

BUILDING A SUSTAINABLE & RELIABLE
CLEAN ENERGY
FUTURE FOR NEW ORLEANS

MONDAY
OCT.
07
2019
1PM – 4PM

A PUBLIC FORUM AT NEW
ORLEANS CIVIC THEATRE





Program

Welcome of Audience & Introduction

Masters of Ceremonies

Quentin Messer & Michael Hecht

Safety Message

Jamie Rottmann

Remarks

Mayor LaToya Cantrell

Remarks

Leo Denault

Remarks

Dr. Ernest Moniz

BREAK

Panel 1: Achieving Deep-Decarbonization: An Economy-Wide Challenge

*Featuring Dr. Ernest Moniz, Leo Denault
& Pierre Conner*

Panel 2: Roadmap to Decarbonizing the Economy

*Featuring Dr. Anjali Sheffrin, Jay H. Banks,
Michael Schnitzer & Eric Smith*

Closing Remarks

Michael Hecht

SPEAKERS

Featured Speakers

(click on or tap names to learn more)



LaToya Cantrell

*Mayor, City of
New Orleans*



Ernest Moniz

*Former U.S. Secretary of
Energy under President
Obama (2013–2017)*



Leo Denault

*Chairman & CEO,
Entergy Corp.*

Additional Participants

(click on or tap names to learn more)

Quentin L. Messer, Jr., CECD

*President and CEO,
New Orleans Business Alliance*

Jamie Rottmann

*Manager, Program Development
and Training, Entergy Corporation*

Pierre E. Conner III

*Executive Director,
Tulane Energy Institute*

Michael Hecht

*President and CEO,
Greater New Orleans, Inc.*

Dr. Anjali Sheffrin

*Lecturer,
Tulane Energy Institute*

Jay H. Banks

*New Orleans City
Councilmember, District B*

Michael Schnitzer

*Director,
The NorthBridge Group*

Eric Smith

*Associate Director,
Tulane Energy Institute*

This event will be livestreamed at [energy.com/forum](https://www.energy.com/forum) and a replay broadcast and program agenda will be posted there at the event's conclusion.

BIOGRAPHIES

The Honorable LaToya Cantrell

Mayor, City of New Orleans



LaToya Cantrell's life has been steeped in community service. As a little girl, her grandmother would bring her to neighborhood meetings, and by the age of 13, she was serving as secretary for her local chamber of commerce.

"My soul found its home in New Orleans," is how Mayor Cantrell describes her arrival in 1990 as a student at Xavier University. After graduation, she and her husband, Jason, bought a home in the Broadmoor neighborhood, and Cantrell became an active member of her new community.

As the President of the Broadmoor Improvement Association, Cantrell led the neighborhood's redevelopment following Hurricane Katrina and the levee failures. Flooding decimated Broadmoor, but through citizen engagement and Cantrell's leadership, Broadmoor is now considered an international model for disaster recovery.

Elected to the City Council in 2012, Cantrell has prioritized improving people's lives.

A few of her City Council achievements include:

- Working with developers on numerous large scale projects that have created new housing, retail, hospitality and commercial spaces throughout the city and have produced thousands of construction jobs and hundreds of permanent jobs
- Spearheading the “Smoke-Free” ordinance, which protects those in the service industry and musicians from second-hand smoke
- Collaborating with developers to produce affordable rental units
- Passing the “Welcoming Cities” resolution, which aids our historically marginalized residents
- Regularly meeting with and assisted many of the city’s growing population of entrepreneurs as they worked to start new businesses, including Urban South Brewery, Rouler and others.

On May 7, 2018, LaToya Cantrell was sworn in as the Mayor of New Orleans, and is serving as the first female Mayor just in time to celebrate the city’s 300th anniversary.

She is a dedicated wife to her husband, Jason, proud mother of her daughter, RayAnn, and a parishioner at Blessed Trinity Catholic Church.

As Mayor, LaToya pledges to produce results that will create a more equitable and safe New Orleans for all residents.

