

DR Portfolio Makeover:

Leveraging Data Analytics and New
Technology to Maximize Program Assets

17th PLMA Spring Conference
April 19-20, 2016 – San Francisco, CA

Agenda

- Using New Analytics to Improve Old Load Control
 - Mark Martinez – SCE
 - Josh Schellenberg – Nexant
- Next Gen DR: 1 !/2 way, 2 way, BDR and Excess Supply Side... Oh My!
 - Wendy Brummer - PG&E
 - Jonathan Burrows – PG&E
- Upgrading a Thermostat DLC Program to Enhance Utility and Customer Value
 - Tyson Brown – KCPL
 - Jeff Hamel – Next Labs
- Open Discussion and Q&A



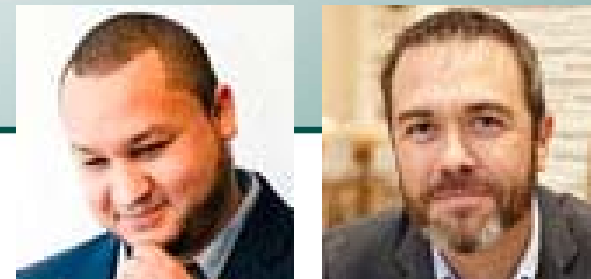
Agenda

- Using New Analytics to Improve Old Load Control
 - Mark Martinez – SCE
 - Senior Program Manager
 - Policy and Guidance Lead for SEC's DR Emerging Markets and Technology
 - Load Management, Storage, Water-energy Nexus (WEN), and Integrated Distributed Energy Resources (IDER)
 - Design and Management of DSM programs
 - Josh Schellenberg – Nexant
 - Principal at Nexant
 - DR Program Planning and Evaluation
 - Freeman, Sullivan & Co.



Agenda

- Next Gen DR: 1 !/2 way, 2 way, BDR and Excess Supply Side... Oh My!
 - Wendy Brummer - PG&E
 - Program Manager, Expert – DR Group -> Residential & Small Business
 - Chair of Utility Load Management Exchange
 - Manages Emerging Technology Projects
 - Multiple media Artist
 - Jonathan Burrows – PG&E
 - Senior Program Manager
 - Running Supply Side DR & Excess Supply Pilots into CA-ISO
 - Managed PG&E's DR Emerging Technologies & Permanent Load Shifting programs
 - Utility Renewable Generation Procurement – CPUC
 - BS Applied Physics –California Institute of Technology



Agenda

- **Upgrading a Thermostat DLC Program to Enhance Utility and Customer Value**
 - Tyson Brown – KCPL
 - Product Manager, Energy Efficiency
 - Responsible for Residential, Commercial & Industrial DR programs and Pilots
 - Honeywell Smart Grid Solutions Group Managing Turnkey Solutions
 - Jeff Hamel – Next Labs
 - Head of Central Region Energy Partnerships
 - EPRI Executive Director Power Delivery & Utilization
 - General Electric Power Business
 - BS, Merchant Marine License, U.S. Naval Reserves – Massachusetts Maritime Academy.
 - MBA Santa Clara University.

Open Discussion

Questions & Answers



Mark is a senior program manager for Southern California Edison, with over 25 years' experience in the design and management of electric demand side management programs. He currently is in the policy and guidance lead for SCE's demand response (DR) Emerging Markets and Technology suite of pilots and programs that include load management, storage, water-energy nexus (WEN) and integrated distributed energy resources (IDER).



Josh Schellenberg is an expert in demand response program planning and evaluation. He has evaluated dozens of demand response and pricing programs throughout North America. He started his career with Freeman, Sullivan & Co. in 2008, and is now a Principal with Nexant.



Wendy Brummer is a Program Manager, Expert in PG&E's Demand Response group where she manages their residential and small to medium business AC cycling direct load control program. She also enjoys managing a few emerging technology projects; a few of which she'll talk about today. She's the Chair of the utility representative peer group, the Utility Load Management Exchange, and enjoys exploring how our product/program offers can be meaningful and relevant to our customers while providing value to the utility. She enjoys landscaping, home remodeling, sewing, hiking, kayaking and hanging out with her family and Chihuahuas.



Jonathan Burrows is a Senior Product Manager at PG&E and currently manages PG&E's Supply-side DR Pilot (SSP) and Excess Supply Pilot (XSP), which deal with Integration of demand response into the California Independent System Operator (CAISO) wholesale energy markets. Jonathan previously managed PG&E's Demand Response Emerging Technologies and Permanent Load Shifting programs and has been involved in various DR and energy storage-related proceedings. Before joining PG&E, Jonathan worked on utility renewable generation procurement at the California Public Utilities Commission. Prior to working in the energy industry, Jonathan spent almost a decade in Silicon Valley, first at Intel and later at a technology consulting company working on process improvement projects for advanced semiconductor companies around the world. Jonathan holds a Bachelor of Science degree in Applied Physics from the California Institute of Technology.



Tyson Brown is the Demand Response program manager at Kansas City Power & Light, managing KCP&L's portfolio of Residential, Commercial & Industrial Demand Response pilots and programs. Prior to KCP&L, Tyson spent eight years at Honeywell within the Smart Grid Solutions group operating turnkey Residential and C&I Demand Response solutions for Midwest utilities.



Jeff Hamel is the head of central region energy partnership team at Nest Labs, where he works with utility partners to develop customer-focused energy programs that leverage Nest products. Prior to joining Nest, Jeff was the Executive Director for EPRI's Power Delivery and Utilization team, responsible for growing broad collaboration with global utilities and governmental agencies. Before joining EPRI in 2007, Hamel worked at General Electric for 8 years, and was responsible for managing and leading new growth in GE's power business. Jeff earned his Bachelor of Science, a U.S. Coast Guard Merchant Marine License, and his commission in the U.S. Naval Reserves while attending Massachusetts Maritime Academy. In addition, Jeff has also earned an MBA from Santa Clara University. Together with his wife and two sons, Jeff resides in the San Francisco Bay Area.