The Maturing Retail Market

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Panel Participants – by Segment

- **Retail Electric Supplier:** Marc Hanks, Direct Energy/RESA
- **Energy Consultant:** Holly Benz, CLEAResult
- **End User/Business:** Chris Hendrix, Wal-Mart
- **End User/University:** Anthony Kosior, Yale

- **Moderator:** Robert Munnelly, Esq., Davis Malm
- **Panel Co-Chair:** Alex Isaac, Starion Energy
Maturing Retail Market - Key Milestones

- 25 years since NECA cross-industry meetings
- 20 years since start of Restructuring
- 10 years since start of active retail competition
- 5-7 years since RPS became truly sizable for load serving entities, driving renewables growth
- 3–4 years since start of more granular retail supplier regulations and enforcement
What Now? Opportunities & Challenges

- Retail suppliers – seeking to offer new services but facing regulatory pushback
- Consultants – offering more tailored approaches to compete in a crowded field
- End users – adopting innovative commodity purchasing, RECs purchasing, renewables investment and microgrid investment strategies to meet energy needs but at a cost of complexity