



THOUGHT  
LEADERSHIP



EDUCATION



NETWORKING



DIALOGUE

**2015 ANNUAL  
ACTIVITY REPORT  
FOR MEMBERS**

**PLMA**<sup>TM</sup>  
Demand Response Leadership Since 1999



Officers and Executive Committee pictured left-to-right in front row:  
*Michael Brown, Berkshire Hathaway Energy; Heather Manypenny, New Hampshire Electric Cooperative; Jason Cigarran, Comverge; Joseph Childs, Eaton's Cooper Power Systems*

Back row:  
*Dave Hyland, Schneider Electric ; Rich Philip, Duke Energy; Steve Koep, Vaughn Thermal Corp.; Paul Miles, PECO, an Exelon Company; Elody Samuelson, Consumers Energy*

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**Peak Load Management Alliance**

[www.peakload.org](http://www.peakload.org)

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2065 Bennington Drive, Vallejo, CA 94591



# Letter from the Chair

If you have a child, you have participated in one of life's most rewarding (but sometimes stressful) processes—the process of growth.

I am the proud father of three grown children, ages 19, 22 and 24. As a parent, it's not terribly important to me to pinpoint the exact year they moved from one stage of life to the next. Often I find it easier to recognize changes in stages after the fact: When a child enrolls in college, he or she moves into young adulthood. When they graduate, or get their first job, or get married, they become full-on adults.

I think about these stages of life when I reflect back on PLMA's just-completed year. In the five-plus years I have been involved with the organization, I have had the deep but quiet satisfaction of seeing it grow and mature. A lot of people worked very hard for a long time to understand the market's needs, transform our value proposition, attract new members and raise the organization's profile.

2015 was the year when many of those efforts bore fruit. Membership grew. Conference attendance grew. Our educational offerings grew, thanks to Michael Brown of NV Energy, who chairs our Education Committee. Our DR Dialogues grew in number and attendance. We added a fourth interest group.

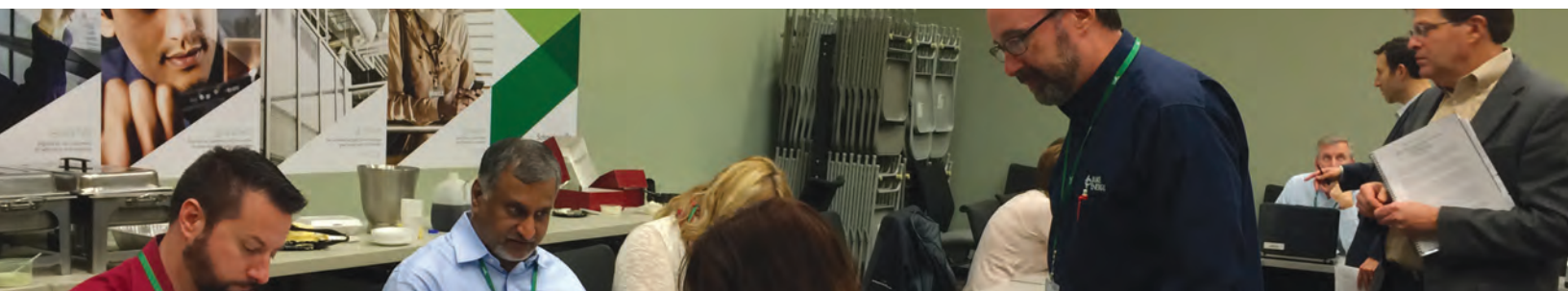
All of these activities are evidence of our growth. By engaging in these activities, our members are helping PLMA fulfill its mission statement: To maintain a forum where practical experience, ideas and knowledge are promoted to those seeking access to a vast network of industry professionals and practitioners. Our vision remains more relevant today than ever as we strive to be the unbiased voice of the industry that promotes inclusiveness in the design, delivery, technology and management of solutions addressing energy and natural resource integration.

As your new chair, I am deeply grateful to Paul Tyno, my predecessor, who adroitly led the organization through its earlier stages of life. What stage of life is PLMA in as it enters 2016? I'm not sure—perhaps you should check back with me in a few years. One thing I know for sure: in 2015, we went through an organizational growth spurt. A lot of the credit for nurturing that growth goes to Paul, our fourth PLMA chair.

There is an old German expression: "many hands make the work light." I can certainly say that is true for PLMA: Through the efforts of Paul, our deeply committed board, Executive Director Ed Thomas, and Member Services Director Tiger Adolf, and all of our members, PLMA continues to grow, and in so doing, shape the ongoing evolution of the DR market.

I am fortunate not only to be your chair but also an employee of a progressive utility that has long recognized DR for the many ways it can add value to a utility's resource portfolio. Duke Energy has a large and diverse DR portfolio, and we see that portfolio expanding as the electricity industry negotiates strategic changes, like the Clean Power Plan and the recent U.S. Supreme Court ruling on FERC Order 745, that will make 2016 such an exciting year.

Rich Philip  
Chair, PLMA  
Duke Energy



As the DR market has evolved, PLMA has grown with it:

# PLMA<sup>TM</sup>

Demand Response Leadership Since 1999

## 2015

a year of growth for PLMA!

### GREW MEMBERSHIP



by **20% to 91 members**. PLMA's membership has more than **doubled** since 2012.

### INCREASED CONFERENCE ATTENDANCE

with Spring and Fall conferences attracting **308 attendees**, who learned about new trends, success stories and learning opportunities in the **DR market**.



### BROADENED PROFESSIONAL DEVELOPMENT OPPORTUNITIES



### SUPPORTED INCREASED PARTICIPATION

in more than **34 member activities**, including: conferences, training, DR Dialogues, Member-Meet-Ups, and interest group meetings with over **1,400 individuals participating**--an **86% increase** over 2014 levels.

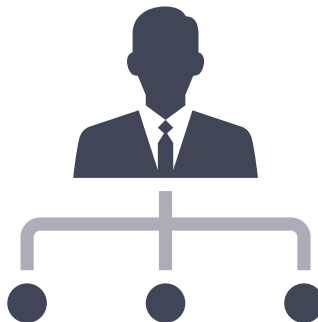
# 1,400+

INDIVIDUALS PARTICIPATING



**DEMAND RESPONSE TRAINING**  
by launching a **3 part Demand Response training series**, drawing high scores from attendees.

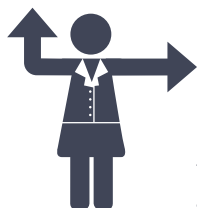
### EXPANDED MEMBER SERVICES AND OPERATIONS



by adding a **member services director**.

### ADDED 4<sup>TH</sup> INTEREST GROUP

Distributed Energy Resources (DER) Integration, and transformed the **GIWH** group to the **Grid-Interactive Behind-the-Meter Storage** interest group.



### EXTENDED REACH

through **strategic alliances** with important peer organizations: **AESP**, **MEEA** and the Smart Grid Consumer Collaborative (**SGCC**).

### RAISED PROFILE

by publishing thought-leadership articles on DR in **EnergyBiz** and **Electric Light & Power** magazines.



PLMA continues to grow and expand our quality offerings to keep our members at the forefront of a fast-moving industry. We will build on this growth in 2016!

# What 2015 Meant to the Demand Response (DR) Industry and PLMA

The strategic changes currently roiling the demand response industry first emerged a few years ago, with President Obama's decision to regulate carbon-dioxide emissions in the electricity business and federal regulators' order establishing DR as a valid resource in our nation's electric resource portfolio.

2015 was the year that both strategic challenges assumed full form. President Obama unveiled the Clean Power Plan (CPP) in August. Three months later, in October, the U.S. Supreme Court heard oral arguments on the Federal Energy Regulatory Commission's (FERC's) Order 745. In January 2016, the court upheld FERC's authority to regulate demand response programs in wholesale markets. The legal challenges to the CPP may take more time to move through litigation. But those decisions, whenever they come, promises to reshape the entire electricity business in fundamental ways.

Against this litigious backdrop, PLMA took steps in 2015 to morph along with the demand-response industry. We expanded and strengthened our organization and its focus, adding a fourth interest group on Distributed Energy Resources Integration to our three existing interest groups, including Grid-Interactive Behind-the-Meter Storage, Thermostat and Women in DR.

All four groups held in-person and online meetings over the past year, where members could discuss industry best practices and exchange practical strategies to effectively deploy, improve and manage demand response and load control programs. PLMA also held several Meet-Ups during 2015, where members could build or renew personal ties in an informal setting alongside other industry events.

PLMA has always had a multifaceted focus. However and whenever members connect, new technologies often are a topic of keen interest. As a group of DR practitioners, technology, policy decisions and the experiences and learnings of our members are all critical to their work. In 2015, PLMA continued to operate as a platform to disseminate information on technological advances, policy changes, regulatory actions and operational insights across our member base. As the DR market has evolved from switches to a broad and occasionally loud market mix of complementary and competing disciplines, PLMA has grown with it.

Last year, PLMA collaborated with the National Rural Electric Cooperative Association (NRECA) and the Natural Resources Defense Council (NRDC) to successfully advocate for a continued role for

grid-interactive water heating as a DR resource. A draft Department of Energy (DOE) rule would have effectively ended that market, which has thousands of megawatts (MWs) under control in the Upper Midwest alone. DOE had overlooked the critical role that grid-interactive water heating can play in DR markets by using energy during off-peak periods, then releasing it to the grid during peak periods.

In many cases, those water heaters stored renewable electricity generated by wind turbines. Since federal and state energy policy was dedicated to expanding renewable energy resources, PLMA members leading the Grid-Interactive Behind-the-Meter Storage Interest Group presented testimony, and Congress subsequently recognized the importance of grid-interactive water heating as an energy storage device that could expand renewable energy use.

PLMA is the unbiased voice of the industry that promotes inclusiveness in the design, delivery, technology, and management of solutions addressing energy and natural resource integration.

The grid-interactive water heating rule demonstrated the growing complexity of the DR market. Weaving these disparate threads into a fine carpet gets more challenging—and rewarding—with each passing year.

That's one reason why PLMA launched a Demand Response training initiative in 2015. Our three-part training series—Introduction to DR, DR Markets and DR Program Design and Implementation—was fully rolled out last year. All three courses blended traditional and experiential learning, drawing high satisfaction scores from attendees.

As the DR field continues to evolve, practitioners require leading-edge professional development if they are to play meaningful roles in their organizations and our industry. These courses are summarized on page 17.

