MASSAGE *(By Appointment Only)*

Shipshape Health Club/Walt Disney World

Yacht Club

Muscles & Bustles/Disney Boardwalk Inn

*(back up location)*

12:30 – 4:30 p.m.

CONFERENCE REGISTRATION

# EASTERN FUEL BUYERS CONFERENCE

5:30–7:30 p.m.

## WELCOME RECEPTION

Registration on site at the Reception!  
Yacht Club Marina/Boardwalk  
If it rains: Grand Harbor Ballroom V - VIII

### Beverages

Sponsored by:  
SGS Minerals Services

## GENERAL SESSION — ASBURY HALL

Thursday, May 9

7:00 a.m.–2:00 p.m.

## REGISTRATION AND INFORMATION

Asbury Rotunda

7:00–8:30 a.m.

## BREAKFAST BUFFET

Grand Harbor Ballroom V – VIII

Sponsored by:  
Foresight Energy, LLC  
Peabody COALSALSALES, LLC  
United Ocean Services

8:35–8:45 a.m.

## WELCOME AND OPENING REMARKS



### **Jan Aspuru**

*Vice President,  
Electric & Water Production  
Orlando Utilities Commission  
(OUC)*

Jan Aspuru is Vice President of Electric and Water Production at Orlando Utilities Commission (OUC), responsible for Power Production, Water Production, Chilled Water Services, Fuel Services and Wholesale Power Marketing. This includes responsibility for the planning and operation of OUC's electric generation, potable water production and district cooling facilities.

From 1997 to 2007, Aspuru was Director of OUC's Fuel Services Division, responsible for OUC's coal supply, coal transportation, natural gas supply, natural gas transportation, and other fuel-related activities.

He began his career with the OUC in 1993. Prior to becoming Director of Fuel Services, he held various positions at OUC including, Demand-Side Planning Engineer and Senior Commercial Account Executive. In these capacities, he implemented conservation

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and demand-side programs at OUC, managed large commercial and industrial accounts and was directly involved with OUC's first Chilled Water Project.

Other accomplishments include the implementation of OUC's existing Energy Hedging Program and playing a key role in the successful restructuring of OUC's generation asset portfolio.

Aspuru earned a Bachelor of Science Degree in Electrical Engineering from Northeastern University and a Masters of Business Administration Degree from the University of Central Florida.

8:45–8:50 a.m.

## CONFERENCE MODERATOR



**Jim Thompson**

*Director, Coal US  
IHS*

Jim Thompson, Director for IHS Coal and IHS Coal Markets Expert, has analyzed and provided insight on coal markets for more than two decades. He is lead commentator for

the IHS Coal & Energy daily newsletter and editor of US Coal Review. Thompson's major area of expertise is the North American coal markets, though he is conversant on worldwide market trends.

Mr. Thompson's expertise is both in thermal coal for electricity production and metallurgical coal for use in the steelmaking process. He is widely quoted in by major financial newspapers and speaks at multiple industry-related conferences. Thompson has performed coal market consultations both for coal producers and consumers as well as for financial analysts and investors. Thompson's views on the coal markets are widely read throughout the world. Thompson came to IHS as a part of its acquisition of Energy Publishing, of which he was a cofounder. Mr. Thompson was educated at Dallas Baptist University

8:50–9:35 a.m.

## KEYNOTE SPEAKER

"Steam Coal Challenges In A Changing Utility Generation Market"

**Robert R. (Rob) Hardman, P. E.**

*Director, Coal Services,  
Southern Company Generation*



Rob Hardman joined Southern Company in 1990 as a research engineer in the Research and

# EASTERN FUEL BUYERS CONFERENCE

Environmental Affairs organization. He has progressed through various levels of responsibility across the Generation organization including assignments in fuel services, plant operations, plant maintenance, trading floor operations, and engineering and construction. He was named to his current position of Director, Coal Services in April 2009.

