



**“Prediction is very difficult, especially if it's about the future,”**  
and

**“No, no, you're not thinking; you're just being logical.”**

**Niels Bohr**

**“Life is a sexually transmitted disease and the mortality rate is one hundred percent.”**

**R. D. Laing**

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don't read the Burrito. Definitions of acronyms used herein can be found here under the clever heading of Gary's Glossary. Copies of vintage Burritos can found by clicking here.

This week has been autumnal in the best sense of the word: warm days with sunny skies and cool evenings with only a slight breeze. Last weekend it snowed in the Sierras, just dusting my home but substantially more accumulation at higher elevations. Everyone is predicting that the coming winter will be especially cold and wet, may it be so. During last summer's heat I had to get up extra early, which I despise, to take my morning walk with Halley's Comet. Failing to do so meant a miserable afternoon walking in the heat of the day. My brain may wake up in the early morning, but the rest of me doesn't clock prime time until after lunch. Thankfully, this summer's heat that stretched well through September finally broke this week for more reasonable afternoon temps in the 70s and 80s. Absent the rush for a morning walk, I was happy to relax with a cup of strong coffee and breakfast such as a homemade cheese omelet, or a baked tomato drizzled with olive oil and then grilled with some cheese on top.

It's been awhile since I've written about the rapidly evolving power markets in Mexico. The country's reforms have been percolating along. Almost two years in the making the developments have surpassed the beginning steps that are necessary such as the issuance of written manuals, draft proposals, and policy statements. More substantial deliverables are being achieved. For example, the grid operator recently concluded its second long-term capacity and energy auction. A table of the auction awards prepared by WPTF's Mexico Committee consultant, Julie McLaughlin, can be seen on the next page. Notably one of the long-term capacity awards went to the Frontera gas-fired plant in Mission, Texas, one of

### **Western States Playbook**

*WSPP Fall Operating Committee Meeting:* October 12 – 14 at Ojai Inn & Spa, Ojai California. Excellent panel discussions and networking opportunities. For more information click here, or contact Heather Harrison.

*WPTF Houston Chapter Meeting:* Monday, November 7, at the offices of Dynegy from 3 p.m. to 5:30 p.m. Speakers will include Jeff Richter from Energy GPS, and Diego Villarreal from SENER on Mexico's upcoming medium term energy and capacity auction. Email me for more information.

*WPTF Roundtable on Western Regionalization:* Wednesday, November 16 at La Quinta Resort and Club in La Quinta, CA. from 1:00 p.m. to 3:30 p.m. Panelists will include Scott Harvey of FTI Consulting; Brett Kruse of Calpine, and Joe Bowring of Monitoring Analytics. Email me if you want to be an observer.

*S&P Global Platts Western States Power and Gas Conference:* November 29-30, 2016 • Hotel Nikko San Francisco. For more information click here.

three such plants owned by the private equity firm Blackstone Group LP. Blackstone bought the plant in 2013 just as the legislation was being passed in Mexico to end the state's monopoly on energy.

Is the Frontera award a signpost of our future wholesale power market in the southwestern U.S.? I think it is, and I would expect that in the not so distant future there will be new DC-transmission lines linking power plants in New Mexico, Arizona and possibly California to the synchronized National Grid south of the border. (i.e., separate from the existing AC-transmission linking California to Baja Norte that is part of the WECC and asynchronous with the rest of Mexico ) The transmission links between Texas and Mexico have long existed, and in fact there was a long-standing business for power plants in Texas selling electric power directly to Mexican industrial customers. That business has been interrupted by the energy reforms of late because CFE, the national utility in the throes of being busted up into competitive entities, could no longer provide long-term transmission service for the power imports. Last January the Day

## Results by Bidder

Bidder	Bids	CEL	Generation (MWh)	Capacity (MW/yr)
Alten Energías Renovables México Cuarto	6	812,417	722,044	75
AT Solar	3	478,260	478,261	29
Bluemex Power 1	2	249,982	249,982	-
Comisión Federal de Electricidad	2	198,764	198,764	400
Consorcio ENGIE Solar Trompezon	1	338,851	342,630	-
Consorcio Fotowatio	2	779,161	779,161	-
Consorcio Guanajuato	1	146,957	146,958	12
Consorcio SMX	3	285,606	278,358	10
Enel Green Power México	2	399,129	399,130	-
Energía Renovables de la Península	2	-	-	30
Energía Sierra Juárez Holding	2	117,064	114,116	-
Eolica de Oaxaca	1	818,264	818,265	-
Frontera Mexico Generacion	6	-	-	475