As PLMA closes the books on an exciting and invigorating 2015, we look forward to an exciting year of challenges in 2016. With your continued support, PLMA will continue to follow its vision and remain the unbiased voice of the DR industry promoting inclusiveness in the design, delivery, technology, and management of solutions addressing energy and the integration of natural resources such as water and natural gas.



# Accomplishments



2015 was a busy year filled with significant accomplishments for PLMA. We:

- Achieved the goals we set in 2013, and adopted a new strategic vision to guide our growth for the 2015-2017 period
- Broadened our professional development offerings
- Enlarged our membership
- Created a fourth interest group, Distributed Energy Resources (DER) Integration
- Transformed one of our existing interest groups, formerly known as the Grid-Interactive Water Heating (GIWH) group, to the Grid-Interactive Behind-the-Meter Storage interest group
- Expanded member services and operations support resources by adding a member services director
- Struck alliances with important peer organizations like the Association of Energy Service Professionals (AESP), Midwest Energy Efficiency Alliance (MEEA) and the Smart Grid Consumer Collaborative
- Raised our profile by publishing articles on DR in *EnergyBiz* and *Electric Light & Power* magazines, leveraging content first presented in our DR Dialogues webcasts

## Mission Statement

PLMA will continue to maintain a forum where practical experience, ideas, and knowledge are promoted to those seeking access to a vast network of industry professionals and practitioners. It is also a place where members gather to keep abreast of the latest industry trends in load management and to inform the next generation. We will offer timely subject matter and training opportunities to address key facets of our industry charge, including but not limited to:

- Training professionals
- Deliver an inclusive and diverse membership
- Providing a repository of knowledge

It was indeed a busy and fulfilling year. And we're proud to say this growth did not come at the expense of quality. Our conference attendee and training surveys showed members received significant value for their time and money. Below is a closer look at our conference and membership growth during 2015.

## Conferences

Our 16th Spring conference in Tucson, Arizona, and our 16th Fall conference in Charlotte, North Carolina, drew strong attendee levels and featured spirited discussion of critical topics in our industry, including:

- Why Traditional Demand Response Is Giving Way to More Strategic, Localized DR
- The Impact of Smart Home and the Internet of Things (IoT) on Consumer Energy Markets
- Regional Perspectives on the Clean Power Plan
- What's Better—Direct Control Technology, Dynamic Rates or Consumer Behavior Change?

Each conference kicked off with an Introduction to Demand Response training course and Interest Group workshops. The general session included the Sponsor Showcase Lightning Round, a fun, rapid

introduction to companies offering leading-edge technology and service innovations. The emphasis on field applications and utility deployments ensures that participants quickly learn about promising technologies and engagements in a peer-to-peer environment. The Utility Load Management Exchange met post-conference to provide private time for utility representatives to reflect on what they learned and dig in to specific topics with each other.

## Membership Growth

PLMA's membership grew 20 percent in 2015, from 76 in 2014 to 91 in 2015. Since 2012, our membership ranks have swelled by 116 percent.

A growing and increasingly diverse membership base led to broader, deeper and more nuanced content at our conferences and in our DR Dialogues, Member Meet-Ups and interest group meetings, resulting in an improved member experience.

Total participation in 34 member activities, including conferences, training, DR Dialogues, Member Meet-Ups and interest group meetings, exceeded 2,940 in 2015, with over 1,400 individuals participating in those activities, an 86% increase over 2013 levels of participation.



Watch these testimonials videos at  
[www.peakload.org/?page=videos](http://www.peakload.org/?page=videos)



# PLMA



In 2015, PLMA continued to deliver high quality benefits to our growing and increasingly diverse membership.

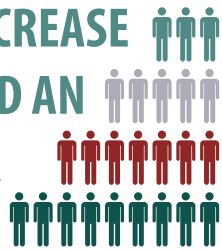
# PLMA™

Demand Response Leadership Since 1999

## MEMBERSHIP

Through participation in our breadth of activities, our highly-engaged membership is helping PLMA fulfill its mission!

### 2015 SAW A 20% INCREASE IN MEMBERSHIP AND AN IMPROVED MEMBER EXPERIENCE!



Our growing and increasingly diverse membership base has led to **broader, deeper and more nuanced content** at conferences and in DR Dialogues, Member Meet-Ups, and interest group meetings.

### PLMA'S LEADING-EDGE PROFESSIONAL DEVELOPMENT ACTIVITIES

keep members on the forefront in an increasingly complex DR market.



The **Spring and Fall Conferences** drew **308 total attendees** and featured spirited discussion of critical topics in the industry, as well as **networking opportunities** for **members** and **attendees**.

The new **3 part Demand Response training series**, launched in 2015, drew **high satisfaction scores** from attendees. The **Demand Response** training courses provided an intensive education experience to more than **130 industry professionals**.

**DR Dialogues webcasts** are the most popular member benefit. 13 DR Dialogues drew **1,567 total registrations**.

**Interest-group webinars** drew **680** registrants.

# 4

### INTEREST GROUPS

provided in-person and online opportunities for members to discuss industry best practices and exchange practitioner tips--plus 1 new group, Distributed Energy Resources Integration, was added in 2015.



### PLMA COLLABORATED

with the National Rural Electric Cooperative Association (NRECA) and the National Resources Defense Council (NRDC) to **successfully advocate on behalf of our members and the industry** for a continued role in grid-interactive water heating as a DR resource.

### PLMA OFFERED 34 MEMBER ACTIVITIES IN 2015

# 86%

with a total of **2,946 participants** and over **1,400 individual participants**--an **86% increase** over 2013!

### SURVEY SAYS:

**Members** reported that they received **significant value** for their **time and money** through **professional development activities**, including conferences and training.



# 2,946



TOTAL REGISTRATIONS



### NETWORKING OPPORTUNITIES ABOUND

**Members** build or renew personal ties in an informal setting at the many Meet-Ups held, plus opportunities at conferences and during interest group meetings.

In 2015, PLMA continued to operate as a platform to disseminate information on **technological advances, policy changes, regulatory actions, and operational insights** across our member base.



# Organization



PLMA was founded in 1999 as the voice of demand response practitioners. As energy markets evolve PLMA's member organizations share expertise and explore innovative approaches to demand response programs, price and rate responses, regional regulatory issues, and changing technologies. PLMA represents a broad range of energy professionals and industries—investor and publicly owned utilities, technology companies and manufacturers, energy providers, curtailment service providers, meter and equipment suppliers, system integrators, research organizations, consultants and consumer groups.

## **PLMA Leadership** *(as of December 31, 2015)*

For links to each person's profile on LinkedIn, please see the Leadership page at [www.peakload.org/?page=Leadership](http://www.peakload.org/?page=Leadership)

### **Officers**

PLMA elected new Officers during its board meeting ahead of its 16th Fall Conference in Charlotte, N.C. The Officers elected for a 2015-2017 term are:

**Board Chair:** Richard Philip, Duke Energy

**Board Vice-Chair:** Elody Samuelson, Consumers Energy

**Treasurer:** Dave Hyland, Schneider Electric

**Secretary:** Joseph Childs, Eaton's Cooper Power Systems

PLMA looks to the Officers to guide and support its strategic vision consistent with the Board's direction. PLMA looks to the Board of Directors to provide strategic leadership to assist the Executive Committee, Officers and Executive Director with the operation of the Association.

### **Staff**

Executive Director: Ed Thomas

Member Services Director: Tiger Adolf

Tiger joined PLMA in 2015 to enhance operations and member services. She supports member services and coordinates training courses and conference operations.

## Executive Committee

Michael Brown, NV Energy  
Jason Cigarran, Comverge  
Steve Koep, Vaughn Thermal Corp.  
Heather Manypenny, New Hampshire Electric Cooperative  
Paul Miles, PECO, an Exelon Company  
Ray Pustinger, Alternative Energy Systems Consulting  
Dennis Quinn, Joule Assets  
Stuart Schare, Navigant Consulting

## Committee Chairs

**Awards:**  
Brian Solsbee, Tennessee Valley Authority, with Ray Pustinger, AESC

**Conference Planning:**  
Brad Davids, Nest, with Robin Maslowski, Navigant Consulting

**Education:**  
Michael Brown, NV Energy

**Marketing:**  
Jason Cigarran, Comverge

## Interest Group Co-Chairs

**Grid-Interactive Behind-the-Meter Storage (formerly Water Heating):**  
Gary Connett, Great River Energy, with Steve Koep, Vaughn Thermal Corp.

**Thermostat:**  
Lee Hamilton, Xcel Energy, with Jenny Roehm, Schneider Electric

**Women in Demand Response:**  
Elody Samuelson, Consumers Energy, with Robin Maslowski, Navigant Consulting

**Distributed Energy Resources Integration:**  
Brooke Reilly, Pacific Gas and Electric Company, with John Powers, Extensible Energy

## Bylaws and Policy Updates

The Board also adopted the following changes to PLMA's bylaws and policies during the meeting in Charlotte in November 2015.

- Bylaws upgraded to reflect new membership policy and other enhancements.
- Election policy updated to include "At-large board members."
- Interest group policy created to articulate the group formation process, as well as PLMA staff responsibilities and responsibilities and succession rules for chair and co-chair positions.

Board members and at-large representatives may access PLMA policies, bylaws and other resources are available to members at [www.peakload.org/?page=Policies](http://www.peakload.org/?page=Policies).





## Board Members *(as of December 31, 2015)*

The Board met twice during 2015. Board meetings are open only to board members, at-large representatives and a limited numbers of invited guests from member organizations. Board members and At-Large Representatives are listed at [www.peakload.org/?page=Leadership](http://www.peakload.org/?page=Leadership).

