

RBAC Inc.

Energy Industry Forecasting System

Bethel King

Senior Director, Market Analysis, RBAC Inc.



Bethel King has over twenty-five years of energy industry experience. From 1985 to 1993, Ms. King supported natural gas operations for Phillips Petroleum, a large integrated producer. She spent three years supporting natural gas marketing functions, including trading system coding, design, and analysis. She also has over four years of direct experience in natural gas marketing - two years with Phillips Petroleum and GPM and two and a half years with Williams Energy Services holding positions as Gas Supply Representative, Gas Operations Representative, Gas Control Representative, Transportation and Exchange Representative, and later, Natural Gas Trader in the Midcontinent and the West. She joined Williams Energy Market

Analysis in 1998 as Senior Analyst before progressing to Manager of Natural Gas Analysis with as many as eight direct reports.

Ms. King oversaw the development and utilization of Fundamental Models that use linear and non-linear approaches to support trading and origination activities. Her combination of computer expertise and energy market knowledge made her uniquely qualified within Williams. Ms. King worked in an integrated commodity environment with Power, Crude Oil, NGLs, Coal, and Global Gas such as LNG. Another responsibility held by Ms. King was to attract, develop, and retain key employees within the NG and NGL Market Analysis group by identifying specialized training needs, providing education on trading and commodities, and developing individual progression plans.

Beginning in 2003, Ms. King began a successful alliance with RBAC, Inc. as a Senior Consultant, providing personalized analysis using the GPCM[®] Fundamental Gas Pipeline Model for companies throughout the industry. Bethel King is currently Director of Market Analysis which includes overseeing all input data including infrastructure, supply curves, and demand curves used in preparing the quarterly GPCM Base Case data releases. Ms. King is also RBAC, Inc.'s primary trainer and mentor for clients; she also provides ad-hoc expertise on projects for a variety of industry participants.

Modeling of the Natural Gas industry provides insight for strategic planning, pricing and flow trends, value assessment, bidding strategies, fundamental analysis and risk assessment for structured energy deals, and interpreting the dynamics that affect the natural gas market such as market power, supply, demand, storage, capacity, loads, transportation, congestion, tariffs, pipeline expansions, capacity release and infrastructure.

Ms. King has a Bachelor of Science in Management Science/Computer Systems from Oklahoma State University and an Associate degree with Honors in Computer Science from NEO A&M. Bethel King has spoken at several industry conferences such as EPIS Electric Market Forecasting Conference on the topic Gas Market Trends and Forecasting. Ms. King is also a contributing author of *Fuel Forecasting in Volatile Markets Make for Believable Strategies* in Electric & Natural Gas Business: Understanding It (2003 and Beyond). [HTTP://www.atlasbooks.com/marktplc/00705.htm](http://www.atlasbooks.com/marktplc/00705.htm).