



John G. Athas

Vice President and Principal Consultant

John draws on 40 years of diverse electric industry experience to provide clients with valuable insights and strategic perspective. His principal practice areas are resource planning, utility ratemaking and regulation, and contracts and transactions, and he leads business development. John has testified before state and provincial regulatory agencies on issues including resource planning, energy efficiency, utility restructuring utility ratemaking and competitive markets.

INDUSTRY EXPERIENCE

Daymark Energy Advisors | www.daymarkea.com | Worcester, MA

Daymark Energy Advisors is a consultancy that provides management and investment advisory services, supported by the highest quality analytics, to the North American electricity and natural gas industries.

Vice President and Principal Consultant | 2016–Present

- Manage business development and brand strategy
- Oversee events participation and marketing materials

Treasurer | 2008-2016

- Manage the company's administrative, accounting, finance, payroll, accounts payables and receivables processes

Principal Consultant | 2009–2016

Managing Consultant | 2006–2009

Consulting practice includes:

- Electric resource evaluations including integrated resource planning
- Utility ratemaking and regulation
- Contracts and transactions
- Utility demand side management program review
- Renewable energy economics and policy

Direct Energy | <https://www.directenergy.com/> | Stamford, CT

Direct Energy provides retail electricity, natural gas, and home and business energy-related services to nearly four million customers in North America.

Independent Consultant | 2005

- Developed a business plan for Direct Energy's market entry into the Northeastern U.S. power market.

Cambridge Energy Research Associates | Cambridge, MA

Associate Director, North American Electric Power | 2001–2005

Eastern North American Energy Service Principal | 2002–2005

- Developed independent primary research on various aspects of power markets around the eastern U.S. and Canada
- Responsible for price outlooks for energy and full requirements electric power in the northeastern and midwestern U.S. markets
- Analyzed market structures, supply and demand balances, price caps, market clearing prices, capacity markets, and generation technologies

Northeast Utilities (now Eversource) | Berlin, CT

Director, Retail Business Strategy, Select Energy | 1997–2000

Managing Director, Marketing, Select Energy | 1997–2000

Director, Market Pricing and Policy | 1995–1997

Manager, Market Analysis | 1990–1995

Manager, Strategic Analysis and Long-Term Resource Planning | 1987–1990

Multiple positions within the Capacity Planning department | 1981–1987

Electric utility leadership included:

- Created the branding and marketing functions for Select Energy's retail energy sales, which was then the largest retail provider in New England
- Developed a service offering and negotiated a contract for the largest aggregation in New England and for the Cape Light Compact, which was the first successful municipal aggregation
- Led the rates and cost of service departments through utility restructuring
- Led a strategic planning special team in the areas of diversification and marketing
- Managed the integrated resource planning function from its inception in 1986 to 1991
- Negotiated economic development and special flexible rate tariffs contracts with large commercial and industrial customers

Accolades:

- Recipient of the 1998 Northeast Utilities Chairman's Award for innovation in developing offerings and negotiating with large aggregation groups
- Recipient of the 1996 Northeast Utilities Chairman's Award and the 1996 Retail Business Group's President's Award for the role in leading efforts in the Retail Competition Pilot in New Hampshire
- Recipient of Northeast Utilities' 1994 Retail Business Group's President's Award for developing and successfully implementing special utility contracting efforts

United Technologies Corporation | Hartford, CT

Analytical Engineer for International Fuel Cells and Pratt & Whitney Aircraft | 1977–1981