Ahead wholesale power market began in Mexico and the transmission allocation became a daily auction that threw any possibility of a longer-term contract with an off-take buyer in Mexico right out the window. The matter was complicated further by the delay in FTRs (with the exception of legacy contracts) until 2017. Yet, the second long-term auction established the possibility of selling generating capacity long into Mexico. It isn't a pipe dream, it happened in Texas and it could happen in the other states bordering Mexico setting aside for the moment power sales into the Mexican State of Baja Norte.

The other auction winners included a CFE bid for a combined-cycle power plant (400 MW), with the rest being a smattering of renewable projects located throughout the country. Per Julie McLaughlin's assessment, [“Fifty-seven bidders presented offers, of which 23 were selected. The average price for clean energy \(generation + renewable energy certificates \(a.k.a., CEL\)\) was USD\\$33.47/MWh, and capacity fetched \\$2.68/kW-month. Clean energy generation came in at prices 44% less than the maximum price set by the grid operator and capacity came in at prices 64% less than the maximum. The regulating government entity, SENER, stated that the allowed](#)

profit margin threshold of 14.6% was met by all the accepted bids submitted in the first round, and therefore only one bidding round was required.”

Speaking of large grids and how we fit into to them, the agenda for the upcoming WPTF Roundtable on Regionalization has been affirmed and over fifty people have indicated that they will attend. The event will be held at the La Quinta Resort & Club in Palm Springs, California on Wednesday, November 16<sup>th</sup> starting at 1 p.m. This is a one-panel roundtable with the following presenters: PJM Market Monitor Joe Bowring, CAISO Market Surveillance Committee member Scott Harvey, and Calpine’s Brett Kruse who has been very active in the development of MISO and SPP organized markets. They will be addressing the topic, “What Does It Take to Start a Regional ISO and Why Bother Doing It?” Each panelist will make a short presentation on the topic, and the balance of the session will be spent in moderated Q&A with folks selected to sit around a square-hollow table. The participants so far represent the following agencies or companies:

Washington UTC	Avangrid
Oregon PUC	PG&E
California PUC	Exelon
Utah PSC	WAPA
Montana PSC	NextEra
CA Assembly U&C Committee	Wellhead Electric
Skadden Arps LLC	ZGlobal
Calpine	AES
NRG	Clark Public Utilities

There is plenty of space for people who wish to be observers—you can do that by simply e-mailing me and I’ll send you the invitation. And just to make the entire affair even more

palatable, pun intended, WPTF will host a luncheon at noon, before the Roundtable, for both the participants and observers. Finally, if you were planning to attend the NARUC Annual Meeting to be held on the 3 ½ days prior to the WPTF Roundtable at the same location, then add an afternoon to the back end of your trip and learn more about ISO regionalization than you ever hoped to gain, and in less than three hours.

**What we believe...**

- 1) Competition yields lower electricity rates.
- 2) Stable and transparent rules and regulations promote private investment.
- 3) Private investors, rather than utilities, will spend money on new power plants and transmission facilities if they can earn a return that is balanced with the risks.
- 4) Private sector investment results in lower average prices without risking consumers’ money.

If you are a student of wholesale power markets in the U.S., then no doubt the outstanding litigation between FERC (Office of Enforcement, or OE) and several trading entities regarding allegations of market manipulation has caught your attention for one reason or another. These cases drag on forever, much to the delight of the

law firms representing the plaintiffs and much to the consternation of these law firms’ clients. One such case, which I have written about multiple times, is the Powhatan Energy Fund. The last time that I did was in the “All the Good Ones are Written” Burrito (March 20, 2015) regarding Dr. Alan Chen, a trader who teamed up with Powhatan Energy in the summer of 2010

to transact in PJM's Up To Congestion (UTC) market. Powhatan and Dr. Chen have been the center of controversial enforcement actions by FERC's OE and the Commission's subsequent Orders to Show Cause. Powhatan is affiliated with another trading company known as STS Energy that buys and sells electricity in the East Coast and Midwest energy markets that never faced a FERC OE action, however that firm used a Freedom of Information Act (FOIA) request at FERC regarding documents that were part of two other enforcement actions in the PJM market against Oceanside Power LLC and Black Oak Energy LLC. The purpose of the FOIAs was to make transparent information that had previously been withheld from the public. There was a subsequent settlement between STS Energy and FERC regarding the release of the documents, but there was no settlement regarding the legal expenses incurred to bring the case to fruition. STS Energy's pro bono attorneys sued FERC for related legal fees. This week the DC District Court agreed with STS Energy and concluded that, "[The Court will grant STS Energy attorney's fees in the requested amount of \\$60,168.19.](#)"

