

Here is what our clients are saying about our Energy Industry courses...

"This is one of the **best classes** I have ever been to."

"I wish I had taken this course 20 years ago. Based on what I learned today, I am **more marketable**."

"I enjoyed the course - it **re-ignited** my waning interest in electrical utilities."

"The course was very **useful** in providing an overall knowledge of our product and the challenges that our industry faces."

"I would **highly recommend** this course with John Hynes as an instructor to other colleagues."

"This was the most structured, **well instructed** course I have had. John Hynes was excellent."

John M. Hynes, MSEE, MBA

Excidian Partner, John M. Hynes, developed and facilitates the Energy Industry Knowledge courses described in this brochure. His continued research and extensive knowledge of the strategic, political, financial and organizational issues facing the energy industry have established him as a respected facilitator.



To speak with an Excidian representative, contact us at:

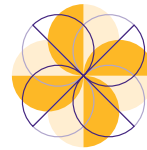
1-888-808-4794

or visit our web site at:
www.excidian.com

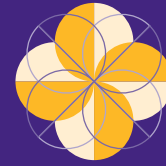
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ENERGY INDUSTRY KNOWLEDGE



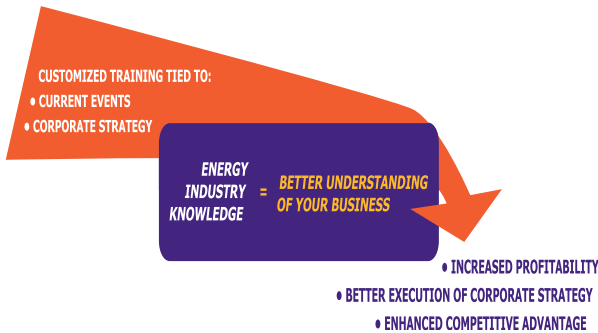
PROVIDE NEW AND VETERAN
EMPLOYEES WITH INFORMATIVE
AND COMPREHENSIVE COURSES
ON THE ENERGY INDUSTRY

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Energy Industry Knowledge

Providing your employees with the skills to make better business decisions!



Give Your Employees Valuable Knowledge To:

- Understand corporate strategy and senior management decisions
- Provide perspective on current industry events
- Make better business decisions



Customization:

Excidian maximizes the relevance of its courses for your company by customizing:

- Technical Information
- Examples
- Exercises



Focus on Electricity



In a complex and rapidly changing industry that is operating under a hybrid of regulation and competition, employees need to understand all aspects of the industry and how they impact strategy and business decisions. Excidian's electric energy courses do just that.



Electric Industry Issues

The following topics are covered:

- ▶ How the key characteristics of each type of utility (Federal, Muni, Co-Op & IOU) are driving the lobbying efforts related to the deregulation / re-regulation of the electric industry
- ▶ How electricity differs from other types of commodities
- ▶ How the present rate-making process influences decisions related to deregulation / re-regulation / price caps for competitive generators
- ▶ How current events in competitive generation and energy trading businesses have impacted Wall Street's view of generation companies
- ▶ How the evolution of deregulation impacts business in Deregulated Generation, Transmission & Distribution, Energy Services, and Distributed Generation

Manufacturing & Delivery of Electric Energy



The following topics are covered:

- ▶ How electric energy is manufactured from various fuel sources [coal, nuclear, hydro, and natural gas including CT's and CCT's]
- ▶ The economics of competition in power generation [fuel costs, O&M costs, capital costs, bus bar costs]
- ▶ The electric components used in the generation, transmission and distribution of electric energy
- ▶ Differences between the System Operator of today and the ISO of the future
- ▶ The economics of customer generation sources such as fuel cells and microturbines

Focus on Natural Gas



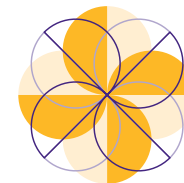
In a complex and competitive industry, employees need to understand all aspects of the industry and how they impact strategy and business decisions. Excidian's natural gas course does just that.

Natural Gas Industry Issues



The following topics are covered:

- ▶ The basic properties of natural gas and other hydrocarbon fuels including heat content, combustible range, combustion by-products and volumetric measurements
- ▶ The global and North American markets for natural gas including the largest consumers and producers, the significance of the reserve-to-production ratio, the market for LNG and recent trends in the pricing of natural gas
- ▶ The exploration and production process including where to explore, how to drill, wildcat costs and wildcat success rates, separation, conditioning and processing
- ▶ The technical advances that permitted the long distance transmission of natural gas, including the construction and characteristics of transmission pipelines today
- ▶ External and internal maintenance activities on transmission pipelines including external inspections, cathodic protection and pigging
- ▶ The value added beyond the city gate by the local distribution company including odorizing, safety, construction and repair of distribution pipes
- ▶ The evolution of regulation and deregulation of natural gas including the impact of various FERC orders (380, 436, 500 & 636)
- ▶ Optional: A description of how each of these topics fits with your company's strategy



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