Tony Bamonti, Alstom Grid	Robert King, Good Company Associates	Paul Miles, PECO
Rick Voytas, Ameren Services	Gary Connett, Great River Energy	Stephen Knapp, Power Generation Services
John Hargrove, Association of Energy Service Professionals	Peter Buttrick, HomeServe USA	Eric LeBow, Power Over Time
Rahul Kar, AutoGrid Systems	Kate Flores, Honeywell Smart Grid Solutions	Craig Sherman, Sacramento Municipal Utility District
America Lesh, Baltimore Gas and Electric Company	Ruth Kiselewich, ICF International	Steven Montgomery, SafePlug
Michael Brown, Berkshire Hathaway Energy	Bill Kallock, Integral Analytics	Dave Hyland, Schneider Electric
Paul Tyno, Buffalo Energy Advisors	Ed Smith, Intelligent Energy Solutions	Ross Malme, Skipping Stone
Jason Cigarran, Comverge	Dennis Quinn, Joule Assets	Randall Higa, Southern California Edison
Elody Samuelson, Consumers Energy Company	Jong Bae Park, Konkuk University	David Shallenberger, Synergy Companies
Derek Kirchner, DTE Energy	Clark Pierce, Landis+Gyr	Brian Solsbee, Tennessee Valley Authority
Richard Phillip, Duke Energy	James Armstrong, Lockheed Martin	Matt Sallee, TerraLUX
Rachel Reiss Buckley, E Source	Joe O'Malley, Mad Dash	Ahmad Faruqui, The Brattle Group
Joseph Childs, Eaton's Cooper Power Systems	Dr. Michel Kamel, MelRoK	Joel Schofield, Threshold Door to Door
Julia Dalla Rosa, Ecobee	Stuart Schare, Navigant Consulting	Leslie Waters, Tucson Electric Power
Steve Rosenstock, Edison Electric Institute	Brad Davids, Nest Labs	Scott Coe, Utility Integration Solutions
Tyler Rogers, EnergyHub	Heather Manypenny, New Hampshire Electric Cooperative	Wendy Brummer, Utility Load Management Exchange
Mark Bolaris, Enerliance	Marie Pieniazek, NRG Curtailment Solutions	Utility Load Management Exchange
Bruce Herzer, EnerNOC	Ward Eames, NTC Corporate	Steve Koep, Vaughn Thermal Corp.
Joshua Warmack, Enervision	Nicholas Payton, O Power	Brian Doyle, Xcel Energy
John Powers, Extensible Energy	Albert Chiu, Pacific Gas & Electric Company	







## At-Large Representatives *(as of December 31, 2015)*

PLMA held its first election of At-Large Directors prior to our 16th Fall Conference in Charlotte. The At-Large Directors elected to the Board for a 2015-2017 term are (in alphabetical order):

Sharyn Barata, Itron  
 Mark Kerbel, Encycle  
 Katie Panek, Westar Energy  
 Jane Peters, Research Into Action  
 Raymond Pustinger, Alternative Energy Systems Consulting

## At-Large Members

Ray Pustinger, Alternative Energy Systems Consulting	Mark Kerbel, Encycle	Jane Peters, Research into Action
Michael Hyland, American Public Power Association	Kitty Wang, Energy Solutions	Dan Westin, Rochelle Municipal Utilities
Joel Gilbert, Apogee Interactive	Richard Barone, Hawaiian Electric Company	Frauke Thies, Smart Energy Demand Coalition
Scott Jarman, Austin Energy	Sharyn Barata, Itron	Patty Durand, Smart Grid Consumer Collaborative
Stephanie Vasquez, Bonneville Power Administration	Terrill Laughton, Johnson Controls	Paul Steffes, Steffes Corporation
Tai Tran, Carrier Corporation	Will Baker, Midwest Energy Efficiency Alliance	Matt Carlson, Sunnovations
Ricardo Luna, CPS Energy	Keith Dennis, National Rural Electric Cooperative Association	Marissa Hummon, Tendril
Mary Ann Piette, Demand Response Research Center	Sharon Close, Nexant	Myles Jensen, Tri-State Generation and Transmission Association
Matthew Plante, EcoFactor	Barry Haaser, Open ADR Alliance	Tony Chenco, United Energy
Rocky Bacchus, Efficiency Power	Elizabeth Paul, Portland General Electric	David Olberholzer, Weatherbug
Steve Cox, Emerson Climate Technologies	Todd Jordan, Rappahannock Electric Cooperative	Katie Panek, Westar Energy

## Staff of Member Organizations

All employees of a member company can create an online profile, access resources and archives of presentations and dialogues, register for events and receive emails and newsletter. If you work for a member organization, but do not have a member ID and password, please contact Tiger Adolf at [tadolf@peakload.org](mailto:tadolf@peakload.org).

## Member Organizations *(as of December 31, 2015)*

The list of member organizations stays updated, and the profiles of Sustaining member organizations are listed at [www.peakload.org/?page=MemberDirectory](http://www.peakload.org/?page=MemberDirectory). (Members that are bolded are new for 2015.)

- |   |   |   |   |
|---|---|---|---|
| 1. <b>Alstom Grid</b>                                 | 24. Efficiency Power                          | 51. National Rural Electric Cooperative Association | 72. Smart Energy Demand Coalition (SEDC)                    |
| 2. Alternative Energy Systems Consulting              | 25. Emerson Climate Technologies              | 52. Navigant Consulting                             | 73. Smart Grid Consumer Collaborative                       |
| 3. Ameren Services                                    | 26. Encycle                                   | <b>53. Nest Labs</b>                                | 74. Southern California Edison                              |
| 4. American Public Power Association                  | 27. EnergyHub                                 | 54. New Hampshire Electric Cooperative              | 75. Steffes Corporation                                     |
| 5. Apogee Interactive                                 | 28. Energy Solutions                          | 55. Nexant  | <b>76. Sunnovations Inc.</b>                                |
| <b>6. Association of Energy Service Professionals</b> | 29. Enerliance                                | <b>56. NRG Curtailment Solutions</b>                | 77. Synergy Companies                                       |
| 7. Austin Energy                                      | 30. EnerNOC                                   | 57. NTC Corporate                                   | <b>78. Tendril</b>  |
| 8. AutoGrid Systems                                   | 31. EnerVision                                | 58. OpenADR Alliance                                | 79. Tennessee Valley Authority                              |
| 9. Baltimore Gas and Electric Company                 | 32. E Source                                  | 59. OPower  | <b>80. TerraLUX</b>   |
| <b>10. Berkshire Hathaway Energy</b>                  | 33. Extensible Energy                         | 60. Pacific Gas & Electric Company                  | 81. The Brattle Group                                       |
| 11. Bonneville Power Administration                   | 34. Good Company Associates                   | 61. PECO, An Exelon Company                         | 82. Threshold Door-to-Door                                  |
| 12. Buffalo Energy Advisors                           | 35. Great River Energy                        | <b>62. Portland General Electric</b>                | 83. Tri-State Generation & Transmission Association         |
| <b>13. Carrier Corporation</b>                        | <b>36. Hawaiian Electric Company</b>          | 63. Power Generation Services                       | 84. Tucson Electric Power                                   |
| 14. Comverge  | 37. HomeServe USA                             | 64. Power Over Time                                 | 85. United Energy (Australia)                               |
| 15. Consumers Energy Company                          | 38. Honeywell Smart Grid Solutions            | <b>65. Rappahannock Electric Cooperative</b>        | 86. Utility Integration Solutions                           |
| <b>16. CPS Energy</b>                                 | <b>39. ICF International</b>                  | <b>66. Research into Action</b>                     | <b>87. Utility Load Management Exchange (formerly ALCA)</b> |
| 17. Demand Response Research Center                   | 40. Integral Analytics                        | <b>67. Rochelle Municipal Utilities</b>             | 88. Vaughn Thermal Corporation                              |
| <b>18. DTE Energy</b>                                 | 41. Intelligent Energy Solutions              | 68. Sacramento Municipal Utility District           | 89. WeatherBug Home   |
| 19. Duke Energy                                       | <b>42. Itron</b>                              | 69. SafePlug  | <b>90. Westar Energy</b>                                    |
| 20. Eaton's Cooper Power Systems                      | 43. Johnson Controls                          | 70. Schneider Electric                              | 91. Xcel Energy   |
| <b>21. Ecobee</b>                                     | 44. Joule Assets                              | 71. Skipping Stone                                  |   |
| 22. Ecofactor   | <b>45. Konkuk University</b>                  |   |   |
| 23. Edison Electric Institute                         | 46. Landis+Gyr                                |   |   |
|   | 47. Lockheed Martin                           |   |   |
|   | 48. Mad Dash                                  |   |   |
|   | 49. MelRok                                    |   |   |
|   | <b>50. Midwest Energy Efficiency Alliance</b> |   |   |

## Non-Member Participants

All PLMA activities, except board meetings, are open to anyone in the energy industry. Archived webcasts of DR Dialogues can be accessed at no charge by anyone for 90 days, after which time they are placed behind the password-protected member sign in. Non-member attendees create a user profile, which allows them to register for events. Conference registration entitles non-member attendees to access the presentations delivered there for 90 days. Incremental registration fees paid by nonmembers can be applied toward membership within 90 days after a conference.

PLMA provides reduced conference and membership rates for academic and regulatory organizations. We encourage members and non-members interested in PLMA activities to create an online profile to receive email notices, copies of our newsletter and information on upcoming events.

To learn how your organization can become a PLMA member, please visit [www.peakload.org/?page=JoinPLMA2015](http://www.peakload.org/?page=JoinPLMA2015).

# Activities



In 2015, we built on the firm foundation laid during 2014. We expanded our activities to keep our members at the forefront of a fast-moving industry. PLMA Members can access our extensive library of archived resources by clicking the links accompanying each event's title. All you need is your member ID and password, and a desire to improve your market offerings. All upcoming and past PLMA activities can be found, and sorted by type, on the PLMA Event Calendar: [www.peakload.org/events/event\\_list.asp](http://www.peakload.org/events/event_list.asp)

*"As an organization, PLMA is in an even better place than a few years ago. We have a strong leadership team with new ideas and new energy, and a larger membership base with a broader range of experience. We won't be focusing narrowly on just technologies or programs. Instead, we're active participants in a dynamic market."*

Steve Koep, Vaughn Thermal Corp. and PLMA Grid-Interactive, Behind-the-Meter Storage Interest Group Co-Chair

- Our DR Dialogues webcasts continued to be the most popular membership benefit. We held 13 DR Dialogues in 2015 that drew a total of 1,567 total registrations. In addition, our interest-group webinars drew 680 registrants.
- Our Spring and Fall conferences drew a total of 308 attendees, who learned about new trends, success stories and emerging opportunities in the DR market
- We added a fourth member interest group, Distributed Energy Resources (DER) Integration, and refocused and renamed one of our existing groups as Grid-Interactive Behind-the-Meter Storage. These two groups, along with our Thermostat and Women in DR groups, provide a forum for members to build personal connections with each other while digging deep into what works and what doesn't when implementing new technologies and navigating industry change.
- Our professional development offerings grew to three different courses, which were each delivered twice in 2015. The Demand Response training courses provided an intensive education experience to more than 130 industry professionals.
- To ensure we kept our finger on the pulse of what members value most, we conducted a survey to assess the relative value of different PLMA activities and to identify organizational needs.
- As we have done in the past, our awards recognized members who have gone above and beyond in their DR work, breaking new ground and showing us all what can be accomplished by thinking differently about a problem or through persistent action.



