



# Hispanics In Energy

BIOMASS COAL GAS HYDRO OIL NUCLEAR PETROLEUM SOLAR WIND



## Summer Energy Policy Summit

**Hispanic Energy Literacy and Engagement**

Monday, June 24

8:00 AM to 5:00 PM

Sheraton Grand Hotel

1230 J St., Sacramento, CA 95814



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**Monica Martinez**  
President



**Nancy Zarenda**  
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**David C. Lizárraga**  
Board Member

**We acknowledge and thank our Hispanics In Energy Inaugural Policy Summit Planning Committee for their efforts, expertise and enthusiasm:**

Chair: José L. Pérez, Hispanics In Energy

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Monica Martinez, Hispanics In Energy

David C. Lizárraga, Hispanics In Energy

Emir José Macari, Ph.D.,

Chair, Employment Committee, Hispanics In Energy

Manuel Alvarez, Special Advisor to the Chairman, Hispanics In Energy

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Welcome to the launch of *Hispanics In Energy National Energy Policy Series*.

Hispanics In Energy, or HIE, was established in 2012 as a non-profit public benefit corporation. Its creation was inspired by the fact that as the largest minority group in the United States, Hispanics have yet to be fully engaged and participate in job and business opportunities in the energy industry.

A community-driven organization, HIE's mission is to educate and empower Hispanics through energy literacy and engagement at all levels. It is essential to create pathways to inclusion as employees, executives, board members, policymakers, and vendors and to help ensure customer satisfaction among Hispanic energy consumers. We are also committed to expanding existing educational and professional programs and to creating new ones to develop leadership in our youth, and full inclusion.

Today, we begin the journey toward energy literacy in our communities and toward engagement in the formulation of energy public policy. There is no better place to start than here in Sacramento, California, the Capitol of the state with the largest Hispanic population in the nation.

On October 23, 2013, HIE goes to Washington D.C. to continue the National Energy Policy Series with leaders and policymakers in government, related industries, community-based organizations, and business. Hispanics In Energy is excited to forge new paths and inroads.

We thank our outstanding presenters for sharing their time and expertise, and thank our sponsors, volunteers and many co-collaborators for their support for this project.

With sincere gratitude and appreciation,

**José L. Pérez**  
Chairman & CEO

**Monica Martinez**  
President

**Nancy Zarenda**  
Vice President

**David C. Lizárraga**  
Board Member



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## National Energy Policy Series

Summer Summit - June 24, 2013 – 8:30 AM to 5:00 PM – Sheraton Grand, 1230 J Street, Sacramento, CA  
Fall Summit – October 23, 2013 – 8:30 AM to 5:00 PM Followed by Reception – Washington D.C.

### “Hispanic Energy Literacy and Engagement”

#### Program Schedule

7:30 AM – 12 PM	Registration / Continental Breakfast
9:00 AM – 9:15 AM	Welcome and Introductions – Magnolia Room <b>José L. Pérez</b> , Chairman & CEO, Hispanics In Energy
9:15 AM – 9:30 AM	<b>Keynote: Economic Impact of Energy</b> <i>An overview of public policy issues affecting energy, including environment (cap and trade), demand, generation, and distribution is provided.</i>  <b>Monica Martinez</b> , former Commissioner, Michigan Public Service Commission President, Hispanics In Energy
9:30 AM - 10:30 AM	<b>Panel 1: Petroleum and Natural Gas Policy and Economic Impact</b> <i>An abundance of oil and natural gas in the Western States offers both opportunities and challenges for public policy makers and energy consumers. This session provides an overview of trends and issues.</i>  <b>Moderator</b> <b>Cathy Reheis-Boyd</b> , President, Western States Petroleum Association  <b>Panel</b> <b>John Felmy</b> , Chief Economist, American Petroleum Institute <b>Dennis Arriola</b> , President & Chief Operating Officer, Southern California Gas <b>Jesús Soto</b> , Senior Vice President, Gas Transmission, Pacific Gas & Electric Company
10:45 AM – 11:45 AM	<b>Panel 2: Renewable Energy, Distribution Policy and Economic Impact</b> <i>Concerns over climate change have triggered quick and costly development of solar, wind, nuclear and other clean energy sources and created both opportunities and challenges for public policy makers and energy consumers. These issues are discussed in this panel.</i>  <b>Moderator</b> <b>Richard G. Polanco</b> , Senator (Ret.), Chairman, Hispanic Legislative Caucus Institute  <b>Panel</b> <b>Henry Martinez</b> , Vice President, Power Production, Southern California Edison <b>Joseph Desmond</b> , Sr. Vice President, Government Affairs and Communications, BrightSource Energy <b>Karen Douglas</b> , Member, California Energy Commission