The Honorable Ernest Moniz *United States Secretary of Energy (2013-2017)*



Ernest J. Moniz is the CEO of EJM Associates and Energy Futures Initiative (EFI). He served as the thirteenth United

States Secretary of Energy where he advanced energy technology innovation, nuclear security and strategic stability, cutting-edge capabilities for the American scientific research community, and environmental stewardship. He strengthened the Department of Energy (DOE) strategic partnership with its seventeen national laboratories while producing analytically-based energy policy proposals that attracted bipartisan support. He also led an international initiative that placed energy science and technology innovation at the center of the global response to climate change and negotiated the historic Iran nuclear agreement alongside the Secretary of State.

Previously, Moniz served as Under Secretary of Energy from 1997 until January 2001. Before that, he was the Associate Director for Science in the Office of Science and Technology Policy where he was responsible for the physical, life, and

“The threats posed by climate change to the world, our nation, and our way of life present an urgent challenge... a coalition-building and pragmatic strategy is needed... This is The Green Real Deal...”

*excerpt from
The Green Real Deal*

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social sciences. He was a member of the President's Council of Advisors on Science and Technology, the Defense Threat Reduction Advisory Committee, and the Blue Ribbon Commission on America's Nuclear Future.

From 1973 to 2013, Moniz was a member of the Massachusetts Institute of Technology faculty. Today, he is the Cecil and Ida Green Professor of Physics and Engineering Systems emeritus at MIT, as well as the Special Advisor to the MIT President. He is co-chairman of the Board of Directors and CEO of the Nuclear Threat Initiative. Moniz was the Founding Director of the MIT Energy Initiative (MITEI) and Director of the Laboratory for Energy and the Environment. Since 2001, his primary research has focused on energy technology and policy, giving him a leadership role in MIT multidisciplinary technology and policy studies addressing pathways to a low-carbon world.

He received a Bachelor of Science degree summa cum laude in physics from Boston College, a doctorate in theoretical physics from Stanford University, and several honorary doctorates. He is a member of the Council on Foreign Relations and the International Advisory Board of the Atlantic Council. He has received many distinguished awards including the 1998 Seymour Cray HPCC Industry Recognition Award for vision and leadership in advancing scientific simulation and the Distinguished Public Service Medals of the Department of Defense and of the Navy. Other awards include the Charles Percy Award of the Alliance to Save Energy; the Right Stuff Award of the Blue-Green Alliance Foundation; the Franklin D. Roosevelt Distinguished Public Service Award; the Neustadt

Award of the Harvard Kennedy School for creating exceptional solutions to significant problems in public policy; the Carnegie Science Richard A. Meserve Public Service award; and the American Academy of Sciences' Award for Excellence in Public Policy and Public Affairs.

He is a Fellow of the American Physics Society, the American Association for the Advancement of Science, the Humboldt Foundation, and the American Academy of Arts and Sciences where he received the Public Service Award in 2019.

Mr. Leo Denault

Chairman and CEO, Entergy Corporation



Leo Denault is chairman and chief executive officer of Entergy Corporation, an integrated energy company that owns and operates regulated and merchant power plants with approximately 30,000 megawatts of generating capacity and 2018 annual revenue of approximately \$11 billion.

The Company's utility business serves 2.9 million customers in four states in the U.S. Gulf South; its merchant portfolio includes nuclear plants that primarily serve the country's northeastern states.

Denault assumed his current leadership role in 2013 and is leading the transformation of the Company from a utility and merchant power company to a pure-play utility that is deploying new technologies to improve the customer experience. Denault's disciplined leadership has included the development of a robust capital plan to modernize and

strengthen reliability of the Entergy fleet while maintaining customer rates that are among the lowest in the country. The Company has also been recognized as a driving force behind the industrial expansion along the Gulf Coast.

In 1999, Denault joined Entergy as vice president of corporate development, in which he counseled investment and divestment decisions. In 2004, he assumed the role of Entergy executive vice president and chief financial officer. He was named to Institutional Investor's 2010 All-America Executive Team and ranked as top CFO in the power industry for two consecutive years. He also ranked among the top five industry CFOs in 2006-2010.