## DR Dialogues

The DR Dialogues continued to be the highest-rated member benefit in 2015. Members can click on the links below to access the archived recording. Non-PLMA members may participate in DR Dialogues and can access an event's recording for up to 90 days after it is held, until it goes into the member archive. The DR Dialogues presented in 2015 were:

### March 5

DR Dialogue: Demand Response Markets Course Preview  
[www.peakload.org/?page=DRDialogueMktPreview](http://www.peakload.org/?page=DRDialogueMktPreview)

### March 26

DR Dialogue: Disruptive Technologies  
[www.peakload.org/?page=DisruptTechpost](http://www.peakload.org/?page=DisruptTechpost)

### April 9

The Future of Grid-Interactive Water Heating  
[www.peakload.org/?page=GIWHApril2015](http://www.peakload.org/?page=GIWHApril2015)

### April 16

DR Dialogue: Microgrids' Impact to Demand Response  
[www.peakload.org/?page=microdsmpost](http://www.peakload.org/?page=microdsmpost)

### May 21

DR Dialogue: Comverge's Award-Winning Initiative  
[www.peakload.org/?page=DRDComverge](http://www.peakload.org/?page=DRDComverge)

### June 4

DR Dialogue: BGE's Award-Winning Initiative  
[www.peakload.org/?page=DRDBGE](http://www.peakload.org/?page=DRDBGE)

### June 11

What is a Grid-Enabled Water Heater?  
[www.peakload.org/?page=GIWHJune2015](http://www.peakload.org/?page=GIWHJune2015)

### June 25

DR Dialogue: Greenlot's Award-Winning Initiative  
[www.peakload.org/?page=DRDGreenlots](http://www.peakload.org/?page=DRDGreenlots)

### July 23

DR Dialogue: Amprion's Award-Winning Initiative  
[www.peakload.org/?page=DRDAmprion](http://www.peakload.org/?page=DRDAmprion)

### July 30

DR Dialogue: Pepco's Award-Winning Demand Response Programs  
[www.peakload.org/?page=DRDPepco](http://www.peakload.org/?page=DRDPepco)

### August 6

DR Dialogue: Demand Response Moves Toward the Mainstream  
[www.peakload.org/?page=EnergyBizPost](http://www.peakload.org/?page=EnergyBizPost)

### September 24

Fall Conference Preview  
[www.peakload.org/?page=Fall2015PreviewPost](http://www.peakload.org/?page=Fall2015PreviewPost)

### September 28

DR Dialogue: Comcast's Role in the Connected Home  
[www.peakload.org/?page=Comcastpost](http://www.peakload.org/?page=Comcastpost)

### October 15

DR Dialogue: Duke Energy's Interoperability Vision  
[www.peakload.org/?page=DukeDemopost](http://www.peakload.org/?page=DukeDemopost)

### November 12

DR Dialogue: A New Era of Demand Response: The Future Is Now in Hawaii  
[www.peakload.org/?page=HawaiiFuture](http://www.peakload.org/?page=HawaiiFuture)

### December 10

DR Dialogue: Behavioral DR with Consumers Energy  
[www.peakload.org/?page=BDRConsumerspost](http://www.peakload.org/?page=BDRConsumerspost)

*"Our organization has morphed a lot since its founding in 1999. We have organically expanded as the DR industry has evolved. DR initiatives moved forward in several important markets last year. Our goal is to create a place where DR practitioners feel they need to be. In 2015, we became healthier, more diverse and more vibrant. As the industry evolves, many of our members are finding that yesterday's competitor is tomorrow's collaborator."*

Rich Philip, Duke Energy and  
PLMA Chair

## Committees

Committees lay the critical foundational work for PLMA's activities. Any employee from a member organization may participate. We encourage you to contact the committee chair or co-chairs to get started. Broader member participation results in improved content that explores emerging issues from a variety of perspectives.

## Conferences

The Conference Planning Committee develops two conferences each year: A Spring conference, generally in the Western U.S. in late April and a Fall conference, generally in the Eastern U.S. in early November. The committee begins speaker recruitment and calls for ideas for sessions four to five months ahead of a conference. Committee members meet to score session proposals and create a program.

Conference presentations are available immediately afterwards to all registered attendees, whether a member or not, for up to 90 days. After that, only members may access archived presentations using their member ID and password.

The Conference Planning Committee was co-chaired in 2015 by Elody Samuelson of Consumers Energy and Ward Eames of NTC Corporate.



## 16<sup>th</sup> Spring Conference

April 2015 in Tucson, AZ

Agenda

[www.peakload.org/event/16thspring](http://www.peakload.org/event/16thspring)

Presentations

[www.peakload.org/?page=Spr2015Attend](http://www.peakload.org/?page=Spr2015Attend)



## 16<sup>th</sup> Fall Conference

November 2015 in Charlotte, NC

Agenda

[www.peakload.org/event/16thfall](http://www.peakload.org/event/16thfall)

Presentations

[www.peakload.org/?page=Resources16thFall#agenda](http://www.peakload.org/?page=Resources16thFall#agenda)





## Demand Response Training Series

The Education Committee, chaired by Michael Brown of NV Energy, develops training course curriculum and produces three training courses. You can view the course offerings at [www.peakload.org/?page=Training](http://www.peakload.org/?page=Training). Here is a brief summary of the PLMA Demand Response training courses:

**Introduction to Demand Response** is a one-day, interactive course providing a comprehensive overview of demand response topics and current issues from the perspectives of multiple stakeholders: utilities, retail energy providers, customers, Independent System Operators, and other demand response technology and services providers. A topics include:

- Basics of demand response
- Types of demand response
- History of the growth of demand response, including important related regulatory and technological developments
- Broad overview of demand response markets (traditionally regulated and restructured electricity markets)
- Current volume and market penetration of demand response

This course was presented by PLMA Training Partner Skipping Stone in Tucson, Arizona on April 27, 2015, just ahead of our 16th Spring Conference, and again in Charlotte, North Carolina on November 3, 2015, immediately prior to our 16th Fall Conference.

- **April 27, 2015, Introduction to Demand Response**, held at Tucson Electric Power headquarters in Tucson, Arizona.  
[www.peakload.org/event/DRintroAZ](http://www.peakload.org/event/DRintroAZ)
- **November 2, 2015, Introduction to Demand Response**, held at Duke Energy headquarters in Charlotte, North Carolina.  
[www.peakload.org/event/CharlotteIntro](http://www.peakload.org/event/CharlotteIntro)

**Demand Response Markets** is a two-day interactive course that explores how to build on wholesale energy market models to design demand response programs for traditionally regulated, restructured, and emerging electricity markets. Topics include:

- A detailed review of the similarities and differences among markets in which demand resources can participate
- The current and future roles for electricity consumers, aggregators, energy retailers, utilities, and market operators
- General structure of traditionally regulated and restructured markets and role of market participants
- Types of markets in which demand response could participate—energy, capacity, ancillary services, emergency, economic, etc.
- Review, history, markets and products of PJM, NYISO, CAISO New England, ERCOT, MISO



The course was presented by PLMA Training Partner UISOL on March 25-26, 2015 at host utility Consumers Energy in Jackson, Michigan, and again on October 14-15, 2015, at host utility Southern California Edison in Irwindale, California.

- **March 25-26: Demand Response Markets Training Course**, Consumers Energy headquarters, Jackson, Michigan.  
[www.peakload.org/event/DRMktsMI](http://www.peakload.org/event/DRMktsMI)
- **October 14-15: Demand Response Markets Training Course**, Southern California Edison offices, Irwindale, California.  
[www.peakload.org/event/Markets-CA](http://www.peakload.org/event/Markets-CA)

**Demand Response Program Design and Implementation**, our third professional development offering, is a two-day course covering the key elements of DR activities. This includes topics related to program development such as: market and regulatory environments; business drivers; market potential; program design; and economic analysis. Topics related to program implementation cover the tactics and methodologies used to improve program success, including a discussion of: organizational and resourcing strategies; contracting; business processes; technology integration; and measurement & verification (M&V). Interactive exercises enable participants to gain hands-on experience with various aspects of DR program development and implementation. This course also covers:

- DR drivers and program types
- Program design and portfolio development
- Cost-effectiveness assessment
- Program implementation strategies and tactics

This course was presented by PLMA Training Partner Navigant Consulting on February 18-19, 2015, at host utility NV Energy in Las Vegas, Nevada, and again on December 7-8, 2015, at host Schneider Electric in LaVergne, Tennessee, with Duke Energy and Tennessee Valley Authority (TVA).

- **February 18-19: DR Program Design and Implementation Training Course**, NV Energy headquarters, Las Vegas, Nevada.  
[www.peakload.org/event/pgmimplementNV](http://www.peakload.org/event/pgmimplementNV)
- **December 8-9: DR Program Design and Implementation Training Course**, Schneider Electric offices in LaVergne, Tennessee, co-hosted by Duke Energy and TVA.  
[www.peakload.org/event/ProgramDesign-TN](http://www.peakload.org/event/ProgramDesign-TN)

Registration for all training courses was open to any interested party. A resource manual was provided in printed and electronic form to course registrants.

All course content was delivered by industry experts hired by PLMA and supported by Education Committee members, who also serve as mentors during the interactive course exercises and participate in a closing panel session to give participants an opportunity to ask questions. Each course concluded with a short exam and class discussion.

*"What we hear from the members is that the training courses are a great way to bring new employees up to speed. In addition to the technology and other learning at the conference, the training courses allow them to develop skills in the member organizations."*

Michael Brown, NV Energy and  
PLMA Education Committee Chair



## PLMA Awards

The Awards Committee was co-chaired by Brian Solsbee, P.E. of Tennessee Valley Authority and Raymond Pustinger of Alternative Energy Systems Consulting. The Awards Committee produces an annual search for the best demand response programs and initiatives of the past calendar year and recognizes them at the PLMA Spring Conference. The winners were also featured in DR Dialogues and in a panel discussion at DistribuTECH 2016 set for February in Orlando.

Over the past 12 years, PLMA has presented over 55 awards to recipients that have included utilities, curtailment providers, end-users, and individuals responsible for demand response efforts targeted to the residential, commercial, industrial and agricultural customer markets. To select the winners, PLMA seeks nominations industry-wide for the following award categories:

**Program Pacesetter:** Recognizes outstanding programs that effectively support and deliver peak load management.

**Technology Pioneer:** Recognizes innovative applications of technology with demonstrated potential to scale.

**Thought Leader:** Recognizes the impact projects, outreach campaigns and individual contributions that have the potential to shape the industry's future.