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11:45 AM – 1:45 PM

**LUNCH** Camellia Room

**Key Note Speakers:** **Catherine J.K. Sandoval**, Commissioner, California Public Utilities Commission  
**Michael R. Peevey**, President, California Public Utilities Commission  
**Mary D. Nichols**, Chairman, California Air Resources Board

### Perspectives

*Energy and oil industry perspectives in engaging the Hispanic community are shared.*

**Speakers:** **Valerie Espinosa**, Commissioner, New Mexico Public Regulation Commission  
**José Niño**, President, El Niño Group

2:00 PM – 3:45 PM

Magnolia Room

### Panel 3: Energy Jobs and Business Opportunities

*The energy sector offers hundreds of thousands of job and business opportunities; what efforts are essential to prepare Hispanics and diverse communities for success now and the future?*

**Moderator** **Emir José Macari**, Ph.D., Dean and Professor,  
College of Engineering and Computer Science, California State University, Sacramento

**Panel** **Carlos Rodriguez**, Ph.D., Science Technology Engineering and Math (STEM)  
Research Scientist  
**Richard Verches**, Executive Director, Los Angeles County Workforce Investment Board  
**Paula Jackson**, President, American Association of Blacks in Energy  
**Pilar Montoya**, CEO, Society of Hispanic Professional Engineers  
**Rudy Salas**, Assembly Member (D – Bakersfield)  
Chairman, Assembly Select Committee on Workforce and Vocational Development  
in California

**Closing Remarks** **Kevin de León**, State Senator (D – Los Angeles)  
Co-Chair, Environmental Caucus, Latino Caucus, Member, Senate Committee on  
Energy, Utilities and Communications

3:45 PM – 5:00 PM

**Networking** – Camellia Room

5:00 PM – 7:00 PM

**Hispanics In Energy Reception** – Networking with speakers, legislative leaders, guests

### Confirmed Members of the California Legislature:

- Assembly Member Roger Dickinson
- Assembly Member Katcho Achadjian
- Assembly Member Connie Conway
- Assembly Member Ken Cooley
- Assembly Member Rocky Chavez
- Assembly Member Scott Wilk
- Assembly Member Das Williams

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## Speaker Bios



In 2003, José co-founded the California Utilities Diversity Council (CUDC) with Michael R. Peevey, that help lead to benchmark settings in diversity by California-regulated companies. In 1996 he founded the Latino Journal, a non-partisan publication focused on independent analysis of public policy and government from a Latino perspective. He led the effort to promote diversity in the new energy economy and held ground-breaking conventions in Long Beach attended by 500 people and Sacramento California attended by 600. In 2008, he co-founded the National Utilities Diversity Council (NUDC) and for three years served as its president. Mr. Perez more recently presented on Hispanics In Energy at the National Association of Hispanics Publications (NHAP) at the National Press Club in Washington D.C.



