



2013 Annual Activity Report To Members

Peak Load Management Alliance
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Statement from the Chair

Reflecting on the many things PLMA accomplished in the past year, I see 2013 as a truly defining time for the organization.

If we define success—even partially—in terms of membership, conference attendance, and the number of volunteers who generously donated their time and resources, I'm pleased that all of these things increased in 2013. Together, they paint a picture of a renewed organization with a clear north-star purpose that serves its members. We enter 2014 financially sound due to our fiscal management policies and growth.



In 2013, the arrival of Ed Thomas as our new Executive Director meant great strides in strengthening every aspect of our infrastructure. We've clarified our vision with big-picture strategic planning, reaffirmed a welcoming culture to new members, and developed formal policies and procedures that add much-needed process to our operations.

Indeed, it's an exciting time to be part of PLMA. But perhaps what excites me most—especially in an industry that operates in precise measurements and remarkable analytics—are things difficult to define and certainly impossible to measure. Things like the organization's renewed energy. Its crescendo of purpose. Its drive to be *the* chosen voice for industry professionals and practitioners everywhere. 2013 was a remarkable year for all of these.

2013 will be remembered as a year of renewal, culminating in a strong new foundation for PLMA. To everyone involved in this remarkable organization, thank you.

Respectfully submitted,

Paul Tyno, Chair

Peak Load Management Alliance

Chairman, PLMA

Director, Utility Markets, REGEN Energy™



Executive Summary

The Peak Load Management Alliance saw a remarkably re-energizing year in 2013. In just twelve months, we added new leadership, strengthened our already-optimistic outlook and made our organization more visible. We improved day-to-day procedures and internal policies. We looked toward the future with long-term strategic planning. And we rekindled our efforts to invite new members to join us and bring valuable information back to their workplaces.

We already see results:

- We saw our greatest increase ever to 53 member organizations
- We set new attendance records at our spring and fall conferences.
- Members have more touch points, information resources and opportunities to connect than ever before, including our new DR Dialogue series, the Grid-Interactive Water Heater Interest Group and a weekly DR newsletter.

The past year saw a renewed drive to make PLMA the front-and-center organization for exclusive information, industry reports and resources, insights on industry trends, peer-to-peer networking, information exchange, and continued thought leadership. Our membership continues to grow across a diverse range of industry professionals and practitioners.

2013 also gave us opportunities to tune up some financial policies and get our house in order. We've accomplished exactly that, complete with a new bookkeeping system, a new tax preparer, and new procedural items for even more checks and balances.

Externally, we're helping utilities understand that demand response is no longer just a capacity resource, but an effective way to mitigate energy market price models. As part of those efforts, we've become more ISO-centric and sensitive to industry-wide issues. We've also expanded our scope as alternative energy sources like wind and solar are now part of the mix. And as always, we facilitate access to our vast information resources and provide context for members, straight from the industry's best and brightest.

As we begin 2014 and the years ahead, we're excited to offer our members the opportunity to participate in the industry's deepest depth and widest breadth of information and experience. With the solid foundation we built in 2013, we see a bright future for our core mission: To stand as the voice of demand response practitioners and facilitate vital dialog at every opportunity.



Accomplishments

The primary accomplishments of the PLMA in 2013 can be divided into the following categories:

- **Conferences.** We continued our tradition of providing a spring and fall conference series. This year we sent out a *call for papers* to make sure that we continue to include diverse and complete coverage of the issues and directions of demand response.
 - **Austin.** The Spring PLMA Conference was held in Austin, Texas from April 24–25. The conference sessions covered how the ERCOT market operates with contrasting views of the other ISO markets. Conference attendees heard from public power, IOU, and commercial customers on how to deliver effective DR programs. Some of the best DR programs from 2013 were highlighted with our annual awards.
 - **Atlanta.** The Fall PLMA conference was held in Atlanta, Georgia from October 29–31. In this conference, attendees were presented with some of the first comprehensive advanced program analytics for both the mass market and commercial sectors. PLMA supported the post-conference session of the Grid-Interactive Electric Water Heating interest group.
- **DR Dialogue.** This year we instituted the DR Dialogue webinar, focusing on providing a format for experts and practitioners to talk about issues and solutions on the cutting edge of the Demand Response market. We held more than 20 DR Dialogue events and covered a wide range of topics. In addition, we set up sessions for the PLMA award winners to present their programs so that other practitioners could learn from and evaluate successful programs.
- **PLMA Website.** In 2013, PLMA transitioned to a new, more visible website which provides additional content to our audience. This new site provides new features for members and includes support for conference and webinar registrations.
- **Newsletter.** PLMA partnered with Utility Dive to produce a weekly DR newsletter. This newsletter will be a forum for PLMA to continue our outreach and keep DR center stage.
- **PLMA Management.** PLMA greatly improved the management and operation of the organization in 2013. We hired a new Executive Director to oversee and direct our operations. We improved our process and procedures and invested in our financial management infrastructure to make it more effective and improve oversight by the Officers. This included investment in a new CRM system and online financial record-keeping. In addition, the officers and executive committee held a two-day strategic planning session and mapped out our goals and objectives for the next three years.