Those recognized as the best demand response programs, initiatives and achievements from calendar year 2015 were:



### Baltimore Gas & Electric

*Program Pacesetter, Utility: PeakRewards<sup>SM</sup>*

This program has demonstrated the ability for a residential demand response program to thrive over a period of years, make effective use of rapidly evolving technology, and do so while achieving a 92 percent customer satisfaction rate. The program, currently serves 320,000 customer homes and providing 417 MW of direct load control, has been successfully integrated into BGE's behavioral demand response program and continues to engage customers with new features including PeakRewards mobile applications & Wi-Fi thermostats.

"Peak load management challenges continue to drive innovation through the energy utility industry," noted PLMA Awards Committee Co-Chair Brian Solsbee, P.E., of Tennessee Valley Authority. "New programs, technologies and solutions are needed to effectively manage load in more volatile electric markets."

PLMA Awards Co-Chair Raymond Pustinger of Alternative Energy Systems Consulting, added: "Demand response has grown from simply reducing peak loads to balancing supply and demand while increasing the efficiency and reliability of a smarter grid. The PLMA Awards Program recognizes those energy industry leaders who create innovative methods to meet peak-load needs, mitigate price risks and manage variable generation."

Learn more about the Awards Program at [www.peakload.org/?page=Award12](http://www.peakload.org/?page=Award12)

For information on nominating a 2015 program for consideration, click here [www.peakload.org/?page=Awardnom2015](http://www.peakload.org/?page=Awardnom2015)

Past winners are listed at [www.peakload.org/?page=AwardWinners](http://www.peakload.org/?page=AwardWinners)





#### **Pepco Holdings, Inc.**

*Program Pacesetter, Utility: Energy Wise Rewards™ and Peak Energy Savings Credit*

Energy Wise Rewards™ (EWR) is a residential and small commercial demand response Direct Load Control program established in 2009. In 2013, Pepco Holdings Incorporated introduced the Peak Energy Savings Credit (PESC) as a behavioral demand-response alternative for customers who prefer to reduce their energy use themselves. To avoid customer confusion over the two very similar demand response programs, Pepco markets the programs together as “Two ways to save. With PESC, you control your own energy reduction; with EWR, we will automatically reduce your air conditioner energy use for you.” Together, the two programs deliver more than 520 MW of load reduction and have achieved participation rates in excess of 50% in several markets, including Pepco Maryland, demonstrating that utilities can gain strong market acceptance through excellent program design and communication.



#### **Amprion**

*Program Pacesetter, Regional Transmission Operator: Secondary Reserve Program*

This program brought—for the first time ever in Germany—an aggregated pool of industrial loads to participate in a secondary reserve program originally intended for participation of generation assets. Program requirements included: Full capacity within five minutes, with 1MW minimum after 30 seconds in the called direction (positive, i.e. load reduction; negative, i.e. load increase); five-second interval communication of real-time pool capacity and forecasted capacity; and ability to follow a dynamic, modulated signal.



#### **Comverge**

*Thought Leader, Solutions Provider: Evolution of Communications for Demand Response eBook*

The debate around communications methods for demand response has become increasingly vibrant amongst industry stakeholders. In speaking with its utility clients, Comverge observed the need for a straightforward way to compare the pros and cons of each communications technology and understand their evolution to date. As a result, Comverge launched its thought-leadership campaign with the goal of helping electric utilities better evaluate the communication methods available for their demand response programs. The Comverge Evolution of Communications for Demand Response eBook tackles the topic of sorting out a wide array of DR communications options, including paging, advanced metering infrastructure, ZigBee gateways, cellular and Wi-Fi. The eBook has been downloaded more than 500 times, has been featured in numerous editorials and has been described by utilities as insightful, unbiased and understandable.



#### **Greenlots**

*Technology Pioneer, Solutions Provider: Greenlots SKY Smart Charging*  
Greenlots and Southern California Edison are currently conducting the largest electric vehicle (EV) demand-response pilot in North America. It is noteworthy that the SCE/Greenlots pilot is the first large-scale pilot to use de facto open standards protocols OpenADR 2.0b and OCPP in combination for electric vehicle charging. The pilot has deployed 80 Level-2 chargers as the basis for a consumer behavior study which will evaluate fee-based charging and demand response (DR) at various SCE work facilities. The year-long pilot will study and even influence charging behavior through dynamic pricing and vehicle-to-grid integration (VGI).



# Events



## Marketing and Thought Leadership

The Marketing Committee, chaired by Jason Cigarran of Converge, provides insight and counseling to PLMA's Leadership and Executive Director. The committee's achievements in 2015 included:

### Thought-leadership Articles

We published two thought-leadership articles in leading national trade industry magazines:

- "DR Moves to Mainstream," *EnergyBiz* summer issue  
[www.peakload.org/resource/resmgr/Webinars/EnergyBiz\\_Summer2015\\_PLMA\\_Ex.pdf](http://www.peakload.org/resource/resmgr/Webinars/EnergyBiz_Summer2015_PLMA_Ex.pdf)
- "The Future of Demand Response: The Practitioner's View"  
*Electric Light & Power* magazine, October 27, 2015 issue  
[www.elp.com/articles/print/volume-93/issue-5/sections/energy-efficiency-demand-response/the-future-of-demand-response-the-practitioner-s-view.html](http://www.elp.com/articles/print/volume-93/issue-5/sections/energy-efficiency-demand-response/the-future-of-demand-response-the-practitioner-s-view.html)

### Weekly Newsletter

Co-published in partnership with Utility Dive, this free weekly newsletter focuses on DR related issues to PLMA member organization staff and other interested industry professionals. Subscription information is available at [www.utilitydive.com/signup/DRNewsletter/](http://www.utilitydive.com/signup/DRNewsletter/)

### Videos

Four videos were produced last year: two conference overviews and two "here's what our members say"

- 16th Spring Conference Overview [www.peakload.org/?page=videos](http://www.peakload.org/?page=videos)
- 16th Fall Conference Overview [www.peakload.org/?page=videos](http://www.peakload.org/?page=videos)
- What our members were saying in Tucson [www.peakload.org/?page=videos](http://www.peakload.org/?page=videos)
- What our members were saying in Charlotte [www.peakload.org/?page=videos](http://www.peakload.org/?page=videos)

### Conferences

Enhanced conference production qualities at Spring and Fall Conferences

### Partnerships

Recognized as an association partner at DistribuTECH, E Source Forum, Converge Client Conference and International Energy Program Evaluation Conference

## Interest Groups

Any employee of a PLMA member organization may join any or all interest groups by adding the group to your member profile. Other industry professionals may register to attend some interest groups online or in-person meetings on a case-by-case basis, but may not join the distribution list or receive access to resource materials.

**Grid-Interactive Behind-the-Meter Storage Interest Group**, formerly known as the Grid-Interactive Water Heating Interest Group (GIWH), is co-chaired by Gary Connett of Great River Energy, and Steve Koep of Vaughn Thermal Corp. The group was formed in 2013 and renamed in 2015.

This interest group is dedicated to bringing the economic, environmental and societal benefits of grid-interactive water heating to end-use electric customers across the country. In pursuit of that goal, and given rapidly changing market conditions, the group's leadership broadened its scope last year to include other grid-interactive behind-the-meter storage technologies, such as space-heating (thermal storage), space cooling (cool storage), electric vehicles and battery systems. By broadening its purview, this group can remain true to its original mission while positioning PLMA at the forefront of this emerging market trend for the benefit of all interested PLMA members.

During 2015, the interest group conducted several half-day and full-day workshops. It also held multiple DR Dialogues. Both initiatives provide a focused platform for information sharing and market development efforts to support wide-scale implementation of grid-interactive water heating technologies.

The group's 2015 activities included two half-day pre-conference workshops:

**April 27: The Future of GIWH – Is There Life after the DOE Rule?**, in Tucson, Arizona.

[www.peakload.org/group/GIWH](http://www.peakload.org/group/GIWH)

**November 2: New Rules! New Opportunities! GIWH for 2016!**

The presenters included representatives from NRECA, Sequentric, Sunnovations, Steffes, Connexus Energy, Power Over Time and Vaughn Thermal Corp.

**November 4: Panel Presentation for PLMA Fall Conference**

The group organized a panel presentation for PLMA's Fall Conference on the topic, "The Future of Water Heater Load Control – Two-Way and Grid Interactive!"

The group also produced two online events in 2015:

- **April 9: The Future of Grid-Interactive Water Heating**

[www.peakload.org/?page=GIWHApril2015](http://www.peakload.org/?page=GIWHApril2015)

- **June 11: What is a Grid-Enabled Water Heater?**

[www.peakload.org/?page=GIWHJune2015](http://www.peakload.org/?page=GIWHJune2015)





**Women in DR Interest Group** is co-chaired by Elody Samuelson of Consumers Energy in Michigan and Robin Maslowski of Navigant. Women play an important role in demand response leadership and delivery. This interest group helps to promote that role by encouraging greater visibility, support and recognition of women in the industry. The group is in the process of defining its mission, objectives, and future opportunities. As part of this process, in 2015 the group's founders fielded a member survey which has been fundamental for aligning the interest group's actions with service to the PLMA membership. In 2014, the group fielded an initial survey of 58 participants. Results from that survey have been used to direct the group's activities. More details on this group can be found at [www.peakload.org/group/WomeninDR](http://www.peakload.org/group/WomeninDR)

The group's 2015 accomplishments included:

- Three Women in DR updates, which featured 18 presenters/facilitators and 500 individual registrants representing 270 organizations

- Representation on conference agendas increased, with 10 women speaking/moderating in Tucson, increasing to 15 in Charlotte.
- 24 women now hold roles in PLMA leadership on the Board of Directors, as At-Large Representatives, and Committee Co-chairs

The group's 2015 activities include two Meet-up at the 16th Spring and Fall conferences, and three online events. Archived events from last year include:

- **April 13: Women in DR Update**  
[www.peakload.org/?page=DRWomenApr15](http://www.peakload.org/?page=DRWomenApr15)
- **August 11: Women in DR Update**  
[www.peakload.org/?page=DRWomenAug15post](http://www.peakload.org/?page=DRWomenAug15post)
- **December 3: Women in DR Update**  
[www.peakload.org/?page=DRWomenDec15](http://www.peakload.org/?page=DRWomenDec15)

*"Of all the professional organizations to which I belong, PLMA members are the highest-quality, most generous and most curious. It's definitely a group worth joining."*

Elody Samuelson, Consumers Energy and  
PLMA Vice-Chair and Co-Chair of Women in DR Interest Group

**Thermostat Group**, chaired by Lee Hamilton of Xcel Energy and Jenny Roehm of Schneider Electric, seeks to examine the costs and benefits of all types of utility-sponsored programs that leverage thermostat technology to deliver demand response, energy efficiency or other system benefits. A group goal is to identify the resources and partners that help articulate a comprehensive value assessment of the demand response and energy efficiency benefits associated with smart thermostats. The group does not focus on a specific technology or solution.

