PLMA (Peak Load Management Alliance) was founded in 1999 as a community of experts and practitioners dedicated to sharing knowledge and providing resources to promote inclusiveness in the design, delivery, technology, and management of solutions addressing energy and natural resource integration.

The non-profit association provides a forum for practitioners to share dynamic load management expertise, including demand response and distributed energy resources. PLMA members share expertise to educate each other and explore innovative approaches to load management programs, price and rate response, regional regulatory issues, and technologies as the energy markets evolve. 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 offer timely subject matter and training opportunities to address key facets of our industry charge.

Membership in PLMA is open to any organization interested in energy load management. PLMA represents a broad range of energy professionals and industries – private and publicly owned utilities, technology companies, energy providers, solution providers, meter and equipment suppliers, system integrators, research organizations, consultants, and end-users.
PLMA celebrated its 20th anniversary in 2019 with a salute to the co-founders and past chairs at 40th PLMA Conference with a reflection of the founding principle: “Increase consumer participation in electric load management for the purpose of achieving a strong competitive energy market, a more reliable electrical system, promoting and actively sharing information about the development, demonstration, and evaluation of applicable technologies and products, educating consumers and suppliers about load management’s value as a response to market price signals and as a risk management technique.”

MEMBERSHIP GROWTH

PLMA provides a Peer-to-Peer Forum for practitioners from energy utilities, solution providers and trade allies to share dynamic load management expertise, including demand response and distributed energy resources. For two decades, PLMA conferences, educational programs and networking opportunities have brought member organizations together to develop, implement and share proven practices in a peer-to-peer network – offering load management leadership for the energy industry.

GROWTH IN MEMBER ORGANIZATIONS

WHERE WERE YOU IN 1999?

PLMA celebrated its 20th anniversary in 2019 with a salute to the co-founders and past chairs at 40th PLMA Conference with a reflection of the founding principle: “Increase consumer participation in electric load management for the purpose of achieving a strong competitive energy market, a more reliable electrical system, promoting and actively sharing information about the development, demonstration, and evaluation of applicable technologies and products, educating consumers and suppliers about load management’s value as a response to market price signals and as a risk management technique.”

LAUNCHED LOAD MANAGEMENT DIALOGUE podcast series with over 1,000 plays of over 15 productions

Placed speakers at ACEEE Energy Efficiency as a Resource, AESP National Conference, Parks Associates, and other national and regional industry events

Celebrated 20th Anniversary with all past chairs and co-founders at 40th PLMA Conference in St. Petersburg, Florida
Thought Leadership Group published 4 industry reports and produced over 30 webcasts with over 3,200 registrants

Conference Planning Group produced 2 in-person, multi-day events in Minneapolis, Minn. and St. Petersburg, Florida

TWICE-ANNUAL CONFERENCES consistently attract OVER 30% UTILITY STAFF and OVER 50% FIRST-TIME ATTENDEES

Education Planning Group
Produced week-long training presented in Baltimore co-hosted by Baltimore Gas and Electric on: Demand Response Market Fundamentals, DR Program Design and Implementation
Conducted Demand Response Fundamentals and Evolution courses presented in Minneapolis and St. Petersburg
Launched Demand Response Fundamentals interactive on-line training course with Enerdynamics

Awards Program Group recruited and judged nominations for 8 awards in 3 categories:

> Pacific Gas and Electric Company and Olivine for Excess Supply Demand Response Program
> Portland General Electric and Enbala for Distributed Flexibility at Scale
> Indiana Michigan Power and Tendril for Residential Integrated Demand Side Management Approach

> Efficiency Vermont, Green Mountain Power, and Dynamic Organics for Flexible Load Management
> Eversource Energy for Commercial & Industrial Active-Demand Management Demonstration

> Bonneville Power Administration, Portland General Electric, and Northwest Energy Efficiency Alliance for Water Heater Communications
> Rocky Mountain Power for Frequency Dispatch
> Viking Cold Solutions for Using Thermal Energy Storage as a Grid Asset

Thought Leaders

Program Pacesetters

Technology Pioneer

Individual Attendeess:

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<th>Year</th>
<th>Spring</th>
<th>Fall</th>
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Officers Serving for term through Fall 2021:

Chair: Michael Brown, NV Energy
Vice Chair: Richard Barone, Hawaiian Electric Company
Secretary: Joseph E. Childs, Eaton
Treasurer: Troy Eichenberger, Tennessee Valley Authority

Executive Committee Serving for term through Fall 2020 (in alphabetical order):

Wendy Brummer, Pacific Gas & Electric
Justin Chamberlain, CPS Energy
Derek Kirchner, Consumers Energy
Ruth Kiselewich, ICF