Monica Martinez, founder and CEO of Ruben Strategy Group LLC, is recognized as one of the nation's and region's leading regulatory and legislative strategists. Her extensive background includes positions in alumni relations, government affairs, regulatory oversight, and professional development. Her public career includes serving as a Michigan Public Service Commissioner, Governor Granholm's Deputy Director of Legislative Affairs, and senior policy advisor to the Michigan Senate. Her university experience includes positions at the Alumni Association of the University of Michigan and U of M Dearborn's Center for Corporate and Professional Development. Martinez earned a Bachelor of Arts in Economics and Political Science and a Master of Business Administration, with distinction, both from the University of Michigan.



Catherine (Cathy) Reheis-Boyd is the chief operating officer and chief of staff for the Western States Petroleum Association (WSPA). Affiliated with WSPA since 1990, she currently directs WSPA's government affairs, assists the President in media affairs, oversees all office and committee operations, manages WSPA's staff and financial resources and provides strategic oversight of key issues. Prior to joining WSPA, Reheis-Boyd was employed with Texaco, Inc.'s Bakersfield Division for seven years as an Environmental Regulatory Compliance Coordinator. She worked for three years prior to that as an environmental consultant.



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John Felmy is chief economist of the American Petroleum Institute. He is responsible for overseeing economic, statistical and policy analysis of the Institute. He has more than 25 experience in energy, economic and environmental analysis. He received bachelor's and master's degrees in economics from Pennsylvania State University and a doctorate in Economics from the University of Maryland. Mr. Felmy is a member of several professional associations including the American Economics Association, the National Association for Business Economics and the International Association for Energy Economics.



Dennis Arriola is president and chief operating officer for Southern California Gas Company (SoCalGas). Previously a long-time veteran for the Sempra family of companies, Arriola left Sempra in 2008 to work for Silicon Valley-based SunPower Corporation, a solar panel manufacturer, as its executive vice president and chief financial officer. From 1994 to 2008, Arriola held a variety of increasingly responsible leadership positions within the Sempra family of companies. From 2006 to 2008, he was senior vice president and chief financial officer of both SDG&E and SoCalGas. Previously, Arriola also served as vice president of communications and investor relations for Sempra Energy and regional vice president and general manager of Sempra's South American operations. He first joined the company in 1994 as treasurer for Pacific Enterprises/SoCalGas. Arriola serves on the board of directors for the United Way of Greater Los Angeles, Western Energy Institute and the California Business Roundtable. Arriola has a master's degree in business administration from Harvard University and a bachelor's degree in economics from Stanford University.

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Jesus Soto Jr. is the senior vice president of Gas Transmission Operations for Pacific Gas and Electric Company. He is responsible for overseeing and executing the day-to-day activities for gas transmission, gas system operations, engineering and project management, and public safety and integrity management. Most recently, Soto served as vice president of Operations Services for El Paso Corporation's Pipeline Group in Houston, TX. He led the technical services and support functions for pipeline operations and oversaw measurement, compression, reservoir and pipeline systems and Department of Transportation compliance. He was also responsible for risk and integrity management, public awareness and emergency response. Prior to that, Soto was vice president of engineering and construction, leading the engineering and construction programs for ANR Pipeline, El Paso Natural Gas, Colorado Interstate Gas, Southern Natural Gas and Tennessee Gas Pipeline for onshore and offshore facilities. He is passionate about public and employee safety. Every department he has led has improved in employee safety; this distinction helped his operations organization earn El Paso Corporation's Safety Excellence Award in 2004. Soto holds a Bachelor of Science in civil engineering from the University of Texas at El Paso, a master's degree in civil engineering from Texas A&M University, and a Master of Business Administration degree from the University of Phoenix.



Senator Polanco has been a leader in Education, Gun Control Legislation, Healthcare, Prison Reform as well as championing for the needs of California's under-served communities. In 1998, he authored legislation that provided \$115 million for after-school and summer school programs. He is widely respected for his efforts to promote equal opportunity and increase investment in industries that provided jobs for Californians. He pioneered California's citizenship education program assisting over 500,000 Californians to become naturalized citizens. He authored legislation to help jump-start the electric car industry in California and pushed for equal opportunity in contracting for women, minority and veteran owned businesses.