That's not exactly a reversal of fortune for any party involved in these cases including FERC, but it does demonstrate that there are limits to what a public agency can do when investigating an enforcement matter. Per the Court's decision on why it found FERC's hide-and-seek behavior questionable, "[FERC did show some recalcitrance and at least 'appeared' to 'withhold' the segregable portions of requested documents 'merely to avoid embarrassment or frustrate the requester,' or simply to avoid the time-consuming work of separating information that could be properly withheld from information that could not.](#) Thus, this factor counsels strongly in favor of granting the motion for attorney's fees. The Court therefore weighs this factor heavily, and when combined with the public benefit that the documents provided, determines that STS Energy's request for attorney's fees is



## *Simply Suedeen*

*[Click here to learn about the author](#)*

*On September 25th, FERC approved a settlement between Maxim Power and FERC's Office of Enforcement (OE). This settlement provides us with several insights into the current thinking of OE. First, OE continues to use FERC's Anti-Manipulation Rule to target "gaming" of the ISO and RTO markets. By "gaming," OE means conduct that complies with the letter of the rules but which it finds inconsistent with their purpose and design. In this case, FERC found that Maxim impermissibly structured its energy market offers in a way intended to evade ISO-NE's mitigation rules for reliability units in order to capture additional Net Commitment Period Compensation revenue (payment to a generator that did not recover its effective offer from the energy market during an operating day). In short, this is an expansive interpretation of the Anti-Manipulation Rule.*

*The second take-away is OE's continuing emphasis on enforcing the duty of candor that applies to market-based rate sellers, particularly those in ISO/RTO markets. This duty prohibits a seller from providing false or misleading information to the Commission, ISO/RTOs or their market monitors, or transmission providers. Violation of this duty carries the same civil penalty risk as market manipulation (up to \$1 million per day, per violation), but it does not require proof of intent. It remains a significant source of compliance risk for market participants, given their frequency of interaction with ISO/RTO staff and market monitors.*

*Maxim settled by agreeing to pay \$4 million in penalties and \$4 million in disgorgement. All Maxim employees were released from liability.*

justified.”

You have to savor your victories no matter how small when you can get them. The outstanding enforcement actions regarding Powhatan, Alan Chen, Barclays and the individual Barclay traders remain in abeyance awaiting due process in the courts. However, in these and future enforcement actions parties should now take note that FERC cannot be so cavalier about collected evidence that should be produced upon request.

Moving on, the critical importance of flexible power plants in the coming age of higher renewable energy penetration begs the question regarding the value for such flexibility. A posting in this week’s [UtilityDIVE](#) reported on potential improvements in, believe it or not, cycling nuclear power plants, and I thought about how valuable that would be in the western grid. There are never enough sponges in our grid to soak up the variability inherent in a rapidly changing duck curve that is turning into a giraffe neck and it’s a pity, too, that Diablo Canyon is a nuclear resource going bye-bye in 2024.

The article addresses how nuclear plants can partially follow load depending on the type of technology employed (PWR vs. boiler water reactor), and the useful life remaining in its fuel cycle. “[There is nothing in the design of a nuclear plant that prevents flexible operation. Experts say that most nuclear plants are built with that capability. But that is not to say there are no technical challenges to operating a nuclear plant flexibly.](#)” That’s something about which I wasn’t aware. I thought nukes were designed to operate between 80% and 100% of full output. However, there are numerous examples of reactors that cycle more than that in France and Germany (that is, what’s left after the Fukushima crisis in Japan).

The article also points to a limiting factor being the regulatory body overseeing nuclear power plant operations, i.e., the NRC: “[The other challenge in the U.S. is regulatory. There could be](#)

**What we believe (cont.) ...**

- 5) However, when IOUs do the investing, the risks to them are minimal or non-existent because ratepayers cover all of the costs.
- 6) Overcapacity lowers electricity spot market prices; yet retail rates can increase in this case due to full cost-of-service regulation.
- 7) Markets work best when there are many buyers and sellers.
- 8) At-risk money will be put to work and attract new investment where markets exist that are legitimate and yield credible prices.