Prior to joining Entergy, Denault served as vice president of corporate development at Cinergy Corporation, where he participated in the acquisition of generation, distribution and trading businesses.

Denault serves on the board of directors for the Edison Electric Institute, the Institute of Nuclear Power Operators, Jobs for American Graduates as well as the Atlanta Centre Regional Governing Board of the World Association of Nuclear Operators. He also is a member of the National Petroleum Council. He has a MBA from Indiana University and a B.S., with a double major in economics and accounting, from Ball State University, in Muncie, Indiana.

Quentin L. Messer, Jr., CECD

President and CEO, New Orleans Business Alliance

At New Orleans Business Alliance, Mr. Messer leads economic development strategy for Orleans Parish, along with overseeing initiatives and programs related to business attraction and retention, economic competitiveness, and small business ecosystem development. These include and are guided by executing the city's five-year-plan for economic growth, Prosperity NOLA.

Prior to joining NOLABA, Messer was the Assistant Secretary for Louisiana Economic Development (LED.) At LED, he was a member of the department's executive management team, serving as President of the Louisiana Economic Development Corporation (LEDC), Secretaries Moret and Grissom's designee to the Research Park Corporation board, where he was the Board Treasurer and Chairperson, Audit Committee, staff lead for the Louisiana Innovation Council (LIC), and the department's representative on ratings agency calls related to the State's General Obligation and other indebtedness.

Messer was selected as a 2015 Dr. Martin Luther King, Jr. Distinguished Leadership Award recipient of the Fannie Lou Hamer Community Service and Leadership Award by Grambling State University. He is member of the Council for a Better Louisiana's (CABL) Leadership Louisiana 2014. Messer has been honored as (i) Opening Speaker for New Orleans BioInnovation Center's Innovation Louisiana in 2013 and (ii) Panelist for the 2014 UNO and Latter & Blum Economic Outlook and Real Estate Forecast Seminar.

The father of two daughters—one a Corporal in the U.S. Marines—and a son, Messer is married to Kenya LeNoir Messer, Ed.D, Associate Vice Provost, Office of Diversity, Office of Academic Affairs at LSU.

He holds an AB, Woodrow Wilson School of Public and International Affairs from Princeton University, and a JD/MBA from Columbia University's Law and Business Schools, respectively.

Mr. Jamie Rottmann

*Manager, Program Development and Training,
Entergy Corporation*

Rottman and his team collaborate with the safety functions across all the business units to help develop and implement effective policies, guidance and programs. Their goal is to provide the appropriate tools to Entergy employees and contract partners allowing them to recognize and eliminate/mitigate hazards which in turn reduce their risk exposure. The team also identifies trends and adverse conditions that go beyond a single business unit and build cross-functional teams to address the issues.

Mr. Pierre E. Conner III

Executive Director, Tulane Energy Institute

Pierre Conner is the Executive Director of the Tulane Energy Institute and Professor of Practice, Management Science. He teaches Energy Markets, Economics and Policy

to Undergraduates and Energy Projects to Masters of Management in Energy students. He also guides the strategic direction and operations of the Tulane Energy Institute, which oversees energy-related academic programs for careers in the energy industry and related banking, consulting, financial, technology and trading firms. He replaces James W. McFarland, who led the institute from its founding in 2003 until his retirement in July 2018.

Conner brings nearly 40 years of experience in energy operations and finance to the Freeman School. Prior to joining Freeman, Conner was the President of Capital One Securities, an energy equity boutique investment banking subsidiary of Capital One Financial Corporation. Conner joined then Southcoast Capital as an energy analyst, and rose through the organization to Head of Equity Sales Research and Trading researching and analyzing hundreds of energy companies along the way and guiding the organization through multiple acquisitions and expanding capital markets services.

Prior to his move to capital markets, Conner was Engineering Manager for Exxon's Domestic Drilling Organization. He was engaged in operations from the Gulf of Mexico to offshore California to the North Slope of Alaska and worked on the Exxon Mobil merger.