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Enrique (Henry) Martinez is vice president, Power Production at Southern California Edison. He is responsible for overseeing the division that includes SCE's hydro, natural gas generation facilities and SCE's Solar Production Program. Prior to his current position, Martinez was director of Strategic Planning at Edison International, the parent company of Southern California Edison. He was responsible for developing the strategic direction of Edison International, outside traditional business lines, to ensure new business and investment options for subsidiaries Southern California Edison and Edison Mission Energy. Martinez also served as director of Grid Operations at Southern California Edison, responsible for executing the daily reliable delivery of energy to customers, as well as leading emergency system and local energy restoration during and following major disturbance events. He has more than 36 years of experience in the utility sector, working for three large investor, federal and municipality owned utilities, having served in technical and senior leadership roles at all three utilities. Martinez serves on the Leadership Council for the School of Engineering and Computer Science at California State University, Fullerton, and he is a member of the board of directors of Generation Water. He earned a bachelor of science degree in electrical engineering from California State University, Fullerton and an Executive MBA from the University of Virginia Darden School of Business.



Joseph Desmond is Senior Vice President of Marketing and Government Affairs for BrightSource Energy. Desmond brings more than two decades of private and public energy sector experience to his role at BrightSource Energy, where he oversees communications, marketing, and government and regulatory affairs. Prior to joining BrightSource Energy, Desmond served as Executive Vice President and Chief Marketing & Business Development Officer at Ice Energy, Inc. and Senior Vice President of External Affairs at NorthernStar Natural Gas. Desmond served in numerous executive roles under California Governor Arnold Schwarzenegger including Deputy Secretary of Energy for the State Resources Agency, Chairman of the California Energy Commission and Undersecretary for Energy Affairs. Prior to public service, Desmond spent four years as President and Chief Executive Officer of Infotility, Inc. Previously, he served as President and Chief Executive Officer of Electronic Lighting, Inc., and Vice President of Parke Industries. He serves on the Board of Directors for the American Council On Renewable Energy (ACORE). Desmond earned a B.S. in Marketing, Finance and Management from Northeastern University where he graduated magna cum laude.

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Karen Douglas was originally appointed to the California Energy Commission by Governor Arnold Schwarzenegger in February 2008 and re-appointed by Governor Edmund G. Brown Jr. in December 2012. She served as Chair from February 2009 to February 2011. She fills the Attorney position on the five-member Commission where four of the five members by law are required to have professional training in specific areas - engineering or physical science, environmental protection, economics, and law. Commissioner Douglas is the lead commissioner on power plant siting (including the Desert Renewable Energy Conservation Plan) and federal stimulus programs. From 2005 to 2008, Ms. Douglas served as Director of the California Climate Initiative at the Environmental Defense Fund. Prior to going to the Environmental Defense Fund, Ms. Douglas spent four years at the Planning and Conservation League as the Natural Resources Director, General Counsel, and most recently, acting Executive Director. Commissioner Douglas is a 2001 graduate of the Stanford Law School and holds a Master's Degree in public policy from the University of Colorado, Boulder.



Catherine J.K. Sandoval, of Campbell, was appointed to the California Public Utilities Commission on January 25, 2011, by Governor Jerry Brown. She has worked as an associate professor at Santa Clara University School of Law since 2004. She previously served as undersecretary and senior policy advisor for housing with the Business, Transportation and Housing Agency from 2001 to 2004. She was vice president and general counsel with Z-Spanish Media Corporation from 1999 to 2001 and was the director of the Office of Communications Business Opportunities for the Federal Communications Commission from 1994 to 1999. Commissioner Sandoval was an associate with Munger, Tolles & Olson from 1991 to 1994. She earned a J.D. from Stanford Law School, a Master of Letters in political science from Oxford, where she was a Rhodes Scholar, and a B.A. from Yale.