[many issues, but the chief regulatory challenge appears to lie in the fact that U.S. rules require that nuclear plant operators must be licensed by the NRC. So, unlike a gas turbine in the PJM Interconnection, for instance, a nuclear operator cannot be controlled by the grid operator.”](#)

That’s another piece of information about which I was unaware. Yet, if the NRC could see its way to widening the operating range and allowing the nuclear asset owner the ability to submit schedules to the grid operator along with adjustment bids within a safe operating range, then what a wonderful world that might be. It would be the equivalent to having yet another EIM-like participant suddenly appearing within the grid rather than outside its boundaries.

I started this week’s edition with a note about food and cooking, and here at the midpoint of the Burrito we have an appropriate food break. You can tell I’m pre-loading for the next Jewish High Holiday, the fast day Yom Kippur. Here is Chef Laura Manz with her weekly recommendation: “[Fall has turned into a busy season.](#)”



Maybe it's from school having restarted, after-school activities in high gear, or long evening walks in the refreshing temperatures. To keep the schedule in balance this Hawaiian-flair dish can go from refrigerator to table in just over 30 minutes. Start some rice going as you begin."

Cube 3 lbs. boneless chicken thighs and place in a pot with a mixture of 1 cup shoyu (soy sauce - low sodium or Aloha brand recommended), 3/4 cup of ketchup, and 1/2 cup of palm (or brown) sugar. Get fancy with the optional addition of 4 cloves of minced garlic and 1 Tbsp. of fresh minced ginger (or powdered ginger). Add just enough water to cover. Bring to a boil then simmer for 30 minutes or until cooked through. Serve over rice topped with (optional) chopped toasted cashews and chopped scallions. If there's no rush, (and for extra flavor) marinade a whole chicken cut into parts overnight in the mixture. Cooking time is a little longer. Serve with rice.

**... and, what we should do:**

1. Believe in ourselves.
2. Encourage creation of independent, multi-state regional transmission organizations that coordinate policies with respective state utility commissions.
3. Support rules for resource adequacy that apply uniformly among all load-serving entities.

So quick? So easy? Something that flavorful should take longer, but that's not the case with this week's recipe.

Here's your surf and churl for this week:

>>> Things in the People's Republic of California  
@@@ La Paloma Decision and CAISO Economic Retirements

>>> Shout Outs

>>> Odds & Ends (\_!\_)

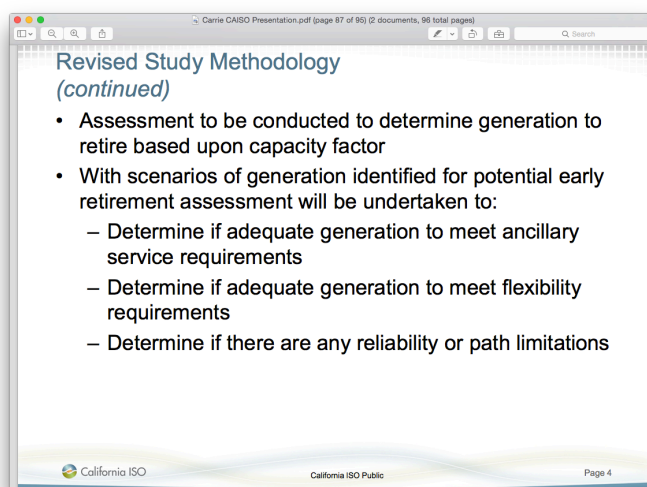
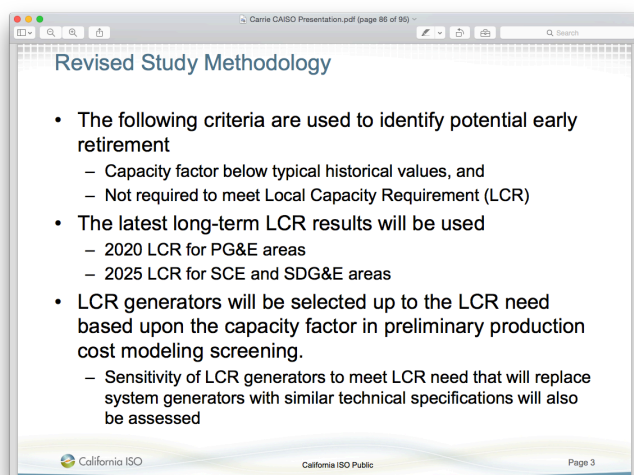
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>>> Things in the People's Republic of California  
@@@ FERC's La Paloma Decision and CAISO Economic Retirements