LICENSES, TESTIMONY & PRESENTATIONS

Licenses

Licensed Professional Engineer in the State of Connecticut

Expert Testimony

FORUM	ON BEHALF OF	MATTER
Manitoba Public Utilities Board	Independent Expert Consultant for the Manitoba Public Utilities Board	Efficiency Manitoba's Three-year Energy Efficiency Plan (2020/2021 - 2022/2023) Application
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	In the Matter of the application of Southwestern Electric Power Company for Approval to Acquire Winds Generating Facilities Pursuant to the Arkansas Clean Energy Development Act Docket 1 19-035-U
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Matter No.09420 IN THE MATTER OF an Application by Nova Scotia Power (NS Power) for approval of an Extra Large Industrial Active Direct Control Tariff
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Matter No.09277 IN THE MATTER OF THE NSPML Interim Assessment Application
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Public Utilities Act, R.S.N.S. 1989, c.380, as amended Application by EfficiencyOne for approval of the 2020-2022 DSM Plan
Georgia Public Service Commission	Georgia Public Service Commission Public Interest Advocacy Staff	Georgia Power Company's 2019 Integrated Resource Plan and Application for Certification of Capacity from Scherer Unit 3 and Plant Goat Rock Units 9-12 and Application for Decertification of Plant Hammond Unit 1-4, Plant Macintosh Unit 1, Plant Estatoah Unit 1, Plant Langdale Units 5-6, and Plant Riverview Units 1-2 Docket No. 42310
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Application of the Empire District Electric Company for approval Holding Company Interests in Renewable Wind Generation Facilities Docket No. 18-029-U
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Public Utilities Act, R.S.N.S. 1989, c.380, as amended Application by NS Power for approval of the 2019 Annual Capital Expenditure Plan Matter No. M08984
Rhode Island Public Utilities Commission	Division of Public Utilities and Carriers	The Narragansett Electric Company d/b/a National Grid investigation as to the propriety of proposed tariff changes Docket No. 4770
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Application of the Empire District Electric Company for approval of its Customer Savings Plan, which addressed the acquisition of wind generation assets and a coal generating unit retirement Docket No. 17-061-U

FORUM	ON BEHALF OF	MATTER
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Application of Southwestern Electric Power Company for approval to acquire a wind generating facility and to construct a dedicated generation tie line Docket 17-038-U
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Public Utilities Act, R.S.N.S. 1989, c.380, as amended CI 47124 – NS Power Advanced Metering Infrastructure Project Application Matter No. M08349
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Public Utilities Act, R.S.N.S. 1989, c.380, as amended CI 29807 - Tusket Falls Main Dam Refurbishment Project Matter No. M08162
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Entergy Arkansas, Inc. application for an order finding the deployment of advanced metering infrastructure to be in the public interest and exempt from certain application rules Docket 16-060-U
Oklahoma Corporation Commission	Oklahoma Hospital Association	Application of Oklahoma Gas & Electric, for an order from the Commission to modify its rates, charges, and tariffs for retail electric service in Oklahoma Cause No. PUD 201500273
New Brunswick Energy and Utilities Board	New Brunswick Public Intervener	Review of New Brunswick Power Corporation's Class Cost Allocation Study (CCAS) methodology Matter 271
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Application by Nova Scotia Power Inc. concerning sales of renewable low impact electricity generated within Nova Scotia by a retail seller to a retail customer pursuant to the Electricity Act Matter No. M06214
Newfoundland and Labrador Board of Commissioners of Public Utilities	Newfoundland & Labrador Hydro	2013 AMENDED General Rate Application Prudence Review Docket No. P.U. 28(2013)
Oklahoma Corporation Commission	Oklahoma Hospital Association	Application of Public Service Company of Oklahoma, an Oklahoma corporation, for an adjustment in its rates and charges and the electric service rules, regulations, and conditions for electric service in the state of Oklahoma Cause No. PUD 201500208
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Application by EfficiencyOne for approval of a supply agreement for electricity efficiency and conservation activities between EfficiencyOne and Nova Scotia Power Inc., the establishment of a final agreement between the parties, and approval of the 2016-2018 Demand Side Management (DSM) Plan-E-ENSC-R-2015 Matter No. M06733
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Petition of Entergy Arkansas, Inc. requesting approval of the acquisition of a generating unit at the Union Power Station to serve its retail customers Docket 14-118-U

FORUM	ON BEHALF OF	MATTER
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Petition of Entergy Arkansas, Inc. for a declaratory order regarding a purchase power agreement for a renewable resource Docket 15-014-U
New Brunswick Energy and Utilities Board	New Brunswick Public Intervener	Review of New Brunswick Power Corporation's General Rate Application Matter 272
Michigan Public Service Commission	Michigan Environmental Council National Resources Defense Council	Consumers Energy Company general electric rate case GRC-U-17735. April 2015.
Manitoba Public Utilities Board	Independent Expert Consultant for the Manitoba Public Utilities Board	Needs for and alternatives to (NFAT) review of Manitoba Hydro's proposal for the Keeyask and Conawapa generating stations (2013/14). In this proceeding, the filing of reports by Daymark Energy Advisors were the basis for cross examination of Mr. Athas.
Commonwealth of Virginia, State Corporation Commission	Southern Environmental Law Center	Virginia Electric and Power Company's integrated resource plan filing pursuant to § 56-597 et seq. of the Code of Virginia Case No. PUE-2013-00088
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Application by Nova Scotia Power Incorporated for approval of its 2014 Annual Capital Expenditure Plan Matter No. M05994
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Petition of the Southwestern Electric Power Company for a declaratory order finding that certain renewable wind energy purchase agreements are prudent, and wind energy purchase agreements are energy only contracts eligible for cost recovery through the Energy Cost Recovery Rider Docket No.13-033-U
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Application by Nova Scotia Power Incorporated for approval of capital expenditures for 2013 for the South Canoe Wind Project - CI#42127 for \$93,091,536 Matter No. M05416
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Application by Nova Scotia Power Incorporated for approval of its 2013 Annual Capital Expenditure Plan Matter No. M05339
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Application of Oklahoma Gas & Electric Company for an order approving a temporary surcharge to recover the costs of a renewable wind generation facility Docket No. 12-067-U
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Entergy Arkansas, Inc.'s request for approval of certain wholesale base load capacity to serve Entergy Arkansas customers and a proposed rider recovery mechanism for these and other capacity costs Docket No. 12-038-U

