



## **10 Reasons To Be An ELCON Member**

### **1. The ability to influence national policy**

- ELCON is seen by FERC and Congress as the "voice" of industrial users on electricity issues (e.g. FERC has often asked ELCON and its members to present their views at technical conferences and other events on a wide range of issues)
- ELCON holds regular meetings with FERC Commissioners giving members the opportunity to interface directly with individual Commissioners
- Legislators regularly seek ELCON's views when considering energy legislation
- ELCON is recognized as a voice of industrial electricity consumers at DOE, FTC, DOJ and EPA

### **2. Opportunity to share/craft policy positions on electricity and other energy issues with other manufacturers**

- ELCON members come from multiple and diverse sectors of the manufacturing community
- The interaction of company representatives from various industries helps members understand the significance of issues and the variety of options available for solutions
- ELCON's status gives members the opportunity to develop common policy messages at the Federal and State levels while fostering energy management best practices

### **3. ELCON staff consultative capabilities**

- Staff, with expertise derived from experience in legislative, regulatory and academic backgrounds, can provide assistance in understanding present and future federal and state initiatives on electricity policy
- Staff is available to brief executives in your company on present and future electricity policy

### **4. Detailed analysis on electricity issues**

- ELCON staff produces White Papers and analyses of topical issues
- ELCON Counsel produces detailed monthly legal analyses of issues before FERC as well as State and Federal courts that are available only to ELCON members

### **5. Access to ELCON Legal resources to support group and individual needs**

- ELCON Counsel is available to respond to questions about pending legal issues
- Membership in ELCON presents the opportunity for each company to join in group legal efforts while advancing its own position and substantially reducing its legal costs
- The drafting of ELCON's interventions and comments at FERC and elsewhere provides the opportunity to learn about issues and join those that have special or unique impact

### **6. Opportunity to build or join specific issue coalitions to promote individual company positions**

- ELCON regularly marshals multiple allies on electricity issues and is often the principal leader in electricity coalitions
- ELCON allies on energy policy have included not only manufacturing groups such as the American Chemistry Council, the American Forest & Paper Association, and the American Iron & Steel Institute, but also the American Public Power Association, independent transmission companies, and a host of consumer groups
- Membership in ELCON provides each company representative with the knowledge to influence electricity policy development at the other industry associations as electricity is often not one of their highest priorities

#### **7. Educational value**

- Through published materials, committee work (e.g. Technical Committee) and regular Members-Only Workshops, ELCON members have unique opportunities to be ahead of the learning curve on events affecting electricity markets
- The three Members-Only Workshops provide direct access to industry experts and current thinking on issues that are currently of the highest interest to the membership
- ELCON members regularly tour industrial and utility facilities (e.g. in June 2007 ELCON's members were given a private tour of Anheuser-Busch's brewery in St. Louis in conjunction with their Spring Workshop)

#### **8. Peer interaction**

- ELCON provides the opportunity to interact with peers in industrial energy management at regularly scheduled meetings and teleconferences.
- ELCON membership and access to its membership directory expedites peer-to-peer interactions

#### **9. The ability to respond to utility initiatives in a coordinated and effective manner**

- Utilities have resources to act on a host of issues (e.g., decoupling, PURPA obligations, etc.) at the State, Federal, and regional (e.g., RTO) levels. ELCON membership provides a means for manufacturers to pool their limited resources to provide an effective counter and reduce the risk of the implementation of adverse policy

#### **10. The ability to help shape and understand complex procedures developed by third parties that could place substantial costs on your firm**

- ELCON staff are key participants in the North American Electric Reliability Corporation (NERC) which establishes reliability standards (or "rules of the road) for electricity. For example, NERC recently developed a "Compliance Registry" that lists the entities that are subject to mandatory reliability standards (and that are subject to large financial penalties for non-compliance). ELCON membership provided both early warning to its members of the Registry, provided invaluable advice on how to avoid unnecessary registration, and succeeded in ensuring that only entities that could have a "material impact" on the grid would in fact be required to register.

**For more information on ELCON contact the ELCON office at  
[www.elcon.org](http://www.elcon.org) or 202-682-1390**