



Retail Supplier Market Policy Session

Wednesday, January 22, 2020

1:00 PM – 4:00 PM

Bilandic Building

Illinois Commerce Commission

Main Hearing Room, 8th Floor

Chicago, IL 60601

1:00 – 1:10 PM Opening Remarks (10 min)

1:10 – 1:55 PM Panel: Part 412 Lessons Learned (45 min)

This panel is focused on the Illinois Administrative Code Part 412 amendments that impact retail electric suppliers. In October 2017, the ICC adopted amendments to Code Part 412 of its Rules to revise the regulated marketing practices of retail electric suppliers to ensure a more transparent retail market and incorporate best practices in sales and marketing tactics in order to protect consumers. All ARES companies were required to be in compliance with the amendments by May 1, 2018.

Moderator: **Gabrielle Long**, Legal and Policy Advisor to Commissioner Kimbrel - Illinois Commerce Commission

Panelists:

- **Michael Nugent**, Regulatory Senior Counsel - IGS Energy
- **Teresa Ringenbach**, Senior Management of Government & Regulatory Affairs - Direct Energy

Q & A from Commissioners & Moderator to Panelists

1:55 – 2:05 PM Break for panelists to change as needed (10 min)

2:05 – 3:00 PM Panel: Consumer Education (55 min)

This panel will feature two suppliers and one consumer advocate discussing their efforts to educate Illinois consumers about the competitive marketplace and their options. Panelists will discuss the tools and messages they have found to be the most effective and intend to continue to invest in.

Moderator: **Alejandro Aixala**, Legal and Policy Advisor to Commissioner Bocanegra - Illinois Commerce Commission

Panelists:

- **Mike Starck**, General Manager & Vice President - NRG Retail East
- **John Duessel**, Vice President and Chief Customer Officer - Vistra Energy
- **Sarah Moskowitz**, Deputy Director - Citizens Utility Board

Q & A from Commissioners & Moderator to Panelists

3:00 – 3:10 PM Break for panelists to change as needed (10 min)

3:10 – 3:55 PM Question & Answer Panel: Marketing Practices (45 min)

The format of this panel will be entirely Question and Answer between the moderator and Commissioners and panelists, which includes two suppliers and one consumer advocate. Panelists will be asked questions regarding various types of marketing practices that suppliers utilize, and the advantages and disadvantages associated with each. They will also discuss best practices and how they position their products such as value-added.

Moderator: **Gerardo Delgado**, Legal and Policy Advisor to Commissioner Oliva - Illinois Commerce Commission

Panelists:

- **Teresa Ringenbach**, Senior Management of Government & Regulatory Affairs - Direct Energy
- **Jennifer Spinosi**, Vice President of Regulatory and Compliance - CleanChoice Energy
- **Christopher Kim**, Public Utilities Bureau Deputy Chief - Office of the Illinois Attorney General

3:55 – 4:00 PM Closing Remarks