FORUM	ON BEHALF OF	MATTER
Indiana Utility Regulatory Commission	Citizen's Action Coalition of Indiana	Application of Indiana Michigan Power Company requesting from the Commission, (1) a finding that the Life Cycle Management program for the Donald C. Cooke Nuclear Plant is reasonable and necessary, (2) approving of cost and schedule, (3) authorizing recovery through a periodic Rate Adjustment Mechanism, (4) granting I&M authority to defer costs and (5) granting I&M future rate relief as may be necessary and appropriate Cause No. 44182
Michigan Public Service Commission	Michigan Environmental Council	Indiana Michigan Power Company application for a certificate of necessity pursuant to MCL 460.6s and related accounting authorizations Docket No. U-17026
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Arkansas Electric Cooperative Corporation's request for approval of the acquisition of the Hot Spring Generating Facility near Malvern, Arkansas Docket No. 12-012-U
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Application by Pacific West Commercial Corporation and NSPI for a load retention rate Matter No. M04862
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Proposed amendments to Nova Scotia Power Inc.'s load retention tariff Matter No. M04175
Nova Scotia Utility and Review Board	Nova Scotia Small Business Advocate	Nova Scotia Power Incorporated's Main Computer Centre Upgrade, Capital Work Order CI# 40314 Matter No. M04892
Arkansas Public Service Commission	Arkansas Public Service Commission General Staff	Energy Arkansas, Inc.'s request for approval of the acquisition of the Hot Spring Plant to serve its retail customers Docket No. 11-069-U
Oklahoma Corporation Commission	Oklahoma Attorney General	Integrated resource planning and baseload coal requests for proposals in 2006 through 2007 Causes Nos. PUD 200500516, 200600030, 200700012
Connecticut Department of Public Utility Control (DPUC)	Select Energy	Retail licensing application in 2000
Connecticut Department of Public Utility Control (DPUC) Massachusetts Department of Public Utilities	Northeast Utilities	Several electric industry restructuring proceedings, providing testimony on customer impacts, pricing levels and utility planning
Connecticut Department of Public Utility Control (DPUC)	Northeast Utilities	Several requests for approval of special contracts

FORUM	ON BEHALF OF	MATTER
Connecticut Department of Public Utility Control (DPUC)	Northeast Utilities	Part of the Connecticut Natural Gas 1991 Rate Application regarding the compatibility of the company's proposal for a natural gas fired chiller promotion program on the basis that it was equivalent to electric utility energy efficiency programs

Invited Speaker, Papers & Conference Presentations

- *Fulfilling on the Promises of Deregulation*, paper published in 1999 on the Select Energy website and presented at the Utility Restructuring Conference in New York City.
- *A Practitioner's Toolkit for Current Issues*, presented at EUCI's Resource Planning Conference in 2012.
- Presented at the U.S. Chamber of Commerce's *Satellite Seminar Series* on deregulation
- Presented at the Massachusetts HEFA-sponsored conference on organizing energy buying groups
- Presented at multiple INFOCAST seminars on negotiating power contracts
- Interviewed on a nationally syndicated news show, *First Business*, on energy deregulation

EDUCATION

M.B.A. Finance | University of Connecticut, Storrs, CT | 1987

M.S. Mechanical Engineering | Rensselaer Polytechnic Institute, Troy, NY | 1982

B.E. Mechanical Engineering | Cooper Union, New York, NY | 1977