



Con Edison Sponsors Advocacy Today: New Resources, New Opportunities

December 13, 2002

Advocacy Professionals Come Together In Search Of New Tools To Serve Better the Latino Population And Its Working Poor

NEW YORK - December 13, 2002 - Consolidated Edison Company of New York, Inc. (Con Edison) welcomed professionals from a myriad of New York City advocacy groups to its conference, Advocacy Today: New Resources, New Opportunities. The conference, held yesterday at Con Edison's Learning Center in Long Island City, explored new tools to improve the services offered to the Latino population and its working poor.

Lilliam Barrios-Paoli, senior vice president and chief executive for agency services of the United Way of New York City, was the keynote speaker. She told the attendants that, as they try to bring resources within the reach of those who need them, the role of advocates should be to educate the people around them and engage them in productive argument. This particular tool, she added, can make the difference when overcoming obstacles such as the antagonistic relationship between advocates and those who hold power, either in government or in any other area.

"At Con Edison, we look for ways to match the diversity of our customers with the programs that we make available to serve them better," said Marilyn Caselli, Con Edison's vice president of Customer Operations. "It is important to understand their cultural backgrounds, their needs, and their priorities. With this goal in mind, bringing together people like you is a wonderful way to reach out to our Latino customers."

Louis E. Perego Moreno, served as moderator of the event, leading team-building exercises and a series of workshops, including, "Getting Work," "Managing on a Low Income," "Exploring Learning and Culture," and "Discovering Con Edison's Special Services." Perego Moreno is president of Skyline Features, an English and Spanish-language multimedia production and educational company focusing on cross-cultural, multicultural and youth projects.

Con Edison is a subsidiary of Consolidated Edison, Inc. [NYSE: ED], one of the nation's largest investor-owned energy companies, with more than \$8 billion in annual revenues and \$18 billion in assets. The utility provides electric, gas and steam service to more than 3 million customers in New York City and Westchester County, New York. For additional financial, operations and customer service information, visit Con Edison's Web site at www.coned.com

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