

John G. Athas

Managing Consultant / Treasurer

Mr. Athas joined La Capra Associates in 2006, bringing nearly 30 years of diverse electric industry experience. He has substantial, hands-on skills having worked for an electric utility, a competitive retail electric services provider, a power technology manufacturer, and an energy industry consulting firm. Through extensive practical application, he has assumed leadership roles in resource planning, analysis of competitive wholesale and retail markets, financial and risk analysis, strategic planning, and contracts and transactions. With expertise in utility regulation, energy marketing and product development, energy policy, asset valuation, mergers and acquisitions, and corporate strategy, Mr. Athas has provided clients valuable insight from his unique blend of experience in strategy consulting, technical evaluations and energy market participation.

PROFESSIONAL EXPERIENCE

Rates and Regulation

- Provided expert review and critique for Public Service Organization of Oklahoma's request for proposal for baseload generation in support of the Office of the Attorney General.
- Drafted changes to proposed demand-side rules in Oklahoma for the Oklahoma Industrial Energy Consumers.
- Managed rates and cost-of-service functions for Northeast Utilities (NU).
- Introduced NU's special contracting flexible rate tariffs in Connecticut and Massachusetts.
- Negotiated special contracts with NU's large customers in Massachusetts, Connecticut and New Hampshire.

Utility Planning

- Managed strategic planning analyses for NU including the areas of competition, integrated resource planning (IRP), and utility strategic and organizational goal development.
- Led the team responsible for analysis and presentation materials for executive planning conferences, including utility diversification into energy services and merchant generation.
- Supervised generation planning for a large utility, provided economic and financial analysis of power plant construction and capital additions and determined avoided costs.
- Developed a New England market entry business plan for Direct Energy's retail business.
- Advised the management team at Cape Light Compact on the merits of forming an Electric Cooperative.

Market Analysis

- Conducted scenario planning studies for all North America regional power markets (U.S. and Canada). Provided capacity requirements, resource adequacy assessment, and energy price outlooks.
- Charged with the role of principal for power research and consulting for the Eastern Energy Service, providing insight into the interactions of electric and gas markets within the Eastern Interconnect.
- Led marketing, structuring and product development for Select Energy's retail energy commodity and energy services business.

- Directed market research regarding customer choice and customer satisfaction.
- Supervised market modeling activities for North America (U.S. and Canada) for Cambridge Energy Research Associates (CERA).
- Analyzed power prices and their impacts on clients in the evolving market structures for ISO New England (ISO-NE), New York Independent System Operator (NYISO) and the PJM Interconnection (PJM).
- Developed and negotiated aggregation sales agreements for Select Energy.

Integrated Resource Planning

- Managing consultant leading IRP planning and related regulatory filings for various New England electric utilities and cooperatives, including Green Mountain Power, Washington Electric Cooperative (VT), Vermont Electric Cooperative, and Vermont Marble Power.
- Provided a critique of Public Service of Oklahoma's IRP and Oklahoma Gas & Electric Company's IRP, in response to their joint application to build a base load coal fired generating capacity, on behalf of the Oklahoma Attorney General's Office.
- Managed NU's resource planning function from the inception of Integrated Demand/Supply Planning (now IRP) through 1991.
- Collaborated to review and critique the Connecticut utilities' IRP on behalf of the Connecticut Energy Advisory Board (CEAB).

Expert Witness

- Presented expert testimony on behalf of the Oklahoma Attorney General before the Oklahoma Corporation Commission regarding IRP and baseload coal RFPs. (*Causes Nos. PUD 200500516, 200600030, 200700012, 2006 through 2007.*)
- Presented expert testimony before the Connecticut Department of Public Utility Control (DPUC) for Select Energy in Connecticut regarding its retail licensing application in 2000.
- Testified on customer impacts, pricing levels and utility planning during various electric industry restructuring proceedings in Connecticut and Massachusetts.
- Presented expert testimony on numerous occasions before the Connecticut DPUC regarding special contract approvals.

EMPLOYMENT HISTORY

La Capra Associates, Inc.
Managing Consultant

Boston, MA
2006 - Present

Direct Energy North America
Independent Consultant

Stamford, CT
2005

Assignment – New England Market Entry Business Plan, Channel Management Plan Development

Northeastern US Markets

Developing a business plan outlining the potential market entry for the client into the New England power market.

Cambridge Energy Research Associates
Associate Director, North American Electric Power
Eastern North American Energy Service Principal

Cambridge, MA
2001 – February 2005

Developed independent primary research on various aspects of power markets around the Eastern U.S. and Canada, primarily responsible for the Northeast and Midwest markets, including price outlooks for energy and “full requirements” electric power. Analyzed market structure, supply/demand balances, price caps, market clearing prices, capacity markets, and generation technologies.

Northeast Utilities

Berlin, CT

Director, Retail Business Strategy - Select Energy

1997 – 2000

Managing Director, Marketing - Select Energy

Directed market strategy, market research, product development, product management, strategic alliance development, retail electric energy supply management and pricing strategy for Northeast Utilities’ unregulated retail energy service company, Select Energy, formed in 1997. Managed the activities of 31 professionals, including six managers.

Director, Market Pricing & Policy

1995 – 1997

Managed the work of three managers and 24 professionals in all areas of pricing for Northeast Utilities and its operating companies: CL&P, WMECo, PSNH and HWPCo, with revenues totaling over \$3 billion.

Manager, Market Analysis

1990 – 1995

Led market planning and market research functions in developing strategies to prepare NU for the competitive business environment, including sales force program training and development.

Manager, Strategic Analysis & Long Term Resource Planning

1987 – 1990

Held various positions within the Capacity Planning Department

1981 – 1987

United Technologies Corporation

Hartford, CT

Analytical Engineer – International Fuel Cells/Pratt & Whitney Aircraft

1977 – 1981

EDUCATION

University of Connecticut

Storrs, CT

Masters of Business Administration

1987

Rensselaer Polytechnic Institute -- HGC

Troy, NY

M.S., Mechanical Engineering

1982

Cooper Union

New York, NY

B.E., Mechanical Engineering

1977

Elected to Pi Tau Sigma - Mechanical Engineering Honorary Fraternity

PROFESSIONAL ACHIEVEMENTS

- Recipient, **1998 Northeast Utilities Chairman’s Award** for innovation in developing offerings and negotiating with large aggregation groups
- Recipient, **1996 Northeast Utilities Chairman’s Award** and **1996 Retail Business Group’s President’s Award** for the role in leading efforts in the Retail Competition Pilot in New Hampshire
- Recipient, **Northeast Utilities 1994 Retail Business Group’s President’s Award** for developing and successfully implementing special utility contracting efforts
- Licensed **Professional Engineer** - State of Connecticut

- Appointed to the **Electric Power Research Institute (EPRI)** Industrial Business Unit Council
- Participation in the Energy Committee of the Manufacturer's Alliance of Connecticut, Inc.
- Participation in various **NEPOOL** Committees
- Member of the **Association of Energy Engineers**
- Author of the paper '**Fulfilling on the Promises of Deregulation**'
- Speaking experience includes:
 - Numerous electric power presentations at CERA's Roundtables, CERAWeek and multimedia conference events
 - U.S. Chamber Of Commerce Satellite Seminar Series on Deregulation
 - Massachusetts HEFA sponsored conference on *Organizing Energy Buying Groups*
 - INFOCAST Seminars on *Negotiating Power Contracts*
 - Interview on a nationally syndicated news show, *First Business*, on energy deregulation