Activities

In 2014, we'll continue in our leadership role of promoting demand response by providing conferences tailored to DR practitioners, hosting DR Dialogs that highlight the best DR programs and emerging topics, improving our communications through our newsletter, increasing our participation in other industry events, and supporting interest groups for emerging markets and technologies.

The following is a listing of PLMA activities and communications that took place during 2013. PLMA member organization staff may access these links with archived reference materials such as web recordings and presentation slide files by logging-in with their member ID and password. Staff of member organizations who do not have an ID and password should contact Ed Thomas at ethomas@peaklma.org. To learn how your organization may become a PLMA member, please visit <http://www.peaklma.org/?page=Join>.

- **January 31** – Member Meet-Ups conducted at Distributech in San Diego and AESP Conference in Orlando
- **March 06** – [Web Workshop: Demand Response Challenges in Texas](#)
- **April 23** – [Spring Board Meeting Minutes](#)
- **April 24-25** – [14th Spring 2013 Conference, Austin, Texas](#)
- **April 24** – [Spring Market Research Results](#)
- **April 25** – [Award Winners Announced](#)
- **July 10** – Member Meet-Up conducted at ADS Town Hall in Washington, DC and Distributech Planning Meeting in Dallas
- **July 23** – [DR Dialogue with Phil Davis, Schneider Electric](#)
- **August 08** – [Web Workshop: Bonneville Power's Award-Winning Initiative](#)
- **August 12** – [Grid-Interactive Water Heater Interest Group Formed](#)

Activities *(continued)*

- **August 14** - [DR Dialogue with Mary Ann Piette, Lawrence Berkeley Laboratory](#)
- **August 23** - [Web Workshop: PECO's Award-Winning Initiative](#)

- **September 4** - [Membership Survey Results](#)
- **September 4** - [Strategic Vision 2015 Summary Report](#)
- **September 12** - [DR Dialogue with Scott McGaraghan, Nest Labs](#)
- **September 17** - [Web Workshop: Nashville Electric's Award-Winning Initiative](#)
- **September 26** - [DR Dialogue with Colin Smart, Con Edison](#)

- **October 4** - [DR Dialogue with John Moura, NERC](#)
- **October 10** - [PLMA Web Workshop: Dakota Electric's Award-Winning Initiative](#)
- **October 28** - [Fall Board Meeting minutes](#)
- **October 29-31** - [14th Fall Conference, Atlanta, Georgia](#)
- **October 29** - [PLMA Recognizes Joel Gilbert with Founder Award](#)
- **October 29** - [Fall Demand Response Market Trends Survey Results](#)
- **October 29** - [PLMA Introduces Newsletter with Utility Dive](#)
- **October 31** - [Grid-Interactive Water Heater Workshop, Atlanta, Georgia](#)

- **November 11** - [PLMA Re-elects Officers, Achieves Over 50 Members](#)
- **November 15** - [Grid-Interactive Water Heater Interest Group Report](#)
- **November 21** - [DR Dialogue with Gary Connett, Great River Energy](#)

- **December 05** - [DR Dialogue with Mike Farrell, OGE](#)
- **December 10** - [Call for Award Nominations Launched](#)
- **December 10** - [Call for Spring Conference Presentations Launched](#)
- **December 13** - [PLMA Members can now Prepay 2014 Conference Fees with Membership Renewal](#)