Rob holds a 1988 Bachelor of Science degree in mechanical engineering from the University of Alabama at Birmingham. In 1990, he earned a Master of Science degree in mechanical engineering from Virginia Polytechnic Institute and State University (Virginia Tech) in Blacksburg, Virginia. Rob is a registered professional engineer in the State of Alabama.

Rob is a member of the Bob Finley Character Education Committee for the Hoover City School System. He and his family are active members of Green Valley Baptist Church in Hoover.

Rob and his wife Tabitha have three children – Matthew (22), Caleb (21), and Kathryn (17).

9:35–10:20 a.m.

## SPEAKER SESSION

“Current Coal Market Environment; Why Coal Is Vital To the US and the World”



### **Fred Palmer**

*Senior Vice President of  
Government Relations  
Peabody Energy*

Fred Palmer is Senior Vice President of Government Relations of Peabody Energy. He joined Peabody in February 2001 and is responsible for advancing government policies around the globe to unlock the potential for coal as the world’s future fuel. He is a member of the National Coal Council, serves on the Executive Committee, and is Chairman of the Coal Policy Committee. He is a member of the Board of Directors and a former Chairman of the World Coal Association and is Peabody Energy’s representative on the Board of Directors of the FutureGen Alliance. Fred is a 2004 recipient of the Erskine Ramsay Medal Award from the Society for Mining, Metallurgy and Exploration.

Past Positions:

Western Fuels Association: General Manager and Chief Executive Officer, 1985-2000;

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General Counsel, 1980-1985.

Partner – Duncan Brown Weinberg & Palmer,  
1972-1980.

Staff Assistant - Congressman Morris K. Udall,  
1969-1971.

Education:

University of Arizona, Bachelor of Arts, 1966; Juris  
Doctorate with honors, 1969; Order of the Coif, 1969.  
Symposium Editor, Arizona Law Review.

10:20–10:45 a.m.

## REFRESHMENT BREAK

Asbury Lobby

Sponsored by:

CMC – Coal Marketing Company

10:45–11:30 a.m.

## SPEAKER SESSION

“Natural Gas Market”



### **Matt Preston**

*Principle Analyst for North America  
Coal Markets  
Wood Mackenzie*

Matt Preston has 34 years of coal and energy industry related experience. After a 3-year stint in underground coal mining, Matt joined

GPU (formerly General Public Utilities) in 1981. Matt's 17 year career at GPU included significant contributions to the company's strategic response to a variety of critical energy industry developments, including the Clean Air Act Amendments of 1990 and deregulation in Pennsylvania. Since joining Hill & Associates in 1998 and continuing on with Wood Mackenzie, Matt has provided a variety of clients with important insights into the inter-related workings of the wholesale generation, gas, and coal and emissions markets.

Matt is currently a Principle Analyst at Wood Mackenzie and the thought leader of Wood Mackenzie's Coal Market Service – North America covering coal and emissions demand and pricing. Matt duties include guiding research and operation of the Company's long and short term electricity and coal price modeling efforts based on the use of proprietary linear programming models.

Matt holds a B.S. degree in Mining Engineering from The University of Arizona.

# EASTERN FUEL BUYERS CONFERENCE

11:30 a.m.–12:15 p.m. **SPEAKER SESSION**

“U.S. Thermal Coal Supply & Demand Issues”



**James Stevenson, Ph. D.**

*Associate Director, North American Coal*

*IHS CERA Energy Insight*

James Stevenson, IHS CERA Associate Director, leads the IHS CERA North American coal market analysis. His expertise includes supply-demand

dynamics of the North American and international coal markets, coal price forecasting and trade analysis, coal export logistics and infrastructure, and coal asset analysis. Prior to joining IHS CERA, Dr. Stevenson spent five years in coal trading, most recently as Vice President, Coal Analysis at Mercuria Energy Trading, Inc. and before that as Coal Strategist at Louis Dreyfus Highbridge Energy (now Castleton Commodities). Prior to that he was at Eraring Energy in the Australian utility industry. Dr. Stevenson holds undergraduate degrees and master's degrees from the University of Sydney in Australia, and a PhD from Yale University.

