

Hosted by Gina Calvert and Chris Walls, Baltimore Gas and Electric

Instructors: Robin Maslowski and Brett Feldman, Navigant

PLMA Education Planning Group Co-Chairs:

Mark Martinez, Southern California Edison and Christine Riker, Energy Solutions

Mentors: Paul Miles, PECO, PLMA Vice-Chair; Dave Hyland, Zen Ecosystems and PLMA Treasurer

April 10-12, 2019, Baltimore Gas and Electric, Baltimore, Maryland

Day 1: 12:00 - 5:00 pm	Topic*	(Lead presenter)
12:00	Registration and lunch	
1:00-1:10	Welcome and Introductions	Christine Riker, Energy Solutions and Education Group Co-chair with Gina Calvert and Chris Walls, BGE
Session 1: Introduction		
1:10-1:40	Module 1: Broad Overview of DR <ul style="list-style-type: none"> What is (and what is not) “demand response” Drivers of DR 	Robin Maslowski and Brett Feldman
Session 2: Program Development		
1:40-2:30	Module 2: DR Potential <ul style="list-style-type: none"> How many MWs can you get? Key drivers of potential 	Robin Maslowski
2:30-2:40	Break	
2:40-3:45	Module 3: DR Portfolio Development <ul style="list-style-type: none"> Matching program attributes with business needs Size and timing of the DR resource DERs and non-wires alternatives Gas DR 	Robin Maslowski and Brett Feldman
3:45-3:55	Break	
3:55-4:50	Module 4: DR Program Design <ul style="list-style-type: none"> Target market/eligibility Marketing/recruitment Technology standards and choices Incentives Evaluation plans Implementation logistics (including budget development) 	Brett Feldman
4:50-5:00	Summary, Mentor Perspectives, Looking to Tomorrow	
5:00	Adjourn	
5:00 – 6:00 PM Unhosted Happy Hour		

* (Subject to adjustment as necessary based on class needs)

Day 2: 7:30 am - 5:00 pm	Topic*	(Lead presenter)
7:30 - 8:30 am	Breakfast	
Session 2: Program Development (continued)		
8:30-9:25	Module 5: Cost Effectiveness – Making the Business Case for DR <ul style="list-style-type: none"> • Cost categories • Determining benefits • Various test perspectives • Key issues and decisions for the analysis 	Robin Maslowski
9:25-9:35	<i>Break</i>	
9:35-10:35	<i>Interactive Exercise: Cost-effectiveness Analysis</i>	
10:35-10:45	<i>Break</i>	
Session 3: Program Implementation		
10:45-11:30	Module 6: Program Staffing and Outsourcing <ul style="list-style-type: none"> • Organizational structure • DR program team roles • Internal resource requirements • Outsourced services and pay-for-MWs 	Brett Feldman
11:30-12:30	<i>Lunch Break</i>	
12:30-1:20	Module 7: Program Marketing and Operations <ul style="list-style-type: none"> • Marketing and recruitment • Program management • DR and resource planning • DR and system operations 	Robin Maslowski
1:20-1:30	<i>Break</i>	
1:30-2:00	Host Utility DR Program insights from BGE	Chris Walls
2:00-2:15	<i>Break</i>	
2:15-3:10	Module 8: Technology Architecture and Integration <ul style="list-style-type: none"> • Residential DR • C&I DR • DR Technology Trends • DER Technologies • DRMS and DERMS 	Brett Feldman
3:10-3:25	<i>Break</i>	
3:25-4:25	<i>Interactive Exercise: Applying Portfolio and Program Planning</i>	
4:25-5:00	Summary, Mentor Perspectives, Looking to Tomorrow	
5:00	Adjourn	
<i>5:00 – 6:00 PM Unhosted Happy Hour</i>		

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Day 3: 8:30-12:00	Topic*	(Lead presenter)
7:30 - 8:30 am	Breakfast	
Session 3: Program Implementation (continued)		
8:30-9:20	Module 9: Evaluation, Measurement and Verification <ul style="list-style-type: none"> • Estimating impacts • Improving program design and delivery 	Robin Maslowski
9:20-9:30	Break	
9:30-10:15	Exam	
10:15-11:00	Exam and Key Concepts Review	
11:00-11:15	Break	
11:15-12:00	PLMA Member Roundtable	
12:00	Lunch and Adjourn	

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