Members as of December 31, 2013 *(in alphabetical order):*

- Alstom
- Apogee Interactive
- Austin Energy
- AutoGrid Systems
- Bonneville Power Administration
- Comverge, Inc.
- Con Edison
- Constellation Energy
- Consumers Energy Company
- Eaton's Cooper Power Systems Business
- Duke Energy
- EcoFactor
- Edison Electric Institute
- Emerson Climate Technologies
- EnergyHub
- Enerliance
- EnerNOC
- Enervision
- Energy Grid Services
- EnergyHub
- E Source
- eXcorda
- Good Company Associates, Inc.
- Great River Energy
- Integral Analytics
- Intelligent Energy Solutions
- IPKeys Technologies
- Johnson Controls
- Joule Assets
- Lockheed Martin
- Mad Dash, Inc.
- MelRok
- MP2 Energy
- Navigant Consulting, Inc.
- New Hampshire Electric Cooperative
- NTC
- NV Energy
- Opower
- PECO
- Pacific Gas and Electric Company
- Power Generation Services
- REGEN Energy™
- Schneider Electric
- Skipping Stone
- Sacramento Municipal Utility District
- Southern California Edison
- Steffes Corporation
- The Brattle Group
- Tennessee Valley Authority
- Threshold Door-to-Door
- Tri-State Generation & Transmission Association
- Vaughn Thermal Manufacturing
- Xcel Energy

Associate Members *(in alphabetical order):*

- American Public Power Association
- Demand Response Research Center
- OpenADR Alliance
- Smart Energy Demand Coalition
- Smart Grid Consumer Collaborative
- Utility Telecommunications Council



Officers and Board Members *(as of December 31, 2013)*

Officers:

Paul Tyno, REGEN Energy™
Richard Philip, Duke Energy
Dave Hyland, Schneider Electric

Executive Committee:

Joseph Childs, Eaton's Cooper Power Systems
Brad Baucom, Tennessee Valley Authority
Dick Preston, Energy Grid Services
Stuart Schare, Navigant Consulting, Inc.
Ross Malme, Skipping Stone

Strategic Goal Leaders

Awareness: Jason Cigarran, Comverge, Inc.
Membership: Bill Jackson, TVA
Revenue: Dave Hyland, Schneider Electric
DR Adoption: Stuart Schare, Navigant Consulting
Alliances: Dick Preston, Energy Grid Services

Committee Chairs:

Michael Brown, NV Energy
Greg Wikler, Navigant Consulting, Inc.

Interest Group Chairs:

Grid-Interactive Electric Water Heaters: Gary Connett, Great River Energy with Steve Koep, Vaughn Manufacturing

Associate Members:

Sue Kelly, American Public Power Association
Sila Kiliccote, Demand Response Research Center
Barry Haaser, Open ADR Alliance
Jessica Stromback, Smart Energy Demand Coalition
Patty Durand, Smart Grid Consumer Collaborative
Mike Oldak, Utility Telecommunications Council

Board Members:

Tony Bamonti, Alstom
Joseph Polaski, Apogee Interactive
Fred Yerba, Austin Energy
Chris Knudson, AutoGrid Systems
Michael Harrington, ConEdison

Board Members *(continued):*

Randy Palombi, Constellation Energy
Thomas Clark, Consumers Energy Company
Steve Rosenstock, Edison Electric Institute
Ivan Kustec, Emerson Climate Technologies
Matt Johnson, EnergyHub
Ray Pustinger, Enerliance
Brad Davids, EnerNOC
Elaine Johns, Enervision
Rachel Reiss Buckley, E Source
Charlie Rahilly, eXcorda
Robert King, Good Company Associates, Inc.
Gary Connett, Great River Energy
Paul Carp, Honeywell Smart Grid Solutions
Ed Smith, Intelligent Energy Solution
Joan McCaffrey, IPKeys Technologies
Tom Osterhus, Integral Analytics
Rich Quattrini, Johnson Controls, Inc
Dennis Quinn, Joule Assets
Roger Flanagan, Lockheed Martin
Joe 'O'Malley, Mad Dash, Inc.
Michel Kamel, MelRoK
Robert Douglas, MP2 Energy
Heather Manypenny, New Hampshire Electric Coop
Ward Eames, NTC
Kevin Hamilton, O Power
Albert Chiu, Pacific Gas & Electric Company
Paul Miles, PECO
Stephen Knapp, Power Generation Services
Craig Sherman, Sacramento Municipal Utility District
Peter Weigand, Skipping Stone, LLC
Mark Martinez, Southern California Edison
Paul Steffes, Steffes
Brad Baucom, Tennessee Valley Authority
Ahmad Faruqui, The Brattle Group
Joel Schofield, Threshold Door to Door
Jennifer Drake, Tri-State Generation and Transmission Association
Stephen Koep, Vaughn Manufacturing
Brian Doyle, Xcel Energy

