

Christopher J. LaRoe

chrislaroe@hotmail.com
42 Upper Loudon Rd
Loudonville, NY 12211
(518) 330-9045

EXPERIENCE

Jan 06-Present

INDEPENDENT POWER PRODUCERS OF NEW YORK, INC.

Jan 09-Present - Managing Director, Market Policy & Regulatory Affairs

Responsible for managing IPPNY's involvement in all proceedings pending before New York's regulatory agencies, coordinating Federal Energy Regulatory Commission and New York State Public Service Commission filings and serving as IPPNY's liaison to the New York Independent System Operator (NYISO). Serve as Chair of the NYISO's Installed Capacity Working Group and on the Executive Committee of the NYS Reliability Council. Play key role in distributing information, developing organization positions and strategies, and executing action plans.

Jan 06- Dec 08 - Communications Director

Managed the state's largest energy trade association's day-to-day internal and external communications. Responsible for association publications, media relations, website, advertising, and events. Active in legislative and regulatory issues affecting IPPNY and its members.

Dec 04- Nov 05

REDSRING COMMUNICATIONS (Presently McMURRY)

Custom publishing, Account Supervisor

Managed several client accounts, ensuring adherence to schedules and the highest quality controls. Oversaw each phase of the production process, maintaining consistent communication with fellow staff as well as clients. Required an understanding of the clients' various industries and their business needs. Provided prompt, workable solutions to client concerns.

Apr 02-Dec 04

NEW YORK FARM BUREAU

Associate Director of Public Policy, Media Relations Specialist

Served as spokesman for the Farm Bureau. Duties included developing the organization's communications strategy, working extensively with the press, writing press releases and articles for internal newspaper, and organizing press events. Interviewed frequently for print, radio, and television. Formulated relationships with media, government agencies and officials, agricultural experts, and members.

Oct 01-Mar 02

THE BEAN AGENCY

Public Relations Account Executive

Manager of Project HomeSafe, a national firearms safety program. Responsible for securing state participation, coordination of event locations, contacting media, and following up with partners after each

event. Wrote press releases and alerts, and developed follow-up materials to help evaluate the success of the program.

Jan 01-Oct 01

NEW YORK STATE ASSEMBLY

Media Coordinator, Assemblyman Joseph Lentol, Chair of Codes Committee

Duties included writing press releases, speeches, distinguished letters, resolutions, and Op-Ed articles. Coordinated press conferences and the distribution of press releases, as well as shaping the press positions of the Assemblyman for all events. Maintained and enhanced press contacts. Met with lobbyists and special interest groups.

Apr 00- Dec 00

Writer/Editor, Office of New York State Assembly Speaker Sheldon Silver

Read, prioritized and responded to incoming constituent mail for Assembly Speaker Sheldon Silver; research Assembly committee issues including agriculture, banks, consumers, government employees, government operations, labor, racing/wagering, and veterans. Consulted with Assembly writers, editors, program and counsel staff, and ways and means staff. Edited outgoing correspondence to constituents, and aided in creation, development and design of the Assembly website pages.

Sept 00- Nov 00

DEMOCRATIC ASSEMBLY CAMPAIGN COMMITTEE

Field Operative, Watertown, New York

One part of a three-member team sent to run all aspects of a political campaign challenging an incumbent Assemblyman. Wrote press releases and speeches for candidate; helped organize media events (e.g. press conferences, photo shoots and video shoots, debates); oversaw and organized all activities of local campaign and volunteers; wrote script for and ran nightly phone banks; organized and targeted direct mailings and "Friend-to-Friend" letter mailing; conducted opposition research; and analyzed financial disclosures released by both parties.

EDUCATION

STATE UNIVERSITY OF NEW YORK AT GENESEO

Bachelor of Arts: Communication

Minor: Public Relations

COLLEGE OF SAINT ROSE

MBA Program: Currently Enrolled. Expected graduation Fall 2014.

COMPUTER SKILLS

*Desktop Publishing *Microsoft Office *Legislative Retrieval System

AWARDS AND RECOGNITION

“CAP” CREAL JOURNALISM AWARD

New York State Agricultural Society

- Best Written News Series
- Best Written Commentary (twice)

AMERICAN FARM BUREAU FEDERATION

Public Relations Awards

- Best Written News Story

1. Please describe all experience you have had in chairing groups or committees of diverse interests, with a list of such groups.

I have chaired the Installed Capacity Working Group for a few years at this point.

2. Please describe the support of your organization for your assuming the position of Vice-Chairperson, and describe your ability to make the necessary time commitment.

IPPNY has been fully supportive of my role as ICAP Chair, and that support will continue with any future roles I take.

3. Please describe any training or experience you have had in mediation, ADR or consensus building.

I do not have any formal training in those matters, but representing members of a trade association requires significant amounts of mediation and consensus building.

4. Please describe briefly why you would like to have this job.

I believe it is important to support and be active in the NYISO stakeholder process, and that effort sometimes requires taking on additional responsibilities.

5. Please describe briefly your organizations actual and/or potential business interests in the Northeast and New York State, including the sector in which your organization participates for purposes of NYISO governance.

IPPNY represents a variety of stakeholders active at the NYISO in the Generator and Other Supplier sectors. Their business interests in New York are best served by a well-functioning competitive wholesale market.