Robin Maslowski, Navigant
Olivia Patterson, Opinion Dynamics
Christine Riker, Energy Solutions
Andrea Simmensen, Idaho Power

MEMBER DIRECTORY (as of December 31, 2019)

1. Accenture
2. Advanced Energy
3. Alestra Utilities
4. Alley Energy Solutions
5. Alternative Energy Systems Consulting
6. Ameren
7. American Public Power Association
8. Apex Analytics
9. Apogee Interactive
10. Applied Energy Group
11. APTIM
12. Aquanta
13. Arizona Public Service
14. Armada Power
15. Austin Energy
16. AutoGrid
17. Baltimore Gas and Electric
18. Beneficial Electrification League
20. Bidgely
22. Bonneville Power Administration
23. Bristol Tennessee Essential Services
24. Buffalo Niagara Medical Campus
25. Calico Energy
26. Central Hudson Gas & Electric
27. Chelan PUD
28. City of Tallahassee Utilities
29. Clean Power Research
30. CLEAResult
31. COI Energy Services
32. Colburn
33. Commonwealth Edison
34. Con Edison
35. Connected Energy
36. Consumers Energy Company
37. CPower Energy Management
38. CPS Energy
39. Customized Energy Solutions
40. Dairyland Power Cooperative
41. DNV GL
42. DTE Energy
43. Duke Energy
44. E Source
45. E4TheFuture
46. Eaton
47. ecobee
48. Edison Electric Institute
49. Efficiency Vermont
50. Emerson Commercial & Residential Solutions
51. Enbala
52. Encycle
53. Enel X
54. Energy Federation
55. Energy Solutions
56. EnergyHub
57. EnerVision
58. Entergy
59. EPRI
60. ERS
61. Eversource
62. Extensible Energy
63. FirstEnergy
64. FleetCarma
65. FPL
66. Franklin Energy
67. GDS Associates
68. Generac
69. Georgia Power Company
70. Google (Nest)
71. Great River Energy
72. GridFabric
73. GridOptimize
74. GridPoint
75. Hawaiian Electric Company
76. High West Energy
77. Honeywell Smart Energy
78. ICF
79. Idaho Power
80. IGS Energy
81. Illume Advising
82. Indianapolis Power & Light Co.
83. Integral Analytics
84. IPKeys Power Partners
85. Itron
86. Jackson EMC
87. Kansas City Power & Light
88. Landis+Gyr
89. Leap
90. Minnesota Power, an ALLETE Company
91. Modesto Irrigation District
92. National Grid
93. National Rural Electric Cooperative
94. Navigant
95. NB Power
96. New Braunfels Utilities
97. New Hampshire Electric Cooperative
98. New York Power Authority
99. Nexant
100. North Carolina Electric Membership Corporation
101. Northwestern RECA
102. NRG Curtailment Solutions
103. NTC
104. OATI
105. Oklahoma Gas & Electric
106. Olivine
107. Oncor Electric Delivery
108. Open Systems International
109. OpenADR Alliance
110. Opinion Dynamics
111. Oracle Utilities
112. Orange and Rockland Utilities
113. Pacific Gas & Electric
114. PECO, an Exelon Company
115. Pepco, an Exelon Company
116. Portland General Electric
117. Powerly
118. PowerSouth Electric Cooperative
119. PPL Electric Utilities
120. Public Service Company of Oklahoma
121. Rappahannock Electric Cooperative
122. Resideo
123. RF Demand Solutions
124. Sacramento Municipal Utility District
125. Salt River Project
126. San Diego Gas & Electric
127. Santee Cooper
128. Schneider Electric
129. Scope Services
130. ScottMadden
131. Seattle City Light
132. Sensus USA
133. Shifted Energy
134. Skipping Stone
135. Smart Electric Power Alliance
136. Smartenit
137. Snohomish County PUD
138. SolarEdge Technologies
139. Southern California Edison
140. Southern California Gas Company
141. Steffes
142. Sunverge Energy
143. Tantalus
144. Tennessee Municipal Electric Power Association
145. Tennessee Valley Authority
146. Tetra Tech
147. The Brattle Group
148. Threshold
149. Tierra Resource Consultants
150. TRC
151. Tri-State Generation & Transmission
152. Trickle Star
153. Tucson Electric Power
154. Uplight
155. Utility Load Management Exchange
156. Vectren
157. Virtual Peaker
158. Warranty Design
159. Waseda University
160. WaterFurnace
161. West Monroe Partners
162. Xcel Energy
163. Zen Ecosystems
164. Zeuthen Management Solutions

Don’t see your organization listed? Join today at www.peakload.org