I should have guessed last week when I wrote about the La Paloma complaint against the CAISO, "I predict the FERC will do nothing timely, but if it does act, it will side with the CAISO and deny the complaint," that the exact opposite would happen. Well, it did with respect to timing because FERC issued an Order last Monday. However, I was right about denying the complaint. One out of two ain't bad for me. Per the Order: "First, we find that La Paloma's complaint fails to identify, as required by Rule 206 of the Commission's Rules of Practice and Procedure, any "action or inaction which is alleged to violate applicable statutory standards or regulatory requirements." In denying La Paloma's economic outage request, CAISO properly applied the outage-related provisions of Section 9.3 of its tariff, as discussed below. Therefore, La Paloma cannot succeed on its complaint by merely asserting that CAISO's denial of its economic outage request has adverse financial ramifications; rather, it must also identify the action or inaction that allegedly violated the FPA or regulations thereunder." And so on and so forth.

Yet, a key policy issue that lurks in the background was absent in FERC's Order. That is, what guidance should FERC offer to the CAISO and its market participants in light of a situation that has no where to go but downhill? More merchant plants in the CAISO will either retire in an orderly way, or suddenly shut down because the market prices can't support revenue recovery, the resource adequacy payments are insufficient, and scarcity pricing is a joke. The hot potato served by La Paloma was pushed back to the CAISO for yet another day. That is, an eventual day of reckoning. If FERC believes that CAISO markets are functionally rational and prices are indicative of daily energy and forward capacity value, then there is big trouble awaiting us all. And then what will everyone do? Panic is one option ... or another option is that the State of California will undertake emergency legislation ... although those two outcomes sound a lot alike. There will be more test cases by thermal asset owners in 2017 and 2018 as additional merchant plants come off their initial PPAs. I'm only going to be writing the Burrito for a few more years, and I would hate to miss the big bang, but it's coming ... of that I'm sure.

Looking on the positive side of things, WPTF's CAISO Committee consultant, Carrie Bentley, authored a Burrito piece three weeks ago regarding a soon-to-be released CAISO study on economic retirements as part of the CAISO's transmission planning cycle. Although the study hasn't been released, at a stakeholder meeting last month there was a review of the methodology



the CAISO will use to address the topic.

The CAISO's transmission planning process has, in my opinion, been path breaking on so many different levels, not the least of which is running a clean competitive process where transmission elements eligible for competition have been identified ... although it's been at least two planning cycles since any additional competitive elements have surfaced. Therefore, it may be time again for the CAISO to demonstrate leadership in the area of identifying economically obsolete thermal power plants. No other organized market anywhere has had the issue as front and center as the CAISO.

It appears that the CAISO will have a two-pronged attack, identifying simulated capacity factors for thermal units not required to meet a Local Capacity Requirement (LCR). There will be a second level of assessment looking at generation adequacy for ancillary services, flexibility, and reliable transmission flows.

The clock is ticking as the La Paloma situation sorts itself out, other thermal generators assess their options, and the release of the CAISO's assessment in this transmission planning cycle of where thermal power plants are no longer needed. I think the sum of all of these parts will raise many more questions.

>>> Shout Outs

I received the following note from my dear friend Ken Costello regarding the debate on residential demand charges versus time-of-use rates. [“Click here for an article that Ross Hemphill and I recently co-authored on demand charges. I am not sure if I am in agreement with all of it but I think it's good to get some ideas out there for discussion. I also would refer your readers to an essay I wrote on ratemaking in general.](#)

[“I wish the Indians well in the playoffs. I am puzzled why they are not drawing well given their great season. I remember that in the 1990s they sold out almost every game; granted they had good teams, but the fans should be supporting them more this year after several years of poor play.”](#)

First the important stuff. The Cleveland fans are complacent about winning another national championship after the Cavs took it all a few months ago. They can wait another 60 or so years.