"The Thermostat Interest Group brings together all the right people in the industry to push forward thermostats so we benefit everyone," said group co-chair Lee Hamilton. "We want to leverage the technology for successful programs so we can deliver load reductions and energy efficiency. It's so powerful to have conversations with other utilities, manufacturers, researchers, consultants, advocacy groups and others who have experience and knowledge beyond your own experience. It's the best way for everyone to be successful!"

"We've got a lot of smart people with the right ideas and voice," he continued. "Participating will benefit your organization and everyone else in the group. Thermostats are going into your customers' homes right now. Do you want to get value from that? If so, we can help you piggyback on that market momentum."

More information about the Thermostat Interest Group can be found at [www.peakload.org/group/Thermostat](http://www.peakload.org/group/Thermostat)

The group held four activities in 2015:

- **April 15: Thermostat Interest Group Discussion**  
[www.peakload.org/?page=TstatReApril2015](http://www.peakload.org/?page=TstatReApril2015)
- **April 27: Thermostat Interest Group Workshop, Tucson, Arizona**  
[www.peakload.org/group/Thermostat](http://www.peakload.org/group/Thermostat)
- **October 13: Thermostat Interest Group Discussion**  
[www.peakload.org/group/Thermostat](http://www.peakload.org/group/Thermostat)
- **November 3: Thermostat Interest Group Workshop, Tucson, Arizona**  
[www.peakload.org/group/Thermostat](http://www.peakload.org/group/Thermostat)



## Distributed Energy Resources (DER) Integration Interest Group

"PLMA members are facing some tough practical issues right now," Brooke Reilly of Pacific Gas and Electric Company, said on this interest group's kickoff call in December 2015. "How do we deal with our IT practicalities? How do we deal with our respective ISOs and ITOs? What about new thinking in program design and the customer experience? These are some of the top-of-mind issues facing many practitioners now." Reilly co-chairs this new group.

Her partner as co-chair, John Powers of Extensible Energy, added this on the kickoff call: "The use of different kinds of demand response or load management measures for integrating distributed energy resources into the grid has become a topic of increasing interest across the industry. These issues have become more important as the penetration of wind and solar increases. We want to apply our experience to this new set of problems."

The archived recording of the DER Integration's group's kick off call is posted on the group's page at [www.peakload.org/group/DER](http://www.peakload.org/group/DER), which also contains a statement of purpose and a list of founding members.

The grid-integration issues surrounding increased penetration of wind and solar are daunting, and load management has a role to play—but the size and nature of that role still is being debated. The PLMA

membership has the skill set and market position to make key contributions to this critical topic. This interest group will address, among other things, key economic, engineering and customer program design aspects of this topic, including:

- Valuation of load management resources in "firming" non-dispatchable renewable resources
- Program design and re-design issues for adapting DR programs from peak-shaving to DER integration programs
- Technology needs assessments for DER applications

This new DER interest group will produce DR Dialogues and pre-conference workshops, attracting papers and presentations from utilities, trade allies and consultants actively involved in the DER issues described above. We actively solicit papers from current and prospective new PLMA members, as we believe this field will open up new interest from multiple utilities with high or increasing renewables penetration, as well as from organizations moving into DR from solar and wind markets.



### Member Meet-Ups

Throughout the year, PLMA organized a number of in-person opportunities for members to touch base and enjoy informal conversation and networking. Employees from all PLMA member organizations are invited to attend Member Meet-ups if they are otherwise registered for the concurrent industry event.

In 2015, we co-located Member Meet-Ups at industry conferences occurring across the U.S.:

**February:** DistribuTECH, San Diego, California

**February:** AESP National Conference, Orlando, Florida

**May:** ADS Town Hall, Washington, D.C.

**May:** AESP Spring Conference, Portland, Oregon

**October:** E Source Forum, Denver, Colorado



## Utility Load Management Exchange

The Utility Load Management Exchange (ULME), formerly known as Advanced Load Control Alliance, has established an agreement with PLMA to produce its twice-annual meetings adjacent to PLMA's Spring and Fall Conferences.

This independent organization's mission is to promote load control as a viable option for utility deployments for demand reduction, economic dispatch and/or T&D reliability through a forum for utility staff members to share information on program design, marketing, vendor management, technology deployments and costs and benefits.

ULME is a gathering of utility representatives interested in open and frank discussion of the industry, opportunities to share real-world lessons learned and honest discussions regarding what works and what doesn't in a private setting. The group has met twice a year since 2003. At the group's Spring 2015 Conference, the attending utility representatives changed the organization's name to the Utility Load Management Exchange. It was agreed that this name better reflected the broader needs to offer support to each other in managing their distributed energy resources in diverse ways. The second major decision was to create a more structured governance system, comprised of a three-person steering committee. ULME remains an informally organized utility-only group without member dues or revenue. Its meetings and web presence are currently supported under agreement with PLMA.

Nominations for the steering committee were accepted in a public nominations process and the first ULME steering committee was elected in July 2015. The steering committee is:

Wendy Brummer, Pacific Gas and Electric Company

Brian Doyle, Xcel Energy

Clayton Engel, Consumers Energy

## ULME Meetings

ULME meets twice annually in a private setting, immediately following the PLMA Fall and Spring Conferences. ULME meetings include a hosted dinner, breakfast and lunch, special presentations, and other activities. There is no charge to attend these meetings, but lodging and transportation are on your own.

**SAVE the DATE!**  
**April 19-20, 2016**

Hilton San Francisco Union Square  
San Francisco, CA



# **17<sup>th</sup> PLMA Spring Conference**

## **Join the Conversations That Are Shaping Your Industry:**

Collaborate and Idea-Share with More than 150 Leading-Edge Professionals and Thought Leaders.

Participate in the Practitioner-Designed Intro to DR Training Course

### Conference Highlights:

- Opening Keynote: Aaron Johnson, Vice President, Customer Energy Solutions, Pacific Gas and Electric Company.
- Find Out What the Latest Research Is On What's Next in Demand Response.
- Get A DR Portfolio Makeover by Leveraging Data Analytics and New Technology.
- Gain Critical Knowledge on How To Manage Agricultural Load Control in the West.
- Learn More On How Targeted Demand Management Can Support Distribution System Reliability and Reduce New Infrastructure Investments.

*Utility representatives are invited to stay for the Utility Load Management Exchange meeting immediately afterwards.*

For Conference Agenda and Registration Details Visit: [www.peakload.org/event/17thspring](http://www.peakload.org/event/17thspring)

**Early Bird Registration Deadline is February 19th!**

**SAVE the DATE!**  
**November 8-9, 2016**

West Palm Beach, FL



# **17<sup>th</sup> PLMA Fall Conference**

Agenda and Registration Details Available After Labor Day  
at [www.peakload.org/event/17thfall](http://www.peakload.org/event/17thfall)





**Not a Member?**

## **Top 7 Reasons to Join PLMA**

1. Easy and friendly networking opportunities with peers, experts and leaders.
2. Expertise and insights from those who shape the industry.
3. Learning opportunities through conferences and training courses presented twice each year and multiple webcasts.
4. Access to industry presentations, news articles, links, and publishing opportunities through the members-only section of our website—not just for you, but your entire company.
5. Affiliate relationships with other leading groups including OpenADR Alliance, Smart Grid Consumer Collaborative, and Smart Energy Demand Coalition.
6. Professional recognition in a respected organization as we shape the industry at the national level. As a member, you can participate with other leaders in the industry—and be recognized.
7. A voice of leadership, as every membership includes representation on the PLMA Board of Directors.

### **Hear What Our Members Have to Say...**

**Watch these testimonials videos at  
[www.peakload.org/?page=videos](http://www.peakload.org/?page=videos)**



## PLMA Membership Categories

### Associate

#### Annual Dues:

Category A: \$950 – Utilities & Small Entities

Category B: \$2,450 – All Other Organizations

#### Benefits Include:

- Unlimited PLMA conference and training course registration and sponsorship discounts
- Name listing on PLMA website with authorization to display PLMA logo
- Opportunity for one designated individual to be nominated to Board seat as a representative-at-large with full voting privileges
- Attend Board, Committee, and Interest Groups meetings
- Network with other PLMA members at Member Meet-Ups during industry events
- Post unlimited number of news releases on PLMA website
- Individual password access to PLMA website for an unlimited number of employees

### Sustaining

#### Annual Dues:

Category A: \$4,950 – Utilities & Small Entities

Category B: \$9,950 – All Other Organizations

#### Benefits Include:

- Up to six complimentary passes to attend any PLMA conference or training course, plus unlimited registration and sponsorship discounts for additional staff. Includes option to exchange three conference passes for a silver-level conference sponsorship
- Name listing with logo and description on PLMA website, plus authorization to display PLMA logo
- One Board of Directors' seat with voting privileges
- Invitation for one designated individual to attend Board meetings without voting privileges
- Opportunity for leadership role in Committees and Interest Groups
- Network with other PLMA members at Member Meet-Ups during national events
- Post unlimited number of news releases/announcements on PLMA website
- Individual password access to PLMA website for an unlimited number of employees

### Advisory - Best Value

#### Annual Dues:

Category A: \$2,450 – Utilities & Small Entities

Category B: \$4,950 – All Other Organizations

#### Benefits Include:

- Up to two complimentary passes to attend any PLMA conference or training course, plus unlimited registration and sponsorship discounts for additional staff
- Name listing and logo on PLMA website, with authorization to display PLMA logo
- One Board of Directors' seat with full voting privileges
- Opportunity for leadership role in Committees and Interest Groups
- Network with other PLMA members at Member Meet-Ups during national events
- Post unlimited number of news releases on PLMA website
- Individual password access to PLMA website for an unlimited number of employees

### Academic Institutions

#### Annual Dues

\$195

#### Benefits Include:

- Post unlimited student resumes on PLMA website
- Unlimited individual student password access to PLMA website content
- Unlimited PLMA conference and training course registration and sponsorship discounts
- Name listing on PLMA website with authorization to display PLMA logo
- Opportunity for one designated individual to be nominated to Board seat as a representative-at-large with full voting privileges
- Opportunity to attend Board, Committee, and Interest Groups meetings