Michael R. Peevey was appointed President of the California Public Utilities Commission (CPUC) by Governor Gray Davis on December 31, 2002. In December 2008 Governor Arnold Schwarzenegger reappointed Mr. Peevey to the CPUC for another six-year term. As President of the CPUC, Mr. Peevey is committed to protecting the public interest by promoting consumer needs, while challenging utilities to embrace new technologies and provide safe, high-quality services. Mr. Peevey is committed to maximizing energy efficiency and demand response opportunities and ensuring that California's environment is protected. He is a strong supporter of renewable energy and renewable procurement requirements for utilities, and is a leader in implementing California's Solar and Greenhouse Gas Initiatives.

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Mary D. Nichols is Chairman of the California Air Resources Board, a post she has held since 2007. Nichols has devoted her entire career in public and nonprofit service to advocating for the environment and public health. In addition to her work at the Air Board, she has served as Assistant Administrator for the U.S. Environmental Protection Agency's Air and Radiation program under President Clinton, Secretary for California's Resources Agency from 1999 to 2003 and Director of the Institute of the Environment at the University of California, Los Angeles. Her priorities as chairman include moving ahead on the state's landmark climate change program (AB 32), steering the Board through numerous efforts to curb diesel pollution at ports and continuing to pass regulations aimed at providing cleaner air for Southern California and the San Joaquin Valley. She values innovation, partnerships and common-sense approaches to address the State's issues.



Commissioner Valerie Espinoza began her term representing District 3 at the PRC in January 2013. She is currently serving as Vice-Chair. As PRC Commissioner, she became a member of the National Association Regulated Utility Commissioners and was appointed to represent New Mexico on the Utility Marketplace Access and Energy and Environment subcommittees. Prior, she served as Santa Fe County Clerk from 2004 to 2012. In her two terms as County Clerk she was instrumental in bringing the polling locations into compliance with the Americans with Disabilities Act. During her career, Espinoza spent five years working for the New Mexico Secretary of State and 20 years at Los Alamos National Laboratories in different administrative support roles to federal agencies, including the Department of Energy. Valerie earned her Bachelor of Arts from the College of Santa Fe in Organizational Psychology (1997) and has an Associate of Applied Science from Northern New Mexico Community College in Human Services (1993). She is a Certified Public Official, completing this certification through New Mexico State University County College.



Emir José Macari is the Dean of the College of Engineering and Computer Science as well as the Director of the California Smart Grid Center at California State University, Sacramento. Prof. Macari started his academic career in 1989 at the University of Puerto Rico at Mayaguez. In 1993, Dr. Macari joined the faculty at Georgia Institute of Technology as Associate Professor where he held a joint appointment between the Schools of Civil and Environmental Engineering and Public Policy. In 1998, Dr. Macari moved to Louisiana State University as Chairman and Bingham Stewart Distinguished Professor in the Department of Civil and Environmental Engineering. In 2001, Dr. Macari accepted a science policy position in Washington, D.C. as Director of the Centers of Research Excellence in Science and Technology (CREST) program at the National Science Foundation. In 2004, Dr. Macari became the Dean of the College of Science and Technology at the University of Texas at Brownsville. In 2006, Prof. Macari became Dean of the College of Engineering and Computer Science at California State University Sacramento. In 2012, he also became a Senior Fellow of the California Council on Science and Technology.



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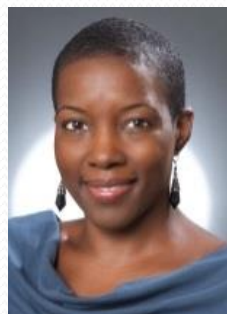
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Dr. Carlos Rodríguez is nationally recognized for his expertise and insight on issues of equity, access and educational attainment of minority populations across the education spectrum. His research and evaluation expertise focuses on minority student success in science, technology, engineering and mathematics (STEM) in the post-secondary arena. Among his accomplishments, Dr. Rodríguez authored the national report, *"America on the Fault Line: Hispanic American Education"* which informed the enactment of the Hispanic Education Action Plan (HEAP) that serves to guide federal agencies in Hispanic educational initiatives. He participated in the White House Strategy Session on Improving Hispanic Student Achievement convened by President Clinton and delivered prepared remarks at the White House in 1999 at the First White House Conference on Hispanic Children and Youth convened by First Lady Hilary Clinton.