**...and, what we should do (cont.):**

4. Enforce competitive solicitations by utilities for purchasing either thermal or renewable power.
5. Support choice among retail electricity customers.
6. Lobby for core/non-core split of retail customers.
7. Advocate against policies that limit, through bid mitigation, merchant returns on investment that are utility-like returns.

As for your scholarly papers in [Public Utilities Fortnightly](#), you really need to get a much better head-shot photo, Ken. Use your college graduation picture or something of similar vintage because that's the way I recall you.

On the same topic I received this anonymous note that is a bit long but well worth the read: [“With respect to your discussion of APS demand charges in the last Burrito, there has been a lot of recent interesting work on rate design in response to concerns about fixed cost recovery prompted by the growth of distributed resources. In particular, I recommend this recent Lawrence Berkeley Lab report on rate](#)

[design and fixed cost recovery. \(It is part of the Future Electric Utility Regulation series. The papers in the series are uniformly excellent and interesting.\)](#)

[“Severin Borenstein's discussion of demand charges in the report is a good warning about why demand charges might not be THE answer to utilities' fixed cost recovery problems: It is unclear why demand charges still exist. Charging customers for their peak usage during a billing period has been supported as an approximation to a customer's demand during system peak periods, but it was never a very good approximation, as the customer's peak may not be coincident with the system peak. Furthermore, the single highest consumption hour of the billing period is not the only, and may not even be the primary, determinant of the customer's overall contribution to the need for generation, transmission and distribution capacity.](#)



“In any case, the value of such approximations has been mostly eliminated with smart meters that record usage in hourly or shorter intervals. Smart meters permit time-varying price schedules that can easily be designed to more effectively capture the time-varying costs that a customer imposes on the system. Demand charges could be justified when ‘dumb’ meters could only record aggregate consumption and peak consumption, but could not even log information on when that peak occurred.

“An additional explanation for demand charges is that they capture the customer-specific fixed cost of providing a certain level of service capacity to the customer’s site. Such capacity, however, is established by making up-front and largely sunk investments in the local distribution network and the final connection to the customer. These may constitute a substantial share of the fixed costs that create the concerns addressed in this report, but the cost of such capacity is determined by the attributes of the connection, not by the customer’s peak usage after the connection is established. A monthly fixed charge based on the customer’s service capacity would more appropriately capture these costs.

“The use of demand charges has also created a large market of consultants advising customers on how to reduce their peak demand that is wasteful from a societal point of view. Customers faced with demand charges place high private value on reducing their very highest hour of usage, even if there are other hours in which usage is nearly as high, and even if none of those hours are coincident with system peak times.

“At their very best, demand charges may not do a bad job of capturing some customer-specific fixed costs and may quite imperfectly reflect the time-varying costs of the customer’s consumption. But customer-specific fixed charges that reflect service levels, and time-varying pricing, accomplish these goals much more effectively, so why would one use demand charges?

“I am particularly concerned about Severin’s second to last point given that so much of the economics of the burgeoning behind-the-meter storage market seems to be predicated on avoided demand charges. Are demand charges encouraging storage deployments that are socially wasteful and shift costs to other customers?”

I believe the answer to the last question is “YES.” But that’s how California makes progress in its energy policies ... one crisis at a time. As I wrote last week, I’m less in favor of demand charges for residential customers than having real-time prices relayed to consumers so they could make timely decisions about electricity consumption. Alas, we’re not there now nor do I see a time when we will. I suppose it’s worth noting yet again that my long-time friend living in Chicago has had a time-of-use real-time(?) energy tariff for five years that I think is tied to the PJM wholesale market price. That innovation happened in the Midwest, but not in California.

Here’s a final note that is also anonymous regarding the CAISO’s hasty retreat from dropping the bid floor to \$-300/MWh: “Thank you for giving the run-down on the bid-floor initiative – that’s some info I’ve been trying to talk to folks about, along with the whole issue of the export penalty (plus the usual fear of DMM inquisitions) costing the market the liquidity that would allow it to stay above the floor – but I’m curious why you stopped short of discussing how the CAISO’s stakeholder process withered on it?”

Ah, those are questions that inquiring minds wish to know.

>>> Odds & Ends (!\_!)

The greatest difficulty celebrating the High Holidays isn't getting to the Temple 30 minutes late because that's when services typically begin, or the sitting/standing/sitting routine that goes on for hours, or the Rabbi's sermon that drags on forever, or even abstaining from food and liquids for a day. None of those things is very hard. What's challenging is powering down one's cell phone for 24 hours. That's torture. Same for my laptop computer, but less so than the phone.

I turn off my iPhone to respect the holiday and ease into that self-reflective mood not found any other time of the year. Going digital free helps remove my thoughts from the day-to-day stuff that litters my scarce brain capacity. But I continue throughout the observance asking myself questions such as, "How long will my drive be to Ojai next week?" and "What's on my calendar for tomorrow?" You know, the things I typically reach for my smartphone to get the answer to. We are so addicted to those handheld devices that life without them is unthinkable. It's not that Jewish custom forbids the use of cell phones on a holiday ... unless one is ultra-Orthodox. Many people brought theirs into the Reform Synagogue I attend, take pictures during the service, or check emails and text messages. Not me. Uh uh. And after about 12 hours, my addiction cools off and I'm at peace.

In fact, last Monday afternoon I was loathe to turn my digital world back on because I liked the feeling of floating without knowing who wanted something from me, or answers to questions that I thought at one time were important. We overstate the importance of trivial information.

There should be a national "Turn Off Your Smart Phone" day. It would mess up a lot of folks.

No Burrito next week, so you better make these last:



### **Code Word for Heaven**

After a long illness, a woman died and arrived at the gates of Heaven. While she was waiting for Saint Peter to greet her, she peeked through the gates. She saw a beautiful banquet table. Sitting all around were her parents and all the other people she had loved and who had died before her. They saw her and began calling greetings to her.

When Saint Peter came by, the woman said to him, "This is such a wonderful place! How do I get in?"

"You have to spell a word," Saint Peter told her.

"Which word?" the woman asked.

"Love."

The woman correctly spelled love, and Saint Peter welcomed her into heaven.

About six months later, Saint Peter came to the woman and asked her to watch the gates of Heaven for him that day. While the woman was guarding the gates of Heaven, her husband arrived.

"I'm surprised to see you," the woman said. "How have you been?"

"Oh, I've been doing pretty well since you died," her husband told her. "I married the beautiful young nurse who took care of you while you were ill. And then I won the lottery. I sold the little house you and I lived in and bought a big mansion. And my wife and I traveled all around the world. We were on vacation and I went water skiing today. I fell, the ski hit my head, and here I am. How do I get in?"

"You have to spell a word," the woman told him.

"Which word?" her husband asked.

"Czechoslovakia."

Like me, these stories are not getting any younger. Here's your closer:

**One buzz word in today's business world is MARKETING.**

However, people often ask for a simple explanation of "Marketing."

Well, here it is:

\* You're a woman and you see a handsome guy at a party. You go up to him and say, "I'm fantastic in bed."

That's Direct Marketing.

\* You're at a party with a bunch of friends and see a handsome guy. One of your friends goes up to him and, pointing at you, says, "She's fantastic in bed."

That's Advertising.

\* You see a handsome guy at a party. You go up to him and get his telephone number. The next day you call and say, "Hi, I'm fantastic in bed."

That's Telemarketing.

\* You see a guy at a party; you straighten your dress. You walk up to him and pour him a drink. You say, "May I?" and reach up to straighten his tie, brushing your breast lightly against his arm, and then say, "By the way, I'm fantastic in bed."

That's Public Relations.

\* You're at a party and see a handsome guy. He walks up to you and says, "I hear you're fantastic in bed."

That's Brand Recognition.

\* You're at a party and see a handsome guy. He fancies you, but you talk him into going home with your friend.

That's a Sales Rep.

\* Your friend can't satisfy him so he calls you.

That's Tech Support.

\* You're on your way to a party when you realize that there could be handsome men in all these houses you're passing, so you climb onto the roof of one situated towards the center and shout at the top of your lungs, "I'm fantastic in bed!"

That's Facebook.

\* You are at a party; this attractive older man walks up to you and grabs your ass.

That's former President Bill Clinton.

\* You didn't mind it, but twenty years later your attorney decides you were offended and you are awarded a settlement.

That's America !

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And that's a wrap. If you are fasting next week for the Yom Kippur observance, then have an easy fast. And if you aren't, then call or text me and see how far you get. Have a great Columbus Day long weekend if you are in the US or a Happy Thanksgiving long weekend if you are in Canada.

Gba

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Here is Erin's photo essay about cruelty to animals contrasted with the joy our pets give us:

