



Public Policy Forum: Meeting the Increasing Demand for Energy in the 21st Century

You Are Invited...

The University of California Merced is sponsoring a public policy forum to provide both a researcher's and industry perspective on the supply and demand issues of the energy crisis as they affect the Petroleum industry in Kern County.

- Tuesday, March 20, 11:00 am – 2:00 pm
- At the Kern Access Center (1330 Truxtun Ave., next to Mission Bank)
Rooms 116/117
- Free and open to the public; please register by March 16th as seating is limited
- Lunch will be provided
- Parking is available at the following locations
Access Center Parking Lot
Kern County Superintendent of Schools Parking Structure on 18th Street
Bank of America Parking Structure (parking will be validated)

Speakers:

Peter Navarro, Associate Professor of Economics and Public Policy at the University of California, Irvine Graduate School of Management and a leading expert on utility deregulation.

Jess Frederick, Vice President of WZI, Inc.; a frequent guest lecturer with over 15 years of experience in the energy industry.

REGISTRATION: via fax, email, phone or mail

University of California, Merced

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Name

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BIOSS:

Peter Navarro, a University of California Irvine Graduate School of Management associate professor, is recognized for his expertise in growth management, industrial policy, public policy and electric utilities regulation. Navarro predicted widespread electricity shortages in his 1984 book "The Dimming of America." In 1995, Navarro published a Harvard Business Review article on how to properly deregulate the electric utility industry. Because California did not properly deregulate, today's crisis requires tough measures, including: involving the state in power production; cultivating alternative energy sources, such as wind; capping rate hikes and eliminating megawatt laundering. Navarro is a top expert on utility deregulation who has written extensively on the energy crisis, including articles in *The Los Angeles Times* and other major newspapers. He has also spoken about energy issues on network television and radio programs.

Navarro received his Ph.D. from Harvard University.

Jesse D. Frederick, Vice President of WZI Inc., has over 15 years of professional experience in the field of electrical energy production and has developed and permitted over thirty power production projects throughout the world, from initiation to various stages of development, including financial closing. He has extensive experience in the environmental demands of energy production and has been involved in regulatory development both in the United States and internationally. Frederick is a recognized expert in the field of environmental compliance strategy for the electrical production industry and has published papers on subjects ranging from emissions measurement to cost effective management. In addition to his experience in independent power development, Frederick has been extensively involved in California's deregulated energy market including development issues related to merchant plants.

Frederick received a B.S. in Chemical Engineering from the Rose-Hulman Institute of Technology and is a State of Texas Registered Professional Engineer.