12:15—1:00 p.m.

## **PANEL DISCUSSION**

**Theme:**

“Optimizing Fuel Diversity In A Global Market, Coal vs. Gas Generation Dynamics. How the Low Gas Price Environment Has Changed Supply Dynamics”

**Moderator:**

**Jim Thompson**

*Director Coal US*

*IHS*

**Panelists:**

**Jim T. Myers**

*Director – Fuel Management Services*

*JEA*

**Brett Phipps**

*Director - Fuel Procurement*

*Fuels & Systems Optimization Department*

*Duke Energy Corporation*

**Ben Jones**

*Manager - Coal Acquisition*

*Tennessee Valley Authority (TVA)*

# 2013 EFBC AGENDA

## **Tony Reed**

*Manager, Coal Procurement and Transportation—  
Southern Company*

Follow up Question and Answer Period

1:00–2:15 p.m.

## LUNCHEON BUFFET

Grand Harbor Ballroom V – VIII

Sponsored by:

J.P. Morgan

CSX Transportation

1:00–2:15 p.m.

## EXHIBITS OPEN

2:15–3:30 p.m.

## BREAKOUT WORKSHOP

“COAL 101 With Focus On Impacts Of Illinois  
Basin Coal”



## **Rod Hatt**

*Coal Combustion Inc.*

Rod Hatt, President & Chief Technical Officer at Coal Combustion, Inc. (founded 2003) works to help people understand coal quality and the operation and performance of coal-fired steam plants. Mr. Hatt

works regularly with fuel purchasing, plant operation and engineering departments at utilities and with coal sales and mining companies. The “Coal Quality & Combustion Class” has been attended by hundreds of attendees representing dozens of companies. CCI specializes in coal quality and combustion consulting, and has expertise in slag and ash deposits. Mr. Hatt also provides advanced analytical services including electron microscopy of deposits.

BS Chemistry from Michigan Tech 1980

Combustion Engineer – NIPSCO – 1980-86

Director Technical Services – Island Creek Coal Sales Co  
1986-93

Director of Marketing, Manager Fuel Utilization – CT&E  
(SGS) Coal Lab Co. 1993-2002

## **Member of:**

American Chemical Society (ACS)

American Society of Mechanical Engineering (ASME)

Society for Mining Metallurgy and Exploration (SME)

North Carolina Coal Institute (NCCI)

Lexington Coal Exchange

Rocky Mountain Coal Institute

## QUESTIONS AND ANSWERS



# EASTERN FUEL BUYERS CONFERENCE

2:15–4:00 p.m.

VISIT THE EXHIBIT ROOM AND NETWORKING

3:30–3:45 p.m.

UTILITY ROUND TABLE

(For Utility Companies Only)

7:00–10:30 p.m.

DINNER

Shipwreck Beach

(Disney's Yacht & Beach Resort)

Be sure you have your dinner ticket!

\*Event is held outdoors. Please dress for warm weather. (Casual attire)

If it rains: Grand Harbor Ballroom V - VIII

Partnering Sponsors:

Alliance Resource Partners, L.P.

United Bulk Terminals

Beverages

Sponsored by:

TECO Coal Corporation

GENERAL SESSION — ASBURY HALL

Friday, May 10

7:30–9:00 a.m.

REGISTRATION AND INFORMATION

Asbury Rotunda

7:30–9:00 a.m.

BREAKFAST BUFFET

Grand Harbor Ballroom V - VIII

Sponsored by:

CONSOL Energy Sales Co. Inc.

Arch Coal Sales

Canal Barge Company, Inc.

7:30–9:00 a.m.

EXHIBITS OPEN

9:00–9:15 a.m.

OPENING COMMENTS & ANNOUNCEMENTS

**Jim Thompson**

Director – Coal US

IHS

9:15–10:00 a.m.