Associate Membership

# News Archive

## PLMA News

During 2015, PLMA issued the following news releases:

**January 15:** PLMA Accepting Nominations for 12th Awards Program

[www.peakload.org/news/211046/PLMA-Accepting-Nominations-for-12th-Awards-Program.htm](http://www.peakload.org/news/211046/PLMA-Accepting-Nominations-for-12th-Awards-Program.htm)

**February 10:** PLMA Membership Grows to Over 75 Electric Utilities and Allies

[www.peakload.org/news/215668/PLMA-Membership-Grows-to-Over-75-Electric-Utilities-and-Allies.htm](http://www.peakload.org/news/215668/PLMA-Membership-Grows-to-Over-75-Electric-Utilities-and-Allies.htm)

**April 28:** PLMA Recognizes Leading Electric Utility Industry Demand Response Initiatives

[www.peakload.org/news/215668/PLMA-Membership-Grows-to-Over-75-Electric-Utilities-and-Allies.htm](http://www.peakload.org/news/215668/PLMA-Membership-Grows-to-Over-75-Electric-Utilities-and-Allies.htm)

**June 17:** Fall Conference "Call for Presenters" Ends July 10

[www.peakload.org/news/237262/Fall-Conference-Call-for-Presenters-Ends-July-10.htm](http://www.peakload.org/news/237262/Fall-Conference-Call-for-Presenters-Ends-July-10.htm)

**July 13:** Demand Response Moves to the Mainstream

[www.peakload.org/news/237262/Fall-Conference-Call-for-Presenters-Ends-July-10.htm](http://www.peakload.org/news/237262/Fall-Conference-Call-for-Presenters-Ends-July-10.htm)

**November 9:** PLMA Elects New Leadership; Achieves Over 87 Member Organizations

[www.peakload.org/news/237262/Fall-Conference-Call-for-Presenters-Ends-July-10.htm](http://www.peakload.org/news/237262/Fall-Conference-Call-for-Presenters-Ends-July-10.htm)

## PLMA Member News

During 2015, PLMA members issued a wide range of news releases on the DR industry. Here is a sampling:

**February 4:** Extensible Energy Launches DOE Funded Project

[www.peakload.org/news/214742/Extensible-Energy-Launches-DOE-Funded-Project.htm](http://www.peakload.org/news/214742/Extensible-Energy-Launches-DOE-Funded-Project.htm)

**April 6:** New Hampshire Electric Cooperative Issues RFI with May 1 Deadline

[www.peakload.org/news/225117/New-Hampshire-Electric-Cooperative-Issues-RFI-with-May-1-deadline.htm](http://www.peakload.org/news/225117/New-Hampshire-Electric-Cooperative-Issues-RFI-with-May-1-deadline.htm)

**April 24:** The Rise of the Energy Cloud Signals a Fundamental Shift in the Power Sector, According to Navigant

[www.peakload.org/news/228321/The-Rise-of-the-Energy-Cloud-Signals-a-Fundamental-Shift-in-the-Power-Sector-According-to-Navigant-.htm](http://www.peakload.org/news/228321/The-Rise-of-the-Energy-Cloud-Signals-a-Fundamental-Shift-in-the-Power-Sector-According-to-Navigant-.htm)

**May 1:** Governor Cuomo Announces First NY Prize Awards for Five Energy Microgrids Across New York

[www.peakload.org/news/229460/Governor-Cuomo-Announces-First-NY-Prize-Awards-For-Five-Energy-Microgrids-Across-New-York.htm](http://www.peakload.org/news/229460/Governor-Cuomo-Announces-First-NY-Prize-Awards-For-Five-Energy-Microgrids-Across-New-York.htm)

**May 5:** Demand Response Spending Is Expected to Exceed \$1.3 Billion a Year by 2024

[www.peakload.org/news/229961/Demand-Response-Spending-is-Expected-to-Exceed-1.3-Billion-a-Year-by-2024.htm](http://www.peakload.org/news/229961/Demand-Response-Spending-is-Expected-to-Exceed-1.3-Billion-a-Year-by-2024.htm)

**May 17:** Vaughn Thermal Brings Grid-Enabled Water Heater to Market

[www.peakload.org/news/231983/Vaughn-Thermal-Brings-Grid-Enabled-Water-Heater-To-Market.htm](http://www.peakload.org/news/231983/Vaughn-Thermal-Brings-Grid-Enabled-Water-Heater-To-Market.htm)

**May 26:** Hawaiian Electric Demand Response Management System RFP

[www.peakload.org/news/233486/Hawaiian-Electric-Demand-Response-Management-System-RFP.htm](http://www.peakload.org/news/233486/Hawaiian-Electric-Demand-Response-Management-System-RFP.htm)

**June 28:** RFP from CPS Energy for Mid-Market Demand Response Solution

[www.peakload.org/news/238898/RFP-from-CPS-Energy-for-Mid-Market-Demand-Response-Solution.htm](http://www.peakload.org/news/238898/RFP-from-CPS-Energy-for-Mid-Market-Demand-Response-Solution.htm)

**July 13:** Navigant Research Leaderboard Report: Demand Response

[www.peakload.org/news/241180/Navigant-Research-Leaderboard-Report-Demand-Response-.htm](http://www.peakload.org/news/241180/Navigant-Research-Leaderboard-Report-Demand-Response-.htm)

**August 6:** Austin Energy Hiring Environmental Conservation Program Manager (Energy Efficiency Services)

[www.peakload.org/news/245128/Austin-Energy-Hiring-Environmental-Conservation-Program-Manager-Energy-Efficiency-Services.htm](http://www.peakload.org/news/245128/Austin-Energy-Hiring-Environmental-Conservation-Program-Manager-Energy-Efficiency-Services.htm)

**August 10:** Austin Energy Power Partner Thermostat Program "Call for Vendor Participation"

[www.peakload.org/news/245458/Austin-Energy-Power-Partner-Thermostat-Program-Call-for-Vendor-Participation.htm](http://www.peakload.org/news/245458/Austin-Energy-Power-Partner-Thermostat-Program-Call-for-Vendor-Participation.htm)



**August 14:** CPS Energy RFP for DR Management System  
[www.peakload.org/news/246272/CPS-Energy-RFP-for-DR-Management-System.htm](http://www.peakload.org/news/246272/CPS-Energy-RFP-for-DR-Management-System.htm)

**September 30:** Southern California Edison Launches Its Demand Response Auction Mechanism Pilot RFO  
[www.peakload.org/news/253125/SCE-Southern-California-Edison-Launches-its-Demand-Response-Auction-Mechanism-Pilot-RFO.htm](http://www.peakload.org/news/253125/SCE-Southern-California-Edison-Launches-its-Demand-Response-Auction-Mechanism-Pilot-RFO.htm)

**October 30:** Navigant Offers Behavioral and Analytical Demand-Side Management Report  
[www.peakload.org/news/258033/member-Navigant-Offers-Behavioral-and-Analytical-Demand-Side-Management-Report.htm](http://www.peakload.org/news/258033/member-Navigant-Offers-Behavioral-and-Analytical-Demand-Side-Management-Report.htm)

**November 3:** Director of Business Development for Apogee Interactive  
[www.peakload.org/news/258503/member-Director-of-Business-Development-For-Apogee-Interactive.htm](http://www.peakload.org/news/258503/member-Director-of-Business-Development-For-Apogee-Interactive.htm)

**November 5:** Portland General Electric Seeks Senior Analyst  
[www.peakload.org/news/259033/member-Portland-General-Electric-Seeks-Senior-Analyst-.htm](http://www.peakload.org/news/259033/member-Portland-General-Electric-Seeks-Senior-Analyst-.htm)

**November 17:** Vaughn Thermal Corporation Settles Dispute over DOE Ruling  
[www.peakload.org/news/260642/member-Vaughn-Thermal-Corporation-Settles-Dispute-over-DOE-Ruling.htm](http://www.peakload.org/news/260642/member-Vaughn-Thermal-Corporation-Settles-Dispute-over-DOE-Ruling.htm)

**December 11:** The Price Is Right? Demand Response on Appeal before the U.S. Supreme Court  
[www.peakload.org/news/265369/The-Price-is-Right-Demand-response-on-appeal-before-the-U.S.-Supreme-Court..htm](http://www.peakload.org/news/265369/The-Price-is-Right-Demand-response-on-appeal-before-the-U.S.-Supreme-Court..htm)

**December 28:** Smart Meters, Demand Response on the Rise  
[www.peakload.org/news/267310/Smart-meters-demand-response-on-the-rise.htm](http://www.peakload.org/news/267310/Smart-meters-demand-response-on-the-rise.htm)

## Industry News

The DR industry drew an increasing amount of media attention during 2015. Here is a sampling of news articles concerning the industry in general:

**January 20:** PJM Filing with FERC  
[www.peakload.org/news/211845/PJM-Filing-with-FERC.htm](http://www.peakload.org/news/211845/PJM-Filing-with-FERC.htm)

**January 27:** 2015 Survey Reveals: Utilities Want to Seize Emerging Opportunities, but Must Solve Old Challenges  
[www.peakload.org/news/213040/2015-Survey-Reveals-Utilities-want-to-seize-emerging-opportunities-but-must-solve-old-challenges.htm](http://www.peakload.org/news/213040/2015-Survey-Reveals-Utilities-want-to-seize-emerging-opportunities-but-must-solve-old-challenges.htm)

**February 26:** New York State Announces Reforms to Energy Utility Industry  
[www.peakload.org/news/218746/New-York-State-Announces-Reforms-to-Energy-Utility-Industry.htm](http://www.peakload.org/news/218746/New-York-State-Announces-Reforms-to-Energy-Utility-Industry.htm)

**May 4:** Supreme Court to Hear FERC Order 745 Case over Demand Response Rules  
[www.peakload.org/news/229651/Supreme-Court-to-hear-FERC-Order-745-case-over-demand-response-rules.htm](http://www.peakload.org/news/229651/Supreme-Court-to-hear-FERC-Order-745-case-over-demand-response-rules.htm)

**May 10:** Bangladesh Load Control RFQ  
[www.peakload.org/news/230814/Bangladesh-Load-Control-RFQ.htm](http://www.peakload.org/news/230814/Bangladesh-Load-Control-RFQ.htm)

