

2010 U.P. Energy Summit



Wednesday, October 6, 2010
 Upfront & Company
 Marquette, MI

Hosted by: Upper Peninsula Power Company,
 American Transmission Company and Wisconsin Public Service

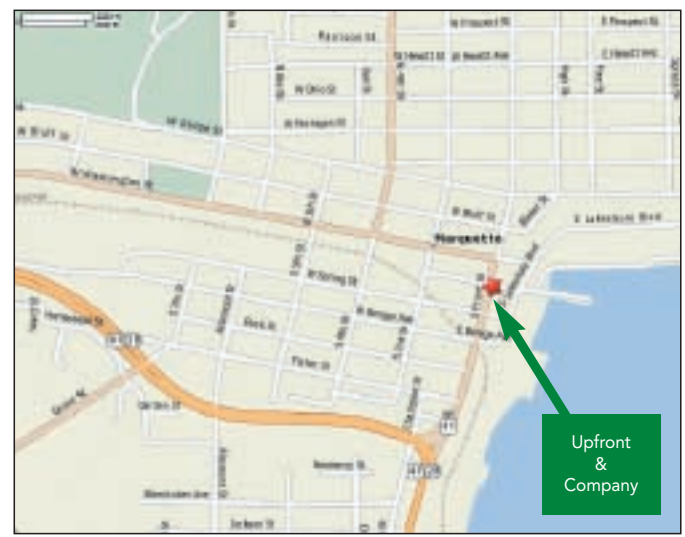


Directions to the 2010 U.P. Energy Summit

The conference will be held at:
 Upfront & Company
 102 E. Main Street
 Marquette, MI

Lodging Info:
 Holiday Inn of Marquette
 1951 U.S. 41 West
 Marquette, MI 49855
 906-225-1351 phone

- Rate is \$92.00 per night (*the rooms are reserved on a first come-first served basis*)
- Reservations must be made before September 20
- Mention you are with the Energy Summit conference



Directions from the Holiday Inn Marquette Hotel to Upfront & Company, 102 E. Main Street:
 Turn right heading southeast on MI-28/US-41 W toward US-41/W Washington St. for 1.8 miles.
 Turn left at S. Front St/US-41. Follow Front Street for .3 miles. Take a right on E. Main Street, follow for one block and park in the Lake front parking lot. Upfront & Company is located at the intersection of Front Street & E. Main Street.



Upper Peninsula Power Company
 C/O Wholesale Services - G4
 P.O. Box 19001
 Green Bay, WI 54307-9001

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POSTAGE WILL BE PAID BY ADDRESSEE
 ATTN: WHOLESAL SERVICE - G4
 WISCONSIN PUBLIC SERVICE
 PO BOX 19001
 GREEN BAY WI 54307-9912



Please Join Us...

American Transmission Company, Upper Peninsula Power Company and Wisconsin Public Service invite you to attend the 2010 U.P. Energy Summit to be held on Wednesday, October 6 in Marquette, Michigan. The companies, with support from the Michigan Chamber of Commerce, Michigan Electric Cooperative Association, Michigan Electric & Gas Association, Michigan Municipal Electric Association, and WPPI Energy are combining efforts this year to bring you a timely and informative conference.

Our carefully selected speakers have unique, in-depth knowledge about the dynamic changes occurring in the evolving electrical market. The insights they can provide about trends, issues, and developments impacting the future of the electric industry will give you the information you need to remain competitively positioned while determining the direction our industry might travel in the future.

We hope you will join us for this valuable conference. Please share this invitation with other individuals whom may have an interest in learning more about the latest developments and current issues confronting the electrical energy industry and the customers it serves.

We look forward to seeing you!

2010 U.P. Energy Summit
8:00 a.m. – 3:30 p.m.
Wednesday, October 6, 2010
Upfront & Company
102 E. Main Street
Marquette, MI

Note: Attendees will need to obtain a parking pass at registration to park in the adjacent public lot.
 Dress code - business casual

Agenda

8:00 – 8:45 a.m.
Registration and Displays

8:45 – 8:50 a.m.
Welcome
Al Herrman
 Manager – Wholesale Services
 Wisconsin Public Service and Upper Peninsula Power Company

8:50 – 9:15 a.m.
MPSC Insights & Initiatives
Orjiakor Isiogu
 Chair
 Michigan Public Service Commission

9:15 – 9:25 a.m.
Chevy Volt Project
Kristin Zimmerman
 General Motors

9:25 – 10:10 a.m.
Federal Scene
Ross Eisenberg
 Counsel
 US Chamber of Commerce

10:10 – 10:30 a.m.
BREAK

10:30 – 11:00 a.m.
Transmission Realities
Mike Hofbauer
 Vice President & CFO
 American Transmission Co.

11:00 – Noon
Policy Developments
Moderator:
Dave Forsberg
 Manager – Community Government Relations
 UPPCO

Panelists:
Tom Finco
 Director – External Relations & Policy
 American Transmission Co.

Mike Peters
 Executive Director
 Michigan Electric Cooperative Association

Jim Weeks
 Executive Director
 Michigan Municipal Electric Association

Doug Roberts
 Director – Environmental & Energy Policy
 Michigan Chamber of Commerce

12:00 – 1:00 p.m.
LUNCH

1:00 – 1:30 p.m.
Transmission Upgrades and Future Plans
Brett French
 Senior Regional Manager – External Relations, Michigan
 American Transmission Co.

1:30 – 1:50 p.m.
BREAK

1:50 – 3:00 p.m.
The Future of Michigan's Energy Supply
Moderator:
Charlie Severance
 General Manager – Wholesale Electric & Renewable Energy
 Wisconsin Public Service & UPPCO

Panelists:
Steve Transeth
 Transeth & Associates

Jim Ault
 President
 Michigan Electric & Gas Association

Tom Paque
 Vice President – Marketing
 WPPI Energy

Paul Johns
 CLEARResults

3:00 – 3:15 p.m.
Closing and Drawing of Packer Tickets
Keith Moyle
 Vice President & General Manager
 UPPCO

Register Today!

To register for the 2010 U.P. Energy Summit, simply email Sandi Dax at sldax@wisconsinpublicservice.com, complete the postage-paid reply card and drop it in the mail, or FAX your response to 1-920-433-2279. If you have questions, please call toll-free 1-888-333-8302.

If you have special dietary requirements (such as food allergies, vegetarian, etc.), please make a note of it on your registration card.

Overnight accommodations for the night of October 5 are available at the Holiday Inn of Marquette at a discounted conference rate of \$92.00 + tax. Please call the hotel directly at 906-225-1351 by September 20 for reservations. Remember to mention you're attending the Energy Summit conference.

Registration for the
2010 U.P. Energy Summit
 Drop this card in the mail, or fax it to 1-920-433-2279.
 Please register by September 27, 2010.
 Yes-I/we will attend the 2010 U.P. Energy Summit.

(Please print.)
 Name and Title

Organization

Phone

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 Marquette, MI