

## MEDIA INSTITUTE ON ENERGY

Westin Houston Memorial City  
945 Gessner Road  
Houston, TX

February 21-22, 2013

### THURSDAY – February 21, 2013

7:00 a.m. –           **REGISTRATION**  
5:00 p.m.

7:00 a.m.           **BREAKFAST**

7:30 a.m. –           **WELCOME & ENERGY OVERVIEW**  
8:00 a.m.           Why we are here and why this is important to your readers/viewers.  
**Greetings from Mayor Annise Parker**  
**Greetings from Congressman Al Green**

8:00 a.m. – 9:15 a.m.           **WORKSHOP I**

**Shale Play** – There is vast new energy being developed in the U.S. and it is coming from America's heartland. Energy exploration and production is familiar to residents of the Midwest, but increasingly this production is coming to states in the north and northeast. What is shale gas and how will it impact communities?

Moderator: **Talia Buford** – Energy Reporter, *Politico Pro*, Washington, D.C.

Panelists: **Don Van Nieuwenhuise** – Director, University of Houston Professional Geoscience Programs, Houston, TX

**Laura Legere** – Staff Writer, *Scranton Times-Tribune*, Scranton, PA

**Stephanie Wissman** – Executive Director, Associated Petroleum Industries of Pennsylvania, Harrisburg, PA

**Erich Schwartzel** – Energy Reporter, *Pittsburgh Post-Gazette*, Pittsburgh, PA

**Jerry Eumont, CFA** – Managing Director – Consulting, Energy & Natural Resources, IHS, Houston, TX

9:30 a.m. – 10:45 a.m.           **WORKSHOP II**

**Offshore Production** – Economies around the world need energy – and plenty of it – to grow. Increasingly, that energy lies beneath the oceans of the world. Here in the U.S. the Gulf of Mexico is a growing basin for oil, accounting for nearly a third of U.S. daily energy supplies. Learn why offshore production is valuable to energy supply and the U.S.

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### THURSDAY – February 21, 2013 continued...

Moderator: **Simone Sebastian** – Assistant Editor, *FuelFix*, Houston Chronicle Media Group, Houston, TX

Panelists: **Matthew Franchek** – Director, Subsea Engineering Certificate Program, University of Houston, TX

**Charlie Williams** – Executive Director, Center for Offshore Safety, Houston, TX

**Marc Payne** – General Manager, New Ventures and Growth, Africa/Latin America ENP Operating Company, Chevron, Houston, TX

**Randy Wester** – Director of Global Subsea Engineering, FMC Technologies, Houston, TX

### 11:00 a.m. – 12:15 p.m.      **WORKSHOP III**

**Supply and Demand on Main Street: The ups and downs of pricing** – We've all seen it – a hurricane impacts the Gulf coast. So why does the price of gasoline rise on the East coast? And what are boutique fuels and why do they cause fluctuations in the price of gasoline? Learn how market forces impact the price at the pump.

Moderator: **Brian Balboa** – Senior Editor, Manager, *ICIS*, Houston, TX

Panelists: **Ray Dempsey** – Vice President Government Relations, BP, Washington, D.C.

**Dr. Zahid Iqbal** – Professor, School of Business, Texas Southern University, Houston, TX

**Rayola Dougher** – Senior Economic Advisor, American Petroleum Institute, Washington, D.C.

### 12:30 p.m. – 2:00 p.m.      **WORKING LUNCH**

**Economics of Energy** – Jobs, environment and the value proposition. In a stagnant economy, the energy sector has been a job creation machine. Why? Find out why the prospects for jobs and continued growth in the sector are bright. API will also unveil an exclusive study that tracks these trends in minority communities.

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**THURSDAY – February 21, 2013 continued...**

- Moderator: **Sylvester Monroe** – Acting Senior Editor, Marketplace/America Public Media, Los Angeles, CA
- Panelists: **Carlos Rodriguez, PhD** – Senior Researcher and Academic Advisor, Washington, D.C.  
**Frank Stewart** – President & CEO, F.M. Stewart & Associates, Pembroke Pines, FL  
**Heidi Vangenderen** – Director of Public Engagement, US Department of Energy, Washington, D.C.  
**Rayola Dougher** – Senior Economic Advisor, American Petroleum Institute, Washington, D.C.

2:15 p.m. – 3:30 p.m.      **WORKSHOP IV**

**Alternative Energy** – The current administration has made ‘clean energy’ the centerpiece its energy strategy. What are the next steps in developing wind, solar, biofuels and other renewable sources. Find out the challenges and opportunities to make this goal a reality from executives making crucial decisions in the field.

- Moderator: **Kristi Swartz** – Business Reporter, *The Atlanta Journal-Constitution*, Atlanta, GA
- Panelists: **John Pappas** – Associate Director, Texas A&M University Energy Institute, College Station, TX  
**Dick Williams** – President, Shell Wind Energy, Houston, TX  
**Joaquin Altenberg** – Managing Partner, VERT Investment Group, Houston, TX

3:45 p.m. – 4:45 p.m.      **WORKSHOP V**

**Working as a Journalist in Energy** – An overview of how break into the field of Energy journalism, what resources are available to current journalists, where the opportunities lie, and how to pitch print and media stories.

- Moderator: **Cindy George** – Health Reporter, *Houston Chronicle*, Houston, TX
- Panelists: **Talia Buford** – Energy Reporter, *Politico Pro*, Washington, D.C.  
**Simone Sebastian** – Assistant Editor, *FuelFix*, Houston Chronicle Media Group  
**Ruth Liao** – Editor of the Americas LNG, ICIS Heren

5:00 p.m.      **ADJOURNMENT**

6:30 p.m. –      **DINNER**

8:30 p.m.      **Keynote Speaker** – **Michael Skelly**, Founder and President of Clean Line Energy  
Mesquite Room; 3<sup>rd</sup> Floor

## MEDIA INSTITUTE ON ENERGY

**FRIDAY – February 22, 2013**

**BP Energy Facility Site Visit Schedule  
Houston, TX**

7:30 a.m. – 8:00 a.m.	<b>BREAKFAST</b>
8:00 a.m. – 9:00 a.m.	<b>HELIOS PLAZA</b> (supply trading)
9:00 a.m. – 10:00 a.m.	<b>HIVE VISIT</b> (production technology)
10:30 a.m. – 12:00 p.m.	<b>ROUNDTABLE</b> (by invitation only)