

1 QUALIFICATION STATEMENT OF

2 JON A. HIRSCH

3 Witness for the Bonneville Power Administration

4 *Q. Please state your name, employer, and business address.*

5 A. My name is Jon A. Hirsch. I am employed by the Bonneville Power Administration (BPA),
6 905 NE. 11th Avenue, Portland, Oregon.

7 *Q. In what capacity are you employed?*

8 A. I am an industry economist for the Eastern Power Business Area in the Power Business Line.

9 *Q. Please state your educational background.*

10 A. I received a B.A. degree in Economics from the University of Wisconsin-Madison in 1974, and
11 a MBA degree in 1981 from Portland State University.

12 *Q. Please summarize your professional experience.*

13 A. In September of 1983, I began work at BPA in the Division of Power Forecasting. I worked
14 in the Economic Forecasting Section on various employment, economic and demographic
15 forecasting issues including development of the Regional Economic Model.

16 In 1988, I transferred to the Utility Forecasting Section where I dealt with hourly and
17 peak forecasting issues, including calibration and operation of BPA's Hourly Electric Load
18 Model (HELM).

19 I developed the JIM (Jon's Impact Model) which was used to assess the rate impacts
20 beginning in 1994 of proposed rate changes on individual utilities. I also developed the
21 Margin Impact Tool (MIT) used during the Load Commitment Exercise of 1996 for
22 determining allowable diversification levels. Since September 1996, I have been assigned to
23 the Eastern Area Business Area responsible for sales forecasting, pricing, and other analyses
24 pertaining to the sales and marketing of power to public agencies.

1 *Q. Please state your experience as a witness in previous proceedings.*

2 A. For the 1991 rate case, I participated on the panel that sponsored testimony on the load
3 forecast, specifically related to the forecast ranges and the simulation model which
4 incorporated economic and temperature deviations to the load forecasting process.
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