**June 8:** SPEER Study Shows Demand Response Could Have Saved Texans More Than \$200 million in Reduced Power Costs  
[www.peakload.org/news/235561/SPEER-study-shows-Demand-Response-could-have-saved-Texans-more-than-200-million-in-reduced-power-co.htm](http://www.peakload.org/news/235561/SPEER-study-shows-Demand-Response-could-have-saved-Texans-more-than-200-million-in-reduced-power-co.htm)

**June 29:** Order Adopting Dynamic Load Management Filings with Modification  
[www.peakload.org/news/239006/Order-Adopting-Dynamic-Load-Management-Filings-With-Modifications.htm](http://www.peakload.org/news/239006/Order-Adopting-Dynamic-Load-Management-Filings-With-Modifications.htm)

**July 20:** Landmark Northwest Study Reveals Smart Grid Pros and Cons  
[www.peakload.org/news/242149/Landmark-Northwest-study-reveals-smart-grid-pros-and-cons.htm](http://www.peakload.org/news/242149/Landmark-Northwest-study-reveals-smart-grid-pros-and-cons.htm)

**August 24:** A New Era of Demand Response  
[www.peakload.org/news/247460/A-New-Era-of-Demand-Response.htm](http://www.peakload.org/news/247460/A-New-Era-of-Demand-Response.htm)

**August 24:** President Obama Announces New Actions to Bring Renewable Energy and Energy Efficiency to Households  
[www.peakload.org/news/247423/President-Obama-Announces-New-Actions-to-Bring-Renewable-Energy-and-Energy-Efficiency-to-Households-.htm](http://www.peakload.org/news/247423/President-Obama-Announces-New-Actions-to-Bring-Renewable-Energy-and-Energy-Efficiency-to-Households-.htm)

**November 12:** RFP for AUTC Electrical Load Shedding / DRU Implementation  
[www.peakload.org/news/260042/RFP-for-AUTC-Electrical-Load-Shedding--DRU-Implementation.htm](http://www.peakload.org/news/260042/RFP-for-AUTC-Electrical-Load-Shedding--DRU-Implementation.htm)

**December 21:** NARUC Forms Rate Design Subcommittee for DER  
[www.peakload.org/news/266765/NARUC-Forms-Rate-Design-Subcommittee-for-DER.htm](http://www.peakload.org/news/266765/NARUC-Forms-Rate-Design-Subcommittee-for-DER.htm)

**December 28:** FERC Staff Issue Assessment of Demand Response and Advanced Metering Report  
[www.peakload.org/news/267305/FERC-Staff-Issue-Assessment-of-Demand-Response-and-Advanced-Metering-Report-.htm](http://www.peakload.org/news/267305/FERC-Staff-Issue-Assessment-of-Demand-Response-and-Advanced-Metering-Report-.htm)

# 2015 Event Calendar

**February 4:** PLMA Member Meet-Up @ DistribuTECH, San Diego, California  
[www.peakload.org/events/event\\_details.asp?id=582793&group=](http://www.peakload.org/events/event_details.asp?id=582793&group=)

**February 11:** PLMA Member Meet-Up @ AESP Conference, Lake Buena Vista, Florida  
[www.peakload.org/events/event\\_details.asp?id=582831&group=](http://www.peakload.org/events/event_details.asp?id=582831&group=)

**February 18:** DR Program Design and Implementation Training Course, Las Vegas, Nevada  
[www.peakload.org/events/event\\_details.asp?id=531499&group=](http://www.peakload.org/events/event_details.asp?id=531499&group=)

**March 5:** DR Dialogue: Demand Response Markets Course Preview  
[www.peakload.org/?page=DRDialogueMktPreview](http://www.peakload.org/?page=DRDialogueMktPreview)

**March 25-26:** DR Markets, Consumers Energy headquarters, Jackson, Michigan  
[www.peakload.org/event/DRMktsMI](http://www.peakload.org/event/DRMktsMI)

**March 26:** DR Dialogue: Disruptive Technologies  
[www.peakload.org/?page=DisruptTechpost](http://www.peakload.org/?page=DisruptTechpost)

**April 9:** The Future of Grid-Interactive Water Heating  
[www.peakload.org/?page=GIWHApril2015](http://www.peakload.org/?page=GIWHApril2015)

**April 13:** Women in DR Update  
[www.peakload.org/?page=DRWomenApr15](http://www.peakload.org/?page=DRWomenApr15)

**April 15:** Thermostat Interest Group Discussion  
[www.peakload.org/?page=TstatReApril2015](http://www.peakload.org/?page=TstatReApril2015)

**April 16:** DR Dialogue: Microgrids' Impact to Demand Response  
[www.peakload.org/?page=microdsmtpost](http://www.peakload.org/?page=microdsmtpost)

**April 27:** Intro to DR, Tucson Electric Power headquarters, Tucson, Arizona  
[www.peakload.org/event/DRintroAZ](http://www.peakload.org/event/DRintroAZ)

**April 27:** Board Dinner Meeting, Tucson, Arizona  
[www.peakload.org/events/event\\_details.asp?id=617438&group=](http://www.peakload.org/events/event_details.asp?id=617438&group=)

**April 27:** Women in Demand Response Interest Group Meeting, Tucson, Arizona  
[www.peakload.org/group/WomeninDR](http://www.peakload.org/group/WomeninDR)

**April 27:** Thermostat Interest Group Workshop, Tucson, Arizona  
[www.peakload.org/group/Thermostat](http://www.peakload.org/group/Thermostat)

**April 27:** Grid-Interactive Water Heating Interest Group Workshop, Tucson, Arizona  
[www.peakload.org/group/GIWH](http://www.peakload.org/group/GIWH)

**April 28:** 16th PLMA Spring Conference, Tucson, Arizona  
[www.peakload.org/?page=Spr2015Attend](http://www.peakload.org/?page=Spr2015Attend)

**April 29:** ALCA Spring 2015 Meeting, Tucson, Arizona  
[www.peakload.org/event/ALCA2015SpringMtg](http://www.peakload.org/event/ALCA2015SpringMtg)

**May 21:** DR Dialogue: Comverge's Award-Winning Initiative  
[www.peakload.org/?page=DRDComverge](http://www.peakload.org/?page=DRDComverge)

**May 27:** PLMA Member Meet-Up at ADS Town Hall, Washington, D.C.  
[www.peakload.org/events/event\\_details.asp?id=638956&group=](http://www.peakload.org/events/event_details.asp?id=638956&group=)

**June 4:** DR Dialogue: BGE's Award-Winning Initiative  
[www.peakload.org/?page=DRDBGE](http://www.peakload.org/?page=DRDBGE)

**June 11:** What Is a Grid-Enabled Water Heater?  
[www.peakload.org/?page=GIWHJune2015](http://www.peakload.org/?page=GIWHJune2015)

**June 25:** DR Dialogue: Greenlot's Award-Winning Initiative, [www.peakload.org/?page=DRDGreenlots](http://www.peakload.org/?page=DRDGreenlots)

**July 23:** DR Dialogue: Amprion's Award-Winning Initiative  
[www.peakload.org/?page=DRDAmprion](http://www.peakload.org/?page=DRDAmprion)

**July 30:** DR Dialogue: Pepco's Award-Winning Demand Response Programs  
[www.peakload.org/?page=DRDPepco](http://www.peakload.org/?page=DRDPepco)

**August 6:** DR Dialogue: Demand Response Moves Toward the Mainstream  
[www.peakload.org/?page=EnergyBizPost](http://www.peakload.org/?page=EnergyBizPost)

**August 11:** Women in DR Update  
[www.peakload.org/?page=DRWomenAug15post](http://www.peakload.org/?page=DRWomenAug15post)

**September 24:** Fall Conference Preview  
[www.peakload.org/?page=Fall2015PreviewPost](http://www.peakload.org/?page=Fall2015PreviewPost)

**September 28:** DR Dialogue: Comcast's Role in the Connected Home  
[www.peakload.org/?page=Comcastpost](http://www.peakload.org/?page=Comcastpost)

**October 13:** Thermostat Interest Group Discussion  
[www.peakload.org/group/Thermostat](http://www.peakload.org/group/Thermostat)

**October 14:** Demand Response Markets Training Course, Irwindale, California  
[www.peakload.org/events/event\\_details.asp?id=670135&group=](http://www.peakload.org/events/event_details.asp?id=670135&group=)

**October 15:** DR Dialogue: Duke Energy's Interoperability Vision  
[www.peakload.org/?page=DukeDemopost](http://www.peakload.org/?page=DukeDemopost)

**October 15:** PLMA Member Meet-Up at E Source Forum, Denver, Colorado  
[www.peakload.org/events/event\\_details.asp?id=694297&group=](http://www.peakload.org/events/event_details.asp?id=694297&group=)

**November 2:** Introduction to Demand Response Training Course, Charlotte, North Carolina  
[www.peakload.org/events/event\\_details.asp?id=669250&group=](http://www.peakload.org/events/event_details.asp?id=669250&group=)

**November 3:** 16th PLMA Fall Conference, Charlotte, North Carolina  
[www.peakload.org/?page=Resources16thFall](http://www.peakload.org/?page=Resources16thFall)

**November 4:** ULME (formerly ALCA) Fall 2015 Meeting, Charlotte, North Carolina  
[www.peakload.org/events/EventDetails.aspx?id=657492&hhSearchTerms=%22ULME%22](http://www.peakload.org/events/EventDetails.aspx?id=657492&hhSearchTerms=%22ULME%22)

**November 12:** DR Dialogue: A New Era of Demand Response: The Future Is Now in Hawaii  
[www.peakload.org/?page=HawaiiFuture](http://www.peakload.org/?page=HawaiiFuture)

**December 3:** Women in DR Update  
[www.peakload.org/?page=DRWomenDec15](http://www.peakload.org/?page=DRWomenDec15)

**December 8-9:** DR Program Design and Implementation Training Course, LaVergne, Tennessee  
[www.peakload.org/events/event\\_details.asp?id=670141&group=](http://www.peakload.org/events/event_details.asp?id=670141&group=)

**December 10:** DR Dialogue: Behavioral DR with Consumers Energy  
[www.peakload.org/?page=BDRConsumerspost](http://www.peakload.org/?page=BDRConsumerspost)

*"Our company has learned a lot about thermostats over the years, and some of that came from making mistakes or false starts. We don't want others to make the same missteps we did. In the thermostat interest group, we learn from each other—what worked as well as what didn't, and why. That creates a shared basis for planning for the future."*

Lee Hamilton, Xcel Energy and  
PLMA Thermostat Interest Group Chair

