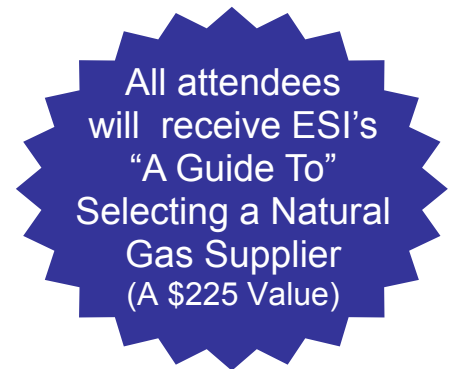


This is a sample brochure from a past multi-day seminar that was designed to teach businesses from start to finish how to make their natural gas buying decisions and how to select a natural gas supplier that is right for their company.

Managing Your Natural Gas Costs



An Information-Packed 1-1/2 Days

Sponsored by
Energy Solutions, Inc.

Why This Seminar is Important to You

Natural gas prices move 23-1/2 hours per day and price fluctuations, up and down, can easily be 5 percent to 10 percent. While natural gas supplies struggle to keep up with demand, speculative buying and selling has become a huge factor in how fast prices are able to move. Overall, price volatility is here to stay, so businesses need to have a plan to address it.

Now is the time to get prepared! Executing a well-planned natural gas purchasing strategy and implementing sound natural gas management initiatives are critical to your company's survival. Today's natural gas market can be characterized in two words — customer choice. Choice means that energy purchasers now have available an unprecedented range of opportunities to improve their company's bottom line through cost savings on their natural gas purchases. This seminar will help your business understand its various choices and provide you with the necessary knowledge and tools to implement the best available option.

At this information-packed seminar, you'll gain unique insights and critical information on how to manage your natural gas costs in order to make informed natural gas buying decisions. This forum will provide practical strategies that are understandable and easily implemented by you — the end user. Whether you buy your natural gas from your local utility or whether you buy your natural gas from an alternative natural gas supplier — this seminar is designed to accommodate a variety of knowledge levels. The 1-1/2 day structure insures that attendees will get answers to their questions.

A SEMINAR FOR BUSINESSES

Address Prices Head On

If you just aren't sure of your natural gas options, by attending, you will:

- ✓ Gain a thorough grasp of the deregulated natural gas industry and the options available.
- ✓ Acquire a better understanding of why natural gas prices fluctuate so much.
- ✓ Get an in-depth look at natural gas pricing forecasts.
- ✓ Learn about the rewards of purchasing your natural gas from an alternative natural gas supplier.

Staying Competitive

If you're looking for ways to remain ahead of your competition and winning strategies to protect your bottom line, by attending, you will:

- ✓ Learn how to develop a proactive buying strategy to insulate your company from price spikes and protect overall profitability.
- ✓ Locate free resources that can provide insight into natural gas prices and help you meet or beat your budget.

A Partnership

The complexity of the natural gas industry makes it critical for businesses to establish a solid working relationship with your marketer. By attending, you'll:

- ✓ Receive the necessary tools to move forward with the selection of an alternative natural gas supplier, including the components that are critical in your contract..
- ✓ Learn how to modify our sample Request for Proposal (RFP) to meet your individual needs.
- ✓ Gain insight into other opportunities to reduce costs as it relates to basis, balancing, and more.

ARE YOU PREPARED?

Understanding today's natural gas marketplace is more crucial than ever before. When it comes to seizing new opportunities for controlling and reducing your natural gas costs, this information-packed seminar, specifically designed for businesses, is your best means of preparing for the future. Let this practical, hands-on program be your first step to designing and putting into place an effective, strategic natural gas buying plan for your organization. Employ the new knowledge and tools you'll gain to either modify an existing or develop a new natural gas procurement program, which best suits your needs, and which is structured to keep pace with the continuing changes within the competitive marketplace.

ABOUT THE INSTRUCTOR

Valerie K. Wood is president of Energy Solutions, Inc., a consulting firm that specializes in helping commercial and industrial businesses establish and implement natural gas risk management plans. Valerie has more than 24 years of experience in the energy industry. Her experience includes gas supply and marketing positions at three regulated Midwest utilities and two non-regulated marketing companies. Valerie's diverse background allows her to communicate to businesses the importance of a successful balance of cost-effective prices and reliable service. In addition, her diverse background, combined with her experience in working directly with businesses to develop cost effective, reliable energy portfolios, makes her uniquely qualified to educate others.

