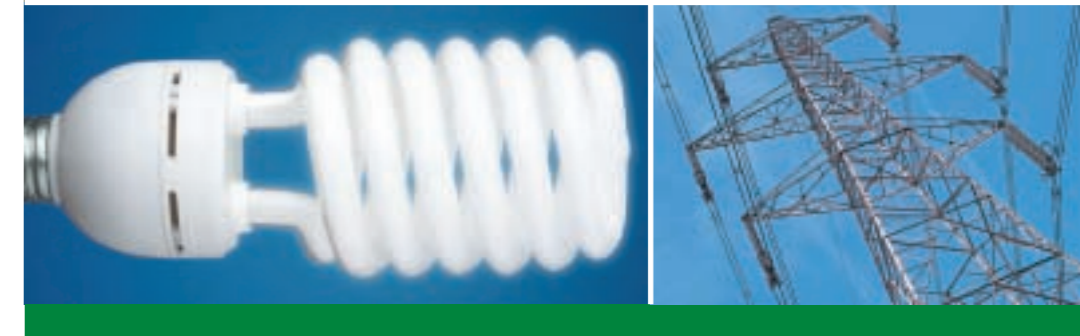
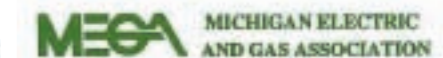


The Winds of Change are Blowing 2009 U.P. Energy Summit



Thursday, September 17, 2009
Upfront & Company
Marquette, MI

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



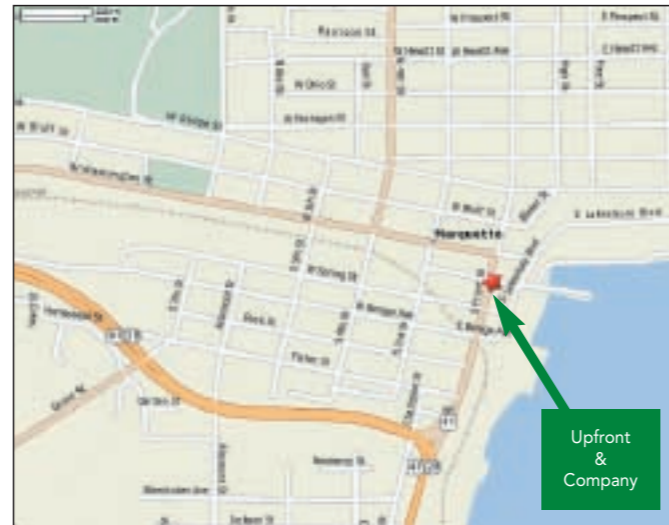
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Directions to the 2009 U.P. Energy Summit

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 \$89.00 per night (*the rooms are reserved on a first come-first served basis*)
- Reservations must be made before September 2
- 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 - D2
P.O. Box 19001
Green Bay, WI 54307-9001

Upper Peninsula Power Company

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P.O. Box 19001
Green Bay, WI 54307-9001

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Please Join Us...

American Transmission Company, Upper Peninsula Power Company and Wisconsin Public Service invite you to attend the 2009 U.P. Energy Summit to be held on Thursday, September 17 in Marquette, Michigan. The companies, with support from the Michigan Electric Cooperative Association, Michigan Electric & Gas Association, Michigan Municipal Electric Association, We Energies, 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!

2009 U.P. Energy Summit The Winds of Change are Blowing

8:00 a.m. – 3:30 p.m.
Thursday, September 17, 2009
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

8:45 – 8:50 a.m.
Welcome
Al Herrman
Manager – Wholesale Services
Wisconsin Public Service

8:50 – 9:45 a.m.
Federal Policy Impacts
Ross Eisenberg
Counsel
US Chamber of Commerce

9:45 – 10:30 a.m.
MPSC Insight
Monica Martinez
Commissioner
Michigan Public Service Commission

10:30 – 10:45 a.m.
BREAK

10:45 – 11:15 a.m.
Transmission Realities
John Procaro
President & CEO
American Transmission Co.

11:15 – 11:30 p.m.
Transmission Policy Perspectives
Tom Finco
Dir. External Relations & Policy
American Transmission Co.

11:30 – 12:00 p.m.
Transmission Developments
Brett French
Senior Regional Manager
American Transmission Co.

12:00 – 1:00 p.m.
LUNCH

1:00 – 2:00 p.m.
Industry Perspectives

Moderator:
Dave Forsberg
Manager Community & Governmental
Relations
U.P. Power Company

Panelists:
Michael Peters
Executive Director
Michigan Electric Coop Assn
Jim Weeks
Executive Director
Michigan Municipal Electric Association

George Carr
Legislative Counsel
We Energies

Jim Ault
President
Michigan Electric & Gas Association

2:00 – 2:15 p.m.
BREAK

2:15 – 3:15 p.m.
What Does This All Mean?

Charlie Severance
General Manager – Wholesale Electric &
Renewable Energy
Wisconsin Public Service & UPPCO

Kelvin Smyth
Manager – Government and
Community Affairs
NewPage Corporation

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

John Marshall
LSCP & Operation Action U.P.

3:15 – 3:30 p.m.
Closing and Drawing of Packer Tickets
Keith Moyle
Vice President & General Manager
UPPCO



Register Today!

To register for the 2009 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 September 16 are available at the Holiday Inn of Marquette at a discounted conference rate of \$89.00 + tax. Please call the hotel directly at 906-225-1351 by September 2 for reservations. Remember to mention you're attending the Energy Summit conference.

Registration for the 2009 U.P. Energy Summit The Winds of Change are Blowing

Drop this card in the mail, or fax it to 1-920-433-2279.
Please register by September 9, 2009.

Yes-I/we will attend the 2009 U.P. Energy Summit.

(Please print.)
Name and Title

Organization

Phone

8:00 a.m. – 3:30 p.m.
Thursday, September 17, 2009
Upfront & Company
Marquette, MI