He is a member of the board of directors of the Choice Foundation, a local Charter Management Organization and a past board chair of the Coalition to Restore Coastal Louisiana.

Mr. Michael Hecht

President and CEO, Greater New Orleans, Inc.

Michael Hecht is President & CEO of Greater New Orleans, Inc., the economic development agency for southeast Louisiana. GNO, Inc.'s mission is to create a region where our kids can stay and prosper. Under Michael's leadership, GNO, Inc. was recently named a "Top Economic Development Organization in the United States" (one of 11 of 2,300) by Site Selection magazine.

Before coming to GNO, Inc. Michael led the quarter-billion dollar Katrina Small Business Recovery Program for the State. Previous to coming home to Louisiana, Michael worked for Mayor Michael Bloomberg in New York City, running the post-9/11 small business program.

Michael's entrepreneurial experience includes co-founding a conglomerate of restaurant ventures, including "Foreign Cinema," named Restaurant of the Year 2000 in San Francisco. He began his career as a strategic management consultant in the US, Canada, Europe and Australia.

Michael holds an MBA from Stanford Graduate School of Business, and an undergraduate degree from Yale.

Recently Michael has been recognized as "One of the Ten People Who Made a Difference in the South," "One of the 20 Business "Icons" of the Tricentennial," and "One of the Top 50 Economic Developers in North America."

With family roots in Louisiana back to the 1830s, Michael now lives in New Orleans with his wife, Marlene, an ESL professor at Delgado, and his two sons, Dexter and Kaj ("Kī").

Dr. Anjali Sheffrin

Lecturer, Tulane Energy Institute

Dr. Sheffrin has thirty years of management experience in the electric utility industry. Prior to teaching at Tulane University, Sheffrin served as the Chief Economist for the California Independent System Operator (CAISO) which manages the California power grid and its \$12 billion wholesale electricity markets. Her responsibilities included designing of new products and services to improve market performance and grid reliability. She was the Market Monitor during the Enron crisis and formulated the analysis showing how the energy markets were manipulated. Sheffrin represented the company before regulators such as the Federal Regulatory Commission, Western Electricity Coordinating Council and Public Utilities Commission.

Prior to joining the CAISO, Sheffrin served as Manager of Power System Planning at the Sacramento Municipal Utility District (SMUD), leading a department of 40 transmission planning engineers, generation engineers, statisticians, and financial analysts. She conducted the strategic analysis of the closure of Rancho Seco nuclear plant and implemented a plan for replacement power sources. She founded the Advanced, Renewable & Distributed. Generation Technologies program at SMUD.

The Honorable Jay H. Banks

New Orleans City Councilmember, District B

Jay H. Banks is a native New Orleanian and a lifetime District B resident.

He is the eldest son of Gloria Bryant-Banks and the late J. Herbert Banks, III. Jay is married to his beautiful wife Artelia Bennett Banks, to whom he started dating when he was 13 years old and she was 12. He is the father two of sons, Ryan J. Banks and Garland A. Thomas and the proud PawPa of Miss Dakota Elizabeth Thomas and Master Logan Anthony Thomas.

Jay is a proud product of the Orleans Parish Public School System having graduated from Henry W. Allen Elementary School and McMain Magnet Secondary School. He received his Bachelor's Degree from Dillard University in Business Administration and his Master's Degree in Organizational Management from Springfield College in Springfield, Massachusetts and is a commissioned Notary Public. He is also a graduate of the Democratic National Committee Training Institute and the New Orleans Regional Leadership Institute.

His community involvement is and has been extensive. He is currently the Chairman of the Board of Directors of the Zulu Social Aid & Pleasure Club, Inc., a member of the New Orleans Jazz and Heritage Foundation Board of Directors and in 2016 had the honor of reigning as King Zulu. On a national level, he is currently serving on both the Energy, Environment and Natural Resources Committee and the Human Development

Committee of the National League of Cities. He is a former Board Member of New Orleans Public Facilities Management, Inc., a former Commissioner of the Ernest N. Morial New Orleans Exhibition Hall Authority, and a former member of the WWOZ Radio Board of Directors. Until assuming his position on the City Council, he was the Director of the Dryades YMCA School of Commerce.