Managing Your Natural Gas Costs

Dear Energy Purchaser:

The natural gas market continues to change and prices have become increasingly volatile. Natural gas prices are at least 2-3 times higher than one decade ago. Unfortunately, the trend of higher prices isn't expected to change.

Get Prepared Now — If You Wait, It Could Be Too Late!

Now is the time to develop and implement a smart natural gas buying plan that best meets your energy needs, improves your profitability, and protects your company against price spikes. The bottom line is, by attending this seminar you will save your company money by learning how to take advantage of natural gas pricing opportunities.

In Today's Competitive World, Knowledge Is Power — And Money!

Competition in the natural gas industry means that energy purchasers and managers have the ability to "shop around" for the best rates from a variety of energy providers. That's important — especially since natural gas prices have become increasingly volatile. But, understanding your choices and options can be complex and time-consuming.

Managing Your Natural Gas Costs Is Your Answer!

This seminar will provide you with hands-on information and strategies for determining your best natural gas options and choices. What questions should I ask when selecting an alternative natural gas supplier? How do I evaluate bids from various suppliers? What should be in my contract? How can I beat my budget? How do I know when is the best time to fix my natural gas price? How do I read my invoice to be sure it is correct? Why has basis increased? How do I set up a risk management plan for my company?

Bring Your Toughest Questions ... Leave With Real Solutions!

These types of choices and questions can be confusing and overwhelming — but making the right decision for your company is critical to your bottom line. Unfortunately, as the natural gas industry continues to evolve, these decisions won't get any easier. Devoting 1-1/2 days to attend this seminar will save you time and money in the long-run because we'll take the complexity out of making these important decisions.

Sincerely,

Valerie K. Wood

President

Our Guarantee

Satisfaction Guaranteed!! For over 11 years, Energy Solutions, Inc, has aimed high to ensure that every seminar we sponsor is of the highest quality and of excellent value for our attendees. If for any reason you are not completely satisfied with this program, Energy Solutions, Inc., will gladly discuss a credit.

Continuing Education Hours

Participants who successfully complete this program will receive up to 12.5 hours of continuing education under program number ANN-04-0278. These hours may be applied toward ISM C.P.M. recertification and/or A.P.P. recertification program requirements.

Our 11th Year Of Seminars To Help Businesses Like Yours

Day 1:

Registration/Continental Breakfast: 8:30 a.m. to 9:00 a.m. • Seminar Schedule: 9:00 a.m. to 4:00 p.m.

Managing Your Natural Gas Costs

Day 1 of this seminar will take an in-depth look at natural gas prices today and what to expect in the future. In particular, we'll address how to manage and stabilize your natural gas expenditures through the implementation of a risk management plan. A risk management plan involves the development of a proactive buying plan to protect profitability and insulate your company's bottom line from unexpected price spikes. By providing answers to the questions in the following agenda, Day 1 of this seminar will take an in-depth look at various pricing options available to businesses, and provide attendees with some sample strategies of how to develop, implement and monitor a risk management plan for their company.

Session 1: The Natural Gas Industry

This inside-out look will give you the base knowledge necessary to evaluate and inquire about various opportunities.

- What are the cost components of my natural gas bill?
- How do the cost components fluctuate?
- Which components are the most manageable?
- How is natural gas priced?
- Why do prices vary in different locations?

Session 2: Marketers vs. Utilities

As utilities are regulated and marketers are not, there are significant differences between the two market players.

- Who are the various industry market players?
- How is natural gas delivered when using a marketer?
- What are the primary differences between marketers and utilities?
- What does deregulation offer to businesses?

Session 3: Introduction to the NYMEX

The use of the New York Mercantile Exchange (NYMEX) natural gas futures contract is a widely accepted tool for helping to manage natural gas costs.

- What is the NYMEX?
- How does the NYMEX work?
- How are prices on the NYMEX established?
- How do prices on the NYMEX impact prices in other locations?

Session 4: Natural Gas Price Drivers

This session will take an in-depth look at what is causing higher natural gas prices and what the future holds.

- Why do natural gas prices fluctuate so much?
- What is causing natural gas demand to grow at such a rapid pace?
- What is the impact of storage injections and withdrawals on natural gas prices?
- Is the supply picture really that dismal?
- What are hedge funds and speculators? Why is their impact on natural gas prices getting noticed?
- What role will liquefied natural gas (LNG) play in helping to meet demand?
- What is expected in the short-term? The long-term?

Session 5: The Whats and Whys of Basis

In many cases, basis, which refers to the interstate pipeline capacity, has increased in the past year.

- What is basis?
- How is the price of basis determined?
- What is primary firm versus secondary firm basis?

