

Larry J. Martin

Retired Partner

Larry Martin practiced principally in the areas of public utility regulation, administrative law and litigation. Mr. Martin has over 30 years of experience handling issues that arise in the electric power and gas distribution industries, including:

- Secured regulatory commission approval to build new power plants and improve existing power plants (including wind farms, nuclear, gas and coal (largest baseload power plant in US in 20 years)).
- Secured regulatory commission approval to adjust utility rates both in general rate cases and in special purpose rate cases to recover such items as fuel costs, spent nuclear fuel storage costs, and costs of new emission control devices.
- Represented Inter-utility Planning Committee which is comprised of the major investor owned utilities in the State of Wisconsin in connection with biannual long-range planning approval proceedings before the Wisconsin Public Service Commission and all other regulatory matters of common concern to the members of the IPC.
- Represented utility holding companies in merger approval proceedings.
- Represented utilities in rule making proceedings.

As a founding board member of the Wisconsin Bar Association's Energy and Telecommunications Section, Mr. Martin helped revise the Public Service Commission of Wisconsin's procedural rules. He was listed in *The Best Lawyers in America*[®] since 1989, and has an AV rating from Martindale-Hubbell (highest possible rating by peers for quality as well as ethics of legal representation).

Education and Honors

- University of Iowa College of Law (J.D., *cum laude*, 1968)
 - Phi Delta Phi.
- University of Iowa (B.S., 1968)

Bar Admissions

- Iowa
- Wisconsin

Professional and Civic Activities

- Milwaukee Bar Association (Member)
- American Bar Associations (Member)
- State Bar of Wisconsin (Officer and Board Member of Energy and



larry.martin@quarles.com

Milwaukee Office

Tel: (414) 277-5135

Fax: (414) 978-8985

- Telecommunications Section)
- State Bar of Iowa (Member)
- Wisconsin Energy Corporation and subsidiaries (General Counsel, 1994-2000)
- Milwaukee Repertory Theatre (Member, 2000-2007)

Professional Recognition

- Listed in The Best Lawyers in America (1989-2011: Energy Law)
- Martindale-Hubbell AV® Peer Review Rated

Selected Presentations/Publications

- "Ethical Obligations and Practical Lessons: Working with the Public Service Commission," Wisconsin Public Utility Institute, December 2008
- "Recognizing and Avoiding Regulatory Constraints," PUR Utility Quarterly, Third Quarter 1998
- Wisconsin Industrial Energy Group v. Public Service Comm'n (Ct. App. 2007)
- Sierra Club et al. v. Wisconsin Department of Natural Resources (Ct. App. 2006)
- Clean Wisconsin, Inc. et. al. v. Public Service Comm'n; 282. Wis. 2d 250 (2005)
- Citizens Utility Board v. PSC, 211 Wis. 2d 537 (Ct. App. 1997)
- State Tele. Ass'n v. Public Service Comm'n, 201 Wis. 2d 761 (Ct. App. 1996)
- MCI Telecommunications v. Public Service Comm'n, 164 Wis. 2d 489 (Ct. App. 1991)
- Wis. Environmental Decade v. Public Service Comm'n, 105 Wis. 2d 457 (Ct. App. 1981)
- Wis. Environmental Decade v. Public Service Comm'n, 98 Wis. 2d 682 (Ct. App. 1980)
- Wis. Environmental Decade v. Public Service Comm'n, 93 Wis. 2d 650 (1980)
- Schlosser v. Allis-Chalmers Corp., 86 Wis. 2d 226 (1978)
- Wis. Environmental Decade v. Public Service Comm'n, 81 Wis. 2d 344 (1978)
- Schloser v. Allis-Chalmers Corp., 65 Wis. 2d 153 (1974)
- Silberman v. Roethe, 64 Wis. 2d 131 (1974)