He was publicly elected and is currently serving as the District 91 Representative to the Louisiana Democratic State Central Committee, a member of the Orleans Parish Democratic Executive Committee and as is the Co-Chair of the Louisiana Democratic 2nd Congressional District Executive Committee. He had the honor of being publicly elected as Louisiana's 2nd Congressional District Delegate for President Barack Obama to both the 2008 and 2012 Democratic National Conventions. He was the Chief of Staff for two former New Orleans City Council Presidents, the late Dorothy Mae Taylor and his mentor, James "Jim" Singleton. He is also a former Board Member of the Dryades YMCA, Cox Cable Minority Advisory Committee, Neighborhood Housing Services, Louisiana Hurricane Katrina Memorial Commission and the City of New Orleans Alcohol Beverage Control Board and was the Political Director for the Black Organization for Leadership Development (BOLD).

Jay is a lifelong member of the New Zion Baptist Church. He is an active Shriner in Platta Temple #15 and an active Prince Hall Mason in Acacia Lodge #248. He is a Life Member of both the Omega Psi Phi Fraternity, Inc. and the National Association for the Advancement of Colored People (NAACP).

In his private time, Jay is an avid reader, gardener, cook, fantasy football fanatic and card player.

His personal philosophy is that “God gave us all very unique talents. Use whatever your talents are to try to help somebody.”

Mr. Michael Schnitzer

Director, The NorthBridge Group

The NorthBridge Group was founded in 1992 by Michael Schnitzer and other professionals with extensive experience in the electric and gas industries. Mr. Schnitzer has worked with both utility and non-utility clients to develop initiatives in strategy, marketing, pricing, wholesale market design, investment recovery plans, and generation investment. He has wide ranging experience in electric restructuring, including engagements related to the introduction of competitive wholesale and retail electricity markets, the benefits and costs of RTO membership, and the development of individual utility retail restructuring proposals.

Mr. Schnitzer is a nationally recognized authority on the subject of electric industry restructuring and wholesale market design, and has been an expert witness in a number of proceedings involving these topics, including hearings and technical conferences at the Federal Energy Regulatory Commission and rulemaking proceedings at state regulatory and energy commissions.

Before state regulatory commissions he has testified on behalf of utility clients about a wide range of electric regulatory issues including ratemaking, financing, resource planning, and utility reorganization to enable retail competition. He has also testified on the subject of the costs and benefits associated with RTO membership, and whether RTO membership is in the public interest.

At FERC the issues he has addressed include Locational Marginal Pricing and Financial Transmission Rights, Regional Transmission Organizations market rules and transmission cost allocation policies, incorporation of environmental considerations into market design and pricing tariffs, resource adequacy, and transmission expansion pricing policy.

He is a former adjunct research fellow at the Energy and Environmental Policy Center, John F. Kennedy School of Government, Harvard University. Before joining NorthBridge, Mr. Schnitzer was a Managing Director at Putnam, Hayes & Bartlett, Inc., where he co-directed the firm's regulated industry practice. Mr. Schnitzer received an A.B. in chemistry, with honors, from Harvard University, and an M.S. in management from the Sloan School, Massachusetts Institute of Technology.

Professor Eric Smith

Associate Director, Tulane Energy Institute

In addition to being the associate director of the Tulane Energy Institute, Professor Smith teaches in the MME program and in the Energy Specialization program which is open to all Freeman students. Professor Eric N. Smith also produces essential reports and serves as the public face of the Energy Institute, responding to local and national media on energy-related questions. Current plans include a presentation in Shenzhen, China in September concerning Sino-American Energy Trade Policy.

A Freeman alumnus, Professor Smith was teaching night classes at Freeman when the Dean asked him to become the first employee in the Energy Institute. He joined to lend his practical expertise to the program, drawn from many years of service to the energy industry – both domestically and internationally.

