

## Twenty-First Century Challenges for the U.S. Electric Utility Industry

28 February 2014 – ME Auditorium 1300

### With Guest Lecturer Mark Crisson

President & CEO, American Public Power Association

Reliable, affordable power is essential to support a vibrant economy and to maintain our quality of life. It is imperative that the industry successfully rise to meet these new challenges.

Acknowledged in scientific circles as the greatest achievement of the twentieth century, the nation's electric grid faces daunting challenges in the new century. The U.S. utility industry is already the most capital-intensive in the country, but its finances will be further strained by new environmental regulations, renewable resource mandates, grid modernization and expansion, cyber and physical security measures, and competition from distributed generation technologies.



Mark Crisson

### Topics for this seminar will include:

- Overview of the industry's structure
- Exploration of the policy drivers impacting the industry
- An outline of the industry's response
- Discussion on the future outlook

### Abridged Biography:

Mark Crisson has been president and CEO of the American Public Power Association (APPA) since December 2007. Prior to joining APPA, Crisson served almost 30 years at Tacoma, WA., Public Utilities, which provides power, water, rail, and telecom services. He served as the CEO/Director of Utilities from 1993-2007. Under his leadership Tacoma Public Utilities relicensed two major hydroelectric projects, constructed a major water supply project, successfully weathered the 2001 West Coast energy crisis, and spearheaded Click!Network, the nation's largest municipally-owned telecommunications system.

Crisson received an undergraduate degree in physics from the United States Naval Academy in 1970, and a master's degree in business administration from Pacific Lutheran University in 1981. He has been featured—on behalf of APPA—on CNN's Situation Room, Fox Business News, and E&E news, as well as quoted in top-tier trade and national publications.



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