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**GasMart**  
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# **What Can Marketers Do for End-Users?**

**Craig Jimenez**

**OGE Energy Resources, Inc.**



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# Safe Harbor

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# Who we are



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- Regional energy marketer based in Oklahoma City.
  
  - Committed to sustainable business through:
    - Physical assets (transportation and storage)
  
    - Strong balance sheet (subsidiary of OGE Energy)
  
    - Fair dealing

# Alex's Questions

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1. How are pipelines and marketers bringing unique value to their industrial end-user customers?
2. How are pipelines and marketers adjusting their business models to address the growing "green" market?
3. How does conservation fit into your ongoing business model?
4. Will LNG be a truly significant help this decade?
5. Will your businesses be able to stay ahead of the pace of dizzying changes in the gas market?

# Question 1: Unique Value

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## Infrastructure:

1. Pipelines build & expand capacity to ease operational and price disruptions.
2. Marketers make new capacity financially viable by committing to pay long-term demand fees.
3. Marketers reduce the net cost of transport through financial optimization rather than stranding it when you do not need it.

## Risk Management:

1. Marketers can hedge to stabilize your price (for known future quantity).
  2. Marketers can provide operational-exercise options to assure supply and reduce price volatility (for uncertain future quantities).
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## Discussion of Questions 2-5

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# Contacts



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