



Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



BRIAN POTTS

Perkins Coie LLP

Brian Potts regularly defends clients in environmental enforcement actions; helps them obtain energy, environmental, and other regulatory permits and approvals; and guides them through – and, if necessary, challenges on their behalf - federal and state rulemakings. Brian and his team have appeared in more than fifty administrative proceedings and dozens of federal and state court cases in numerous states.

Brian’s administrative experience covers a wide range of topics, including siting power plants and high-voltage transmission lines, defending motor vehicle companies and part manufacturers in EPA and CARB investigations and enforcement actions, licensing federal hydro-electric dams, representing telephone companies in state regulatory proceedings, participating in state utility rate cases, challenging EPA and state rulemakings, defending USDA SNAP and WIC enforcement actions, defending NSR enforcement actions, and challenging municipal eviction actions. He has advised a range of FORTUNE 100, 500 and smaller clients. He also regularly offers commentary on energy and environmental law topics. His articles and op-eds have been published by Bloomberg, the Wall Street Journal, Politico, Forbes, the Milwaukee Journal Sentinel and other publications. In his busy pro bono practice, Brian has argued in front of Judge Richard Posner and won two criminal pro bono appeals in the U.S. Court of Appeals for the Seventh Circuit. He also serves as pro bono general counsel to the Clean Lakes Alliance, a nonprofit dedicated to the improvement and protection of southern Wisconsin’s lakes, streams, and wetlands. Formerly with Foley & Lardner, Brian earned a bachelor's degree in economics from Centre College (Kentucky), a law degree from Vermont Law School (cum laude), and a masters in energy law (LL.M) from the University of California Berkeley School of Law. He was ranked among “America’s Leading Environment &

Natural Resources Lawyers” 2013-2016 by Chambers USA; listed in *The Best Lawyers in America*, 2013 – Present: Environmental Law; and listed in *Super Lawyers* as a Wisconsin Rising Star, 2013-2015.