

Exhibit No. _____ (MV-2)
Docket UG-110723
Witness: Mark Vasconi

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

**WASHINGTON UTILITIES AND
TRANSPORTATION COMMISSION,**

Complainant,

v.

PUGET SOUND ENERGY, INC.,

Respondent.

DOCKET UG-110723

**EXHIBIT TO
TESTIMONY OF**

Mark Vasconi

**STAFF OF
WASHINGTON UTILITIES AND
TRANSPORTATION COMMISSION**

Qualifications and Experience

October 25, 2011

Mark Vasconi
Richard Hemstad Building
1300 S Evergreen Park Dr. SW
Olympia, WA 98504

EDUCATION **University of Montana, Missoula, MT**
M.A. Economics - 1983
B.A. Economics - 1980

EXPERIENCE

Dec. 2010 – Present

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION
Acting Director, Regulatory Services Division, Olympia, WA

- Directly manage a staff of three assistant directors and indirectly supervisor thirty-seven analysts who are responsible for analyzing tariff filings, participating in rate cases and developing policies that affect all regulated companies that fall under the jurisdiction of the Washington Utilities and Transportation Commission.
- Conduct negotiations with various regulated utilities on issues ranging from developing a Washington Universal Service Fund to reforming intercarrier compensation to natural gas pipeline replacement.
- Provided direct testimony in support of a multi-party settlement in CenturyLink's acquisition of Qwest.

Feb. 2010 – Dec. 2010

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION
Telecommunication Manager, Olympia, WA

- Managed a professional staff of five analysts responsible for reviewing rates, market structure and the financial status of telecommunications companies operating in Washington.
- Developed the UTC's position regarding universal service and intercarrier compensation reform.
- Conducted negotiations and lead a team of analysts in examining the merger between CenturyLink and Qwest.

Sept. 2008 – Feb. 2010

GENERAL COMMUNICATIONS, INC.
Director, COGS Management, Anchorage, AK

- Managed \$190 million in expenses, allocated expenses to various business units and insured proper financial reporting of costs.

- Initiated cost-saving procedures that ranged from negotiating with vendors to developing business plans designed to reduce network costs.
- Managed a staff of nine analysts who were responsible for analyzing costs for LD, local, wireless, CATV, and broadband services.
- Cost savings efforts during 2009 resulted in over \$15M of annualized savings.

May 2008 – Sept. 2008

**WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION
Assistant Director, Telecom, Olympia, WA**

- Managed a professional staff of analysts responsible for reviewing rates, market structure and the financial status of telecommunications companies operating in Washington.
- Conducted negotiations with various telecom companies and public interest organizations regarding a wide range of telecommunications issues including developing a settlement with Qwest regarding the disposition of proceeds associated with the proposed sale of Qwest's Seattle headquarters building.
- Produced and provided testimony or presentations on various telecommunication issues ranging from ETC applications to broadband development in the state of Washington.

June 2004 – Jan. 2008

**AT&T ALASCOM
Director, Federal Government Affairs, Anchorage, AK**

- Directed AT&T Alascom's policies on intercarrier compensation reform and interstate market structure issues.
- Successfully collaborated with various interests in developing federal legislation that stabilized wholesale transport services between Alaska and the Continental US and also terminated various regulatory obligations that hindered AT&T Alascom's ability to compete effectively.
- Represented AT&T Alascom's positions to FCC Commissioners and Staff and also served as AT&T's liaison with members of the Alaska Congressional delegation regarding telecommunications policies that affected Alaska and AT&T nationally.
- Successfully advocated for intercarrier compensation reform in Alaska which lowered the cost of long distance service in Alaska and provided end users with lower long distance rates.
- Provided in-depth business analysis and strategic assessment to the President of AT&T Alascom on various legislative and regulatory issues ranging from the development of subsidies that supported rural telecommunications infrastructure to broadband implementation policies.

Sept. 2001 – June 2004

AT&T ALASCOM

Director, Business Planning, Anchorage, AK

- Developed business cases and capital plans associated with product development efforts.
- Initiated broadband service planning for rural markets as well as urban centers such as Anchorage.
- Oversaw and developed pricing strategies related to various retail and wholesale products.
- Engaged in special contract negotiations with customers and directed the development of contracts that were required by regulatory authorities.

Aug. 1995 – Sept. 2001

AT&T ALASCOM

Director, State Government Affairs, Anchorage, AK

- Directed and managed AT&T Alascom's legislative and regulatory efforts and advocated Company positions before the Alaska State Legislature, the Regulatory Commission of Alaska and the FCC.
- Led AT&T Alascom's interconnection negotiations with incumbent local telecom providers. The resulting agreements provided the foundation of AT&T's competitive entry into local telecom markets in Alaska.
- Established and maintained close relationships with other functional areas within AT&T (i.e. Marketing, Product Management, Sales, Network and Engineering) to insure that Government Affairs closely supported Company goals.
- Successfully advocated for the development of the Alaska Universal Service Fund and served for 4 years as Vice President and Secretary of the Alaska Universal Service Corporation which oversaw the collection and disbursement of Alaska Universal Service funds to various Local Exchange Carriers.

Jan. 1992 – Aug. 1995

PACIFIC TELECOM, INC.

Senior Economist, Vancouver, WA

- Developed pricing recommendations for local services offered by PTI's local exchange companies as well as Alascom, Inc. which was owned by PTI and provided long distance service in Alaska.
- Created forward-looking economic cost models which were used to inform pricing recommendations for both long distance contract services and local exchange business offerings provided under contract.
- Successfully advocated at the Alaska Public Utilities Commission (APUC) for the introduction of long distance optional calling plans and special contracts often over the opposition of competitors and APUC Staff.

- Worked extensively with PTI legal counsel to examine the long distance market structure in Alaska. This work, coupled with recommendations from the FCC Joint Board examining the Alaska market resulted in the sale of Alascom to AT&T in August, 1995.

April 1989 – Jan. 1992

US INTELCO

Product Manager, Olympia, WA

- Advised numerous Independent Telephone Companies (ITCs) on the deployment of SS7 networks in their local exchange networks and highlighted new services made possible by SS7 signaling such as Caller ID and 800 Number portability.
- Provided over two dozen presentations on SS7 networks to various state telephone associates and specific ITCs.
- Developed business plans regarding US INTELCO services ranging from 800 database queries to calling card validation services.

June 1984 – Mar. 1989

US WEST Communications

Demand Analysis Manager, Denver, CO and Seattle WA

- Employed econometric techniques to estimate demand elasticities for a wide range of services ranging from intra-LATA toll to local exchange vertical features such as Call Waiting and Voice Mail Services. These estimates were typically used in rate cases to estimate the effects that price changes would have on service demand and company revenue.
- Developed pricing analysis that was used to estimate the impact of new services on existing revenue streams and then recommend price points that harvested older services while promoting newer ones.
- Created a set of models that examined the impact of Subscriber Line Charges (SLC) that resulted in lowered access prices, lower toll rates, increased end user charges and increased toll volumes. These estimates were used in US WEST's advocacy at the FCC that supported the implementation of SLCs.