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February 5, 2013

MEMORANDUM

TO: Council Members

FROM: Charlie Black, Power Planning Division Director

SUBJECT: Introduction of Richard Génecé

Richard Génecé joined the Bonneville Power Administration as its Vice President of Energy Efficiency on January 7, 2013. Before assuming his new role at Bonneville, Mr. Génecé was the residential portfolio manager of energy efficiency programs at Southern California Edison. He has extensive experience in energy efficiency, sustainability and marketing, including prior positions at General Electric, AT&T and several other major companies. His new position at Bonneville is one of four vice president positions in the Power Services area headed by Senior Vice President Greg Delwiche.

The February Council meeting will provide an opportunity for Council Members to become acquainted with Mr. Génecé. He will make a brief presentation describing his background and his plans for leading Bonneville's energy efficiency activities.

The Bonneville announcement of Richard Génecé's appointment is at the following link: http://www.bpa.gov/news/newsroom/Pages/Richard-Génecé-named-new-vice-president-of-Energy-Efficiency.aspx

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