Richard Verches, in June 2010, he was named Executive Director of the L.A. County Workforce Investment Board, the second largest in California and third largest in the county, serving almost 4 million residents in 58 of the County's 88 cities. Prior to this position, he was the Chief Deputy Director of the L.A. County Commission on Human Relations. He has been a Finance Director for a congressional campaign; President and Co-Founder of a national civic education and financial literacy non-profit that published and distributed 2 million copies of two booklets in Spanish on "How to Prepare and Pay for College" and "Introduction to Banking/Financial Literacy"; Partner with a national Latino research and marketing firm; and President of a small business association. He held three positions with ARCO, an international oil, gas and energy corporation.



Paula R. Jackson is Interim President and CEO for the American Association of Blacks in Energy, having been named to the position in January 2013. Prior to her current role, Ms. Jackson served as the association's Vice President of Operations and also served for 2-years as the organization's Director of Communications. Ms. Jackson's experiences include 15 years in the energy industry for both electric and natural gas distribution companies. During that time she has built a stellar reputation working with Federal and State regulators in her role as Manager Government Affairs and her job as Regulatory Affairs Manager. Ms. Jackson commands a clear understanding of the consumer and community sides of the business as well having held industry positions in Consumer Outreach and Economic Development.



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Pilar Montoya is the Chief Executive Office (CEO) of the Society of Hispanic Professional Engineers (SHPE), the premier national organization aimed at increasing the number of Hispanics contributing to the nation's innovation and technology future. SHPE aims to motivate Hispanics to study and pursue careers in Science, Technology, Engineering and Math. As the SHPE CEO, Montoya guides the organization's operations, programming, education, member benefits, fundraising, marketing and government relations efforts nationally. Ms. Montoya leads the membership and the Foundation organization, managing the two organizations \$6 million budget. Since joining SHPE in September 2009, she has helped raise over \$2 million dollars, has guided the organization in its transition from an all-volunteer structure to a business model and is currently undertaking the development of a five-year strategic plan, organization-wide financial plan, and IT systems plan.



Assembly Member Rudy Salas was elected in November 2012 to represent California's 32nd Assembly District, comprised of part of the City of Bakersfield, Hanford, Corcoran, Delano, Lemoore, Shafter, Wasco and the communities of Armona, Avenal, Kettleman City, Lamont, Lost Hills, Stratford and Weedpatch. After several years working at CSUB, Salas was selected for a highly competitive fellowship at the State Capitol. While in the State Capitol, Salas worked for the Assembly Majority Leader on a variety of issues. Recognized for his hard work and grasp of the issues, the local state senator hired Salas where he worked on state legislation, budget augmentations, coordinated hearings and meetings affecting the valley. After serving in the State Capitol and as the district director for the Senate Majority Leader, Salas would soon realize his dream of representing and fighting for the community he was raised in.



In 2013, de León became the first Latino to chair the powerful Senate Appropriations Chair. He was first elected to the State Legislature in 2006 as an Assembly Member for Los Angeles and chaired the Assembly Appropriations Committee making him the first Latino Chair of that fiscal committee in the past one hundred years. De León is also an environmental advocate who champions efforts to increase efficiency and greener energy. He firmly believes that clean air, clean water and access to open space should not be determined by the zip code someone resides in but rather that is a right for all people. He authored legislation inserted into an omnibus measure that creates hundreds of millions of dollars for alternative fuel research and development. He has been recognized as Legislator of the Year by the Planning and Conservation League, Green California, Friends of the River and the Coalition for Clean Air.

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