SPEAKER SESSION

"The Role of the Railroads In The Changing Coal Supply Environment"

**Jamie N. Heller**

President

Hellerworx, Inc.



Jamie Heller is President of Hellerworx, Inc. which he founded in 2001. For most of the last 35 years Jamie has been a consultant in

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energy, environmental and transportation matters. He founded Fieldston Company, Fieldston Publications, and co-founded Fieldston Transportation Services. In 1998, he sold all of the businesses, worked for three years as a Senior Partner with PA Consulting, and then moved back home where he consults with assistance from his former colleagues. He is an investor in White Oak Resources, a new Illinois Basin coal mine developer. He has an MBA from Harvard Business School and an electrical engineering degree from Northwestern University.

## CONFERENCE GIVEAWAY

\*\*YOU MUST BE PRESENT TO WIN\*\*

10:00–10:45 a.m.

## SPEAKER SESSION

“U.S. Generation Outlook In A No Coal Environment”



### **Caryl M. Pfeiffer**

*Director, Corporate Fuels & By-Products  
LG&E and KU Energy LLC*

Caryl joined Kentucky Utilities in August 1980 and is currently the Director of Corporate Fuels and By-Products for LG&E and KU

Energy LLC. Her responsibilities include developing and implementing strategies for the use of solid fuels within the integrated energy business. These strategies incorporate procurement, trading and risk management, transportation and the effect on handling and utilization at generating facilities in order to provide the maximum commercial value for fuel and reagent purchase, usage, and by-product disposition. Caryl also coordinates all fuel regulatory and compliance activities within the Company to ensure recovery of almost \$1B in fuel-related costs and interfaces on coal issues with stakeholders outside the Company.

Prior to her position in Fuels, Caryl served in several capacities, with the latest being the Director of Environmental Affairs (May 1998 - January 2003). She supervised and administered environmental protection and environmental compliance assurance programs for the Company, including the reviewing of environmental protection laws and regulations, analyzed their impact on the Company, informed the Company of requirements and obtained necessary regulatory approvals from environmental agencies.

# EASTERN FUEL BUYERS CONFERENCE

Before coming to Kentucky Utilities, Caryl worked for Columbus & Southern Ohio Electric Company as an Environmental Specialist from 1977 to 1980, and was with the University of Illinois from 1976 to 1977 as a Research Assistant.

Caryl graduated from Wittenberg University in 1976 with a Bachelor of Arts degree, cum laude, Biology/Business Administration. She also attended the University of Illinois where she earned the Graduate Fellowship Award in the Department of Landscape Architecture's graduate program in Computer-Aided Land Resources Planning, and The Ohio State University – Graduate work in the School of Natural Resources with an emphasis on resource economics and energy development.

Caryl has a wide array of industry and committee affiliations which include:

- American Coal Council Board of Directors
- American Coalition for Clean Coal Electricity
- Coal Utilization Research Council
- Edison Electric Institute
- Electric Power Research Institute
- Kentucky Coal Association
- Waterways Council Board of Directors

Other:

- Girl Scout KY Wilderness Road Council Chair of Board of Directors
- Leadership Kentucky
- Stonewall Community Association Board of Directors
- United Way of the Blue Grass Community Investment Cabinet

**GRAND GIVEAWAY: iPad**

**\*\*YOU MUST BE PRESENT TO WIN\*\***

11:00–11:30 a.m.

**REFRESHMENT BREAK**

Asbury Lobby

Sponsored by:

EDF Trading North America, LLC

11:30 a.m.

**ADJOURN**

## PANEL PARTICIPANTS



### **Jim Myers**

Jim Myers serves as the Director of Fuel Management Services at JEA, a municipal electric, water and sewer utility located in Jacksonville, Florida. His primary responsibility is the procurement and management of JEA's fuel resources to provide economical and reliable operation of JEA's generation facilities. He has over 30 years experience with JEA and was previously responsible for demand and energy forecasting and long term energy resource planning. Mr. Myers has a B. S. in

Industrial and Systems Engineering from the Georgia Institute of Technology and is registered as a Professional Engineer in the state of Florida.