Session 6: Setting a Budget

- How do I develop a natural gas budget?
- How do I break down the budget components?
- Can I use the NYMEX to meet or beat my budget?

Session 7: Using the NYMEX to Manage Costs

Daily activity on the New York Mercantile Exchange (NYMEX) provides opportunities for businesses to manage and control natural gas costs.

- What drives prices up and down on the NYMEX?
- How does activity on the NYMEX impact your price?
- How do I use the NYMEX to manage natural gas costs?
- Where can I find information on the NYMEX?
- How do I customize a NYMEX workspace to meet my individual needs?
- Does the NYMEX provide buying signals?
- Should I look at fixed prices or options?

Session 8: Developing a Risk Management Plan

- Do I really need a risk management plan?
- How do I establish the goals?
- What do I look at when setting buying targets?
- When do I know it is time to lock in prices?
- How do I know how much to lock in?
- How far into the future should I be locking my price?
- At what level should I be setting my buying targets?
- When does it make sense to implement a cap?
- How do I communicate those targets to my supplier?
- What are my supplier's obligations?
- Are there incremental costs I need to be aware of?
- What type of evaluation should be implemented?
- What if I'm wrong?
- Do marketers have other programs available?

Day 2:

Registration/Continental Breakfast: 8:00 a.m. to 8:30 a.m. • Seminar Schedule: 8:30 a.m. to Noon

Managing Your Natural Gas Costs

While the development of a risk management plan will help businesses control and manage their natural gas expenditures, choosing the right alternative natural gas supplier or marketer is equally important. Day 2 of this seminar will help attendees acquire the critical knowledge needed to make an informed choice about selecting an alternative natural gas supplier. Our step-by-step process will take the complexity out of the decision process and insure that important contract components are not overlooked. In addition, we'll show you how to evaluate and monitor your marketer's performance to ensure a prosperous, working relationship.

The Supplier Selection Process: Step-by-Step

Selecting a natural gas supplier is a difficult task. The myriad of choices and the different approaches from marketers can be very intimidating and confusing. We will take attendees through a step-by-step process on how to select a natural gas supplier using specific examples of how to compare various marketer bids. We'll also identify critical components that need to be in the contract. In addition to the information presented in this seminar, attendees will receive at no additional cost "A Guide To" *Selecting a Natural Gas Supplier*. This "how to" manual is your roadmap to help guide you through the supplier selection process. As a valuable reference, this manual will help you identify and avoid unwanted/unnecessary services and hidden costs. Additional information on this "How To" Guide can be found on our website.

Session 9: Developing a Request for Proposal (RFP)

The development of an RFP is simplified by showing you how to modify our sample RFP to specifically meet your individual needs.

- Gathering the right information.
- Identifying necessary facility information that needs to be shared.
- What is confidential and what isn't.
- Finding a list of marketers that serve your area.
- Step-by-step instructions of how to select an alternative natural gas marketer using an RFP process.
- Determining how much basis to lock in.
- Addressing scheduling, daily and monthly balancing, nominating, constraint issues, unauthorized use penalties and reliability in the RFP.
- Various pricing methodologies used by marketers.
- Insuring that you ask for what you need.
- Identifying storage responsibilities, if applicable.

Session 10: Evaluating Responses to the RFP

Making the decision is the next step, and through an RFP process, the comparison of responses is much easier.

- Comparing marketer bids.
- Evaluating reliability.
- Choosing the right pricing option for your company.
- Pricing and non-pricing considerations.

Session 11: Contract Negotiations

The contract is the most essential component of the entire negotiation process, and nothing should be taken for granted.

- Contract components.
- Force majeure language.
- Contract "must haves".

Session 12: Evaluating Marketer Performance

You're almost there. Once a supplier has been selected, it is important to monitor performance, and we'll show you how.

- How do I interpret my marketer's invoice?
- How do I identify various billing components including basis, balancing, nominations, usage, fuel, and storage volumes?
- Are there ways to reduce balancing costs?
- How do I compare my price to what I would have paid the utility?
- How do I know if my price is competitive?
- What other types of performance measures should I be watching for?

What Attendees are Saying

"I highly recommend it to anyone involved in the purchase of natural gas."

"A real eye-opener. I wish I had taken it sooner."

"Topics were covered clearly and precisely — understandable even for a novice."

"Valerie has a tremendous knowledge of the industry, and she does a great job of sharing that knowledge with others."

"Concise, comprehensive, and designed to specifically address my needs."

"A seminar taught in plain English that helped me to understand some very complicated issues."

"Finally, someone gave me the answers to my questions."