

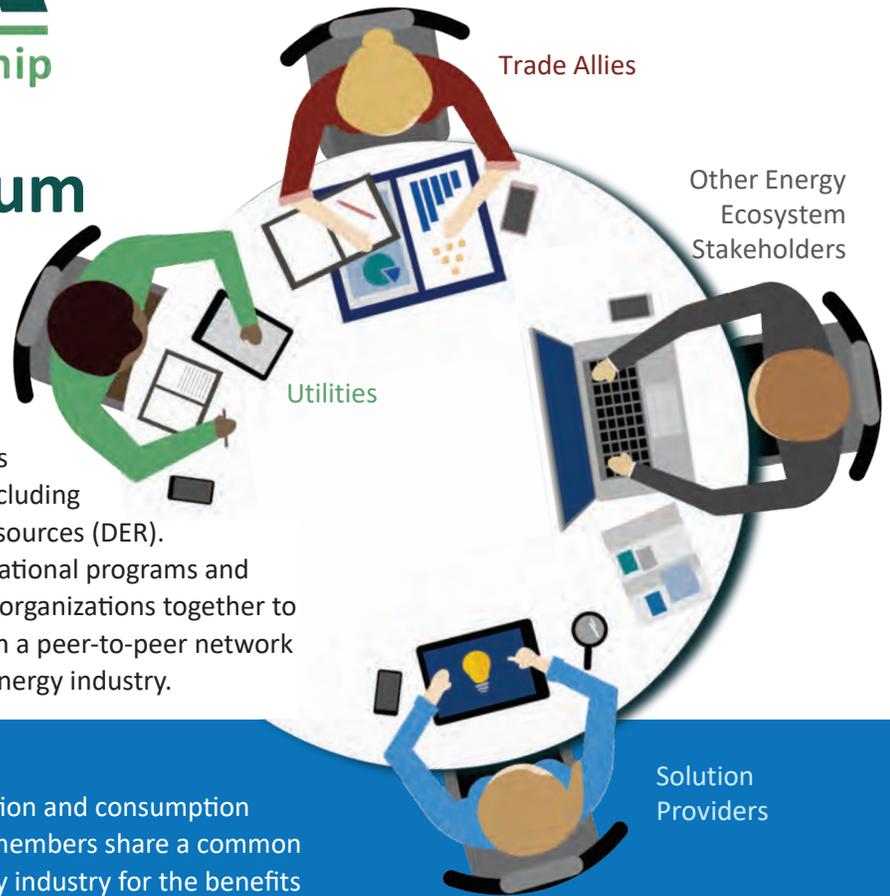
Positioning Statement: PLMA provides a forum for practitioners from energy utilities, solution providers and trade allies to share dynamic load management expertise, including demand response (DR) and distributed energy resources (DER). For nearly two decades, PLMA conferences, educational programs and networking opportunities have brought member organizations together to develop, implement and share proven practices in a peer-to-peer network. As the energy industry adapts to new profiles of production and consumption within an evolving delivery environment, PLMA members share a common goal to realize the potential of tomorrow’s energy industry for the benefit of all stakeholders.

