

# BPA NEWS

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BONNEVILLE POWER ADMINISTRATION  
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## **BPA selects new senior vice president of Power Services**

**Portland, Ore.** – The Bonneville Power Administration has chosen Joel D. Cook to be its senior vice president of Power Services. Cook begins his new position at BPA’s Portland headquarters June 12.

“Joel is a talented and results driven leader with 25 years of experience in the energy industry,” said BPA Administrator Elliot Mainzer. “His expertise will help BPA continue to meet our statutory obligations and deliver value to our preference customers while adapting to the rapidly changing wholesale electricity market. Joel grew up in Montana, so he is also looking forward to returning to his Northwest roots.”

As senior vice president of Power Services, Cook will be responsible for BPA’s power scheduling functions, energy efficiency, generation asset management, power contracts and rates, power purchases and acquisitions, as well as business relationships with 142 retail utility customers. BPA sells about 30 percent of the electricity consumed in the Northwest.

Annually, BPA’s Power Services business line markets about 11,000 average megawatts of wholesale power from 31 federal hydroelectric projects in the Columbia River Basin, one nonfederal nuclear plant and several other small nonfederal power plants, producing revenues of nearly \$3 billion per year.

“I am thrilled about working for BPA and being part of the long-term vision and value that the federal assets continue to provide to the Northwest,” said Cook. “Exciting developments are taking place in West Coast energy markets, and I think my years of experience will add value as policies and practices continue to evolve.”

Cook comes to BPA from Talen Energy in Allentown, Pennsylvania, where he served as vice



president of Retail Marketing and Western Trading. While at Talen Energy, Cook also led the company's Energy Specialty Contractors and Renewable Energy business units. Talen Energy is the largest independent power producer in the U.S.

**About BPA**

*The Bonneville Power Administration, headquartered in Portland, Ore., is a nonprofit federal power marketer that sells wholesale electricity from 31 federal dams and one nuclear plant to 142 Northwest electric utilities, serving millions of consumers and businesses in Washington, Oregon, Idaho, western Montana and parts of California, Nevada, Utah and Wyoming. BPA delivers power via more than 15,000 circuit miles of lines and 261 substations to 475 transmission customers. In all, BPA markets about a third of the electricity consumed in the Northwest and operates three-quarters of the region's high-voltage transmission grid. BPA also funds one of the largest fish and wildlife programs in the world, and, with its partners, pursues cost-effective energy savings and operational solutions that help maintain affordable, reliable and carbon-free electric power for the Northwest. [www.bpa.gov](http://www.bpa.gov)*

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