

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Monday, October 19, 2009

Contact: Robert Viking

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WHO: David Sparby, CFO - Xcel Energy, Inc.
Michael Sarafolean, Regional Energy Manager - Gerdau Ameristeel
Thomas J. Halverson, Jr., Managing Director – Piper Jaffray & Co.
Bill Glahn, Office of Energy Security – State of Minnesota
Professor Jonathan Foley, Director of the Institute on the Environment –
University of Minnesota
Bill Blazar, Senior Vice President of the Minnesota Chamber of Commerce as
moderator

WHAT: *Renewable energy; How Much, How Fast, and at What Cost* is a breakfast forum focused on the issues of renewable energy in Minnesota from the perspective of an energy provider, corporate consumer, academic, public policy decision maker, and investor.



WHERE: Radisson Roseville
2540 Cleveland Avenue North
Roseville, MN

WHEN: Tuesday, October 27, 2009
8:00 a.m. to 9:30 a.m.

HOW: The panelists will address such questions as:
What were the economic and political factors that helped to shape Xcel Energy's renewable energy policies?
What is the impact of various renewable energy alternatives on our environment?
How do we quantify this impact as to whether there is a net improvement or a shifting impact?
How do we get there in terms of generation, transmission, backup, and system reliability?
What is the overall economic impact of renewable energy?
What are the costs in terms of rates, system reliability, jobs lost or created?
What will be the customer/ratepayer impact?
How is public policy developed for the state(s) and operating utilities?

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WHY:

Renewable Energy Sources are all around us. And there are more and more investors developing renewable energy plants and facilities. But as Minnesota debates carbon dioxide emissions and renewable sources, we might ask—especially now in the recession: how much, how fast, and what are we willing to pay?

Renewable Energy; How Much, How Fast, and at What Cost is the second of a planned series of breakfast forums organized by Great River Greening to demonstrate that economic interests and environmental benefits can go hand in hand.

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