Tagline: Load Management Leadership

| INDUSTRY ROLES AND VALUE | LOAD MANAGEMENT EXPERTISE | PEER-TO-PEER ENGAGEMENT | LINKING STRATEGY AND IMPLEMENTATION |
|---------------------------|---|--|--|
| AREAS OF FOCUS AND IMPACT | Leverage practical experience to address evolving industry needs. | Bring members together to develop, implement and share proven practices. | Enhance connections among energy thought leaders, strategists and practitioners to realize the potential of tomorrow’s energy industry. |
| PROOF POINTS | PLMA member organizations focus on load management solutions, including a strong foundation of DR for peak load management with a growing emphasis on integration of DERs for additional system benefits. | PLMA conferences and webcasts, member meet-ups, interest groups, publications, and training provide peer-to-peer forums to exchange experiences, lessons learned and new ideas. | PLMA creates opportunities to share insights that inform business planning by exploring future strategies and identifying practical paths to implementation. |
| SUMMARY SOUND BITES | Through interest groups, event presentations, publications, and education, PLMA members exchange practical experience ranging from program design and implementation to consumer engagement and measurement and verification. | Peer-to-peer collaboration helps member companies effectively engage a variety of stakeholders to align technology, experience and shared goals to react to changing industry drivers. | PLMA strengthens the connection among business leaders, system planners and load management practitioners, providing visibility across diverse regions while sharing experience and lessons learned from decades of designing and delivering load management programs. |
| | PLMA members help each other understand how load management challenges and solutions are evolving; from proven practices to today’s need for real-time peak-to-trough load shaping. | PLMA member companies share pragmatic, lessons learned in the real-world by providing access to the “...ultimate peer group” of load management practitioners. | Collaboration that includes business planners, strategists and practitioners helps all stakeholders better evaluate risks and strengthen opportunities. |

A Peer-to-Peer Forum for Sharing Load Management Expertise

PLMA provides a forum for practitioners from energy utilities, solution providers and trade allies to share dynamic load management expertise, including demand response (DR) and distributed energy resources (DER). For nearly 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.



Value for Members

As the industry adapts to new profiles of production and consumption within an evolving delivery environment, PLMA members share a common goal to realize the potential of tomorrow's energy industry for the benefits of all stakeholders.

Collaboration helps all stakeholders better evaluate risks and strengthen opportunities, with PLMA providing visibility across diverse regions and drawing on members' decades of experience designing and delivering load management programs.

Load Management Expertise

Leverage practical experience to address evolving industry needs.

PLMA member companies focus on load management solutions, including a strong foundation of DR for peak load management with a growing emphasis on integration of DERs for additional system benefits.

Peer-to-Peer Engagement

PLMA brings members together to develop, implement and share proven practices.

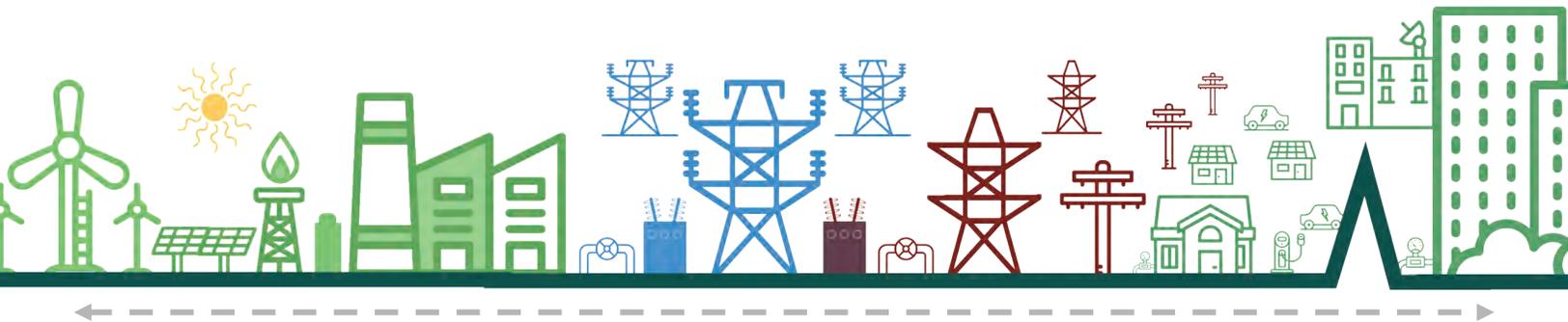
PLMA conferences and webcasts, member meet-ups, interest groups, publications, and training provide forums to exchange experiences, lessons learned and new ideas.

Linking Strategy and Implementation

Help enhance connections between energy thought leaders, strategists and practitioners.

To realize the potential of tomorrow's energy industry, PLMA creates opportunities to share insights that inform business planning, explore strategies and identify practical paths to implementation.





PLMA Partners with Industry Organizations