### **Brett Phipps**

Brett Phipps holds the position of Director, Fuel Procurement in the Fuels & Systems Optimization Department of Duke Energy. As Director, Fuel Procurement, he participates in all aspects of the overall strategic direction and commercial management of the purchase, delivery and storage of fossil fuels that the Duke Energy regulated utilities use for the generation of electricity.

This includes the oversight of the Company's fuel procurement activity for coal, natural gas, fuel oil and reagents, including the negotiation and administration of long-term and spot purchase contracts, optimization of emission allowances, commercial strategy for coal combustion products and by-products, and the overall fuel inventories for the regulated fossil generation fleet.

Previously, Brett held several leadership roles in various fuel procurement functions within the Fuels & Power Optimization Department of Progress Energy since 2005. In these roles he was responsible for the coal procurement, transportation and by-products and reagents for Progress Energy's generation fleet in the Carolinas and Florida.

Prior to this role, Brett held the position of Director - Sales for Progress Fuels Corporation from 2003 – 2005 where he was involved with the marketing activities of the unregulated coal, terminal and synfuel operations of Progress Energy. He joined Progress Energy in 1999 and held roles with its subsidiary Kanawha River Terminals as Regional Dock Manager and Manager, Coal Procurement & Quality.

Prior to joining Progress Energy, Brett held several positions with Wind River Resources where he had responsibilities for reserve analysis, laboratory services, preparation and transportation associated with the company's surface mining operations.

Brett earned his Bachelor's degree in Chemistry from Marshall University. He has attended several management courses at University of North Carolina at Chapel Hill.

Brett is on the Board of Directors of the American Coal Council and a member of the North Carolina Coal Institute.

# PANEL PARTICIPANTS



## ***Ben Jones***

Ben serves as the Manager of Coal Acquisition at the Tennessee Valley Authority's (TVA), a corporation owned by the U.S. government, which provides electricity for 9 million people in parts of seven southeastern states. He has been with TVA for 7 years and has worked in various roles in the Fuel Management organization. He has responsibilities for the origination of Coal Supply, Coal Transportation, Terminals and Fuel Oil Supply for TVA. Ben holds a bachelor's degree in

industrial management and a master's degree in Business Administration from the University of Tennessee in Chattanooga.  
Company.

