
The Maturing Retail Market

24th Annual New England Energy
Conference and Exposition

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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 Munnely, Esq., Davis Malm
 - *Panel Co-Chair*: Alex Isaac, Starion Energy
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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
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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
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