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STATE COMMERCIALIZATION WORKSHOP

Barbara A. Coe

Western Energy Planners, Ltd.

The State Commercialization Workshop is designed to respond to a request from the State Planning Teams in the Rocky Mountain Basin and Range Region that has, during 1979, been comprised of ten states. They requested that time be allotted for them to discuss informally, as a group of peers, some of their mutual informational and technical needs and approaches. By transferring such information among the states, the technical tasks can be accomplished more efficiently. Furthermore, such communication helps the state commercialization projects to produce definitive products that are readily compiled into a regional overview to aid national program planning.

During the workshop, the three major commercialization topics will be addressed:

- Planning

Under this topic, techniques and data requirements for state commercialization planning will be discussed. Rick James of the Wyoming Team will open the discussion with a description of Wyoming's approach to site-specific geothermal planning.

- Market Assessment

The second item for discussion will be market assessment as it compliments planning and marketing. Bill Eastlake of the Idaho State Team will describe the Idaho economic analyses. He will be followed by Keith Brown who will discuss the use of the New Mexico Energy Institute's site-specific economic analyses. Assumptions, variables and techniques will be described.

- Marketing

The third topic of the workshop will be marketing, as the final commercialization activity, leading to implementation. This discussion will

include both outreach and technical assistance activities. Ward Wagstaff of the Utah Team will address the topic of legislative outreach. This will be followed by a discussion of types of technical assistance and where and how to handle and/or direct requests for assistance.