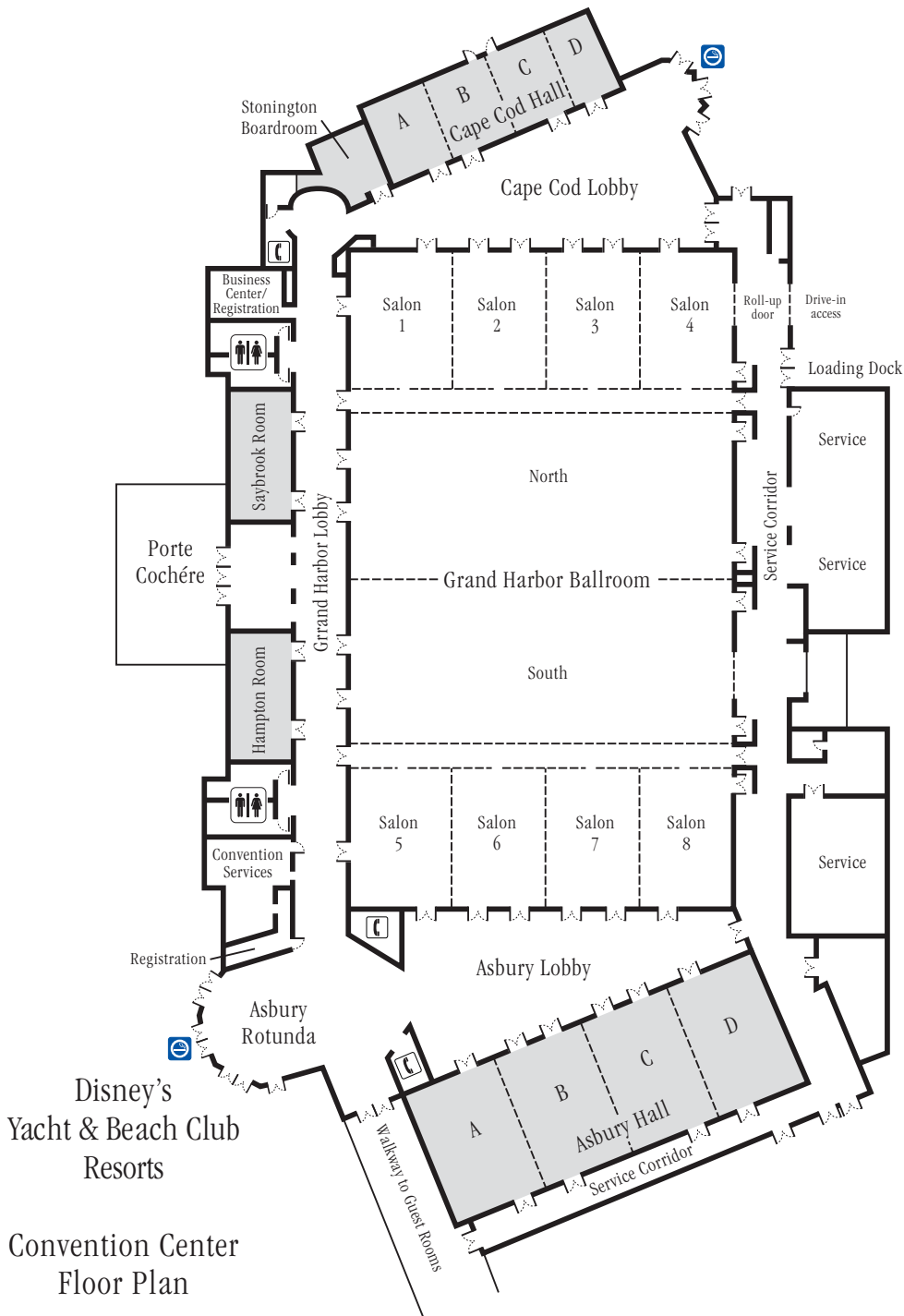
Dan holds an MBA from Houston Baptist University and a Bachelor of Science in Mining Engineering from the University of Missouri-Rolla. He is on the Board of Directors of the Coal Trading Association. Dan is a former Board Director with the American Coal Council, is a member of the Society of Mining Engineers and active with various regional coal associations.

## ***Tony Reed***

Tony Reed has spent his career at Southern Company. He has progressed through various levels of responsibility across Southern Company including experiences in Wholesale and Retail Marketing, Generation Planning and Development, Fleet Operations and Trading, Regulatory Affairs, and Fuels. He was named to his current position of Manager, Coal Procurement and Transportation, in April 2012.

Tony holds a Bachelor of Science Degree in Electrical Engineering from Auburn University and a MBA with a concentration in Finance and Risk Management from Georgia State University.

Tony and his family are members of the First United Methodist Church in Alabaster. Tony resides in Birmingham with his wife, Elise, and their daughter Morgan.



#### CONFERENCE BOARD

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#### REGISTRATION QUESTIONS/ CONFERENCE COORDINATORS

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Conference Website: [www.eastfuelconf.com](http://www.eastfuelconf.com)

Thank you for your attendance. We offer special thanks to all of our 2013 Sponsors for your contributions!

Please have a safe trip home. We look forward to seeing you at the  
2014 Eastern Fuel Buyers Conference in  
Orlando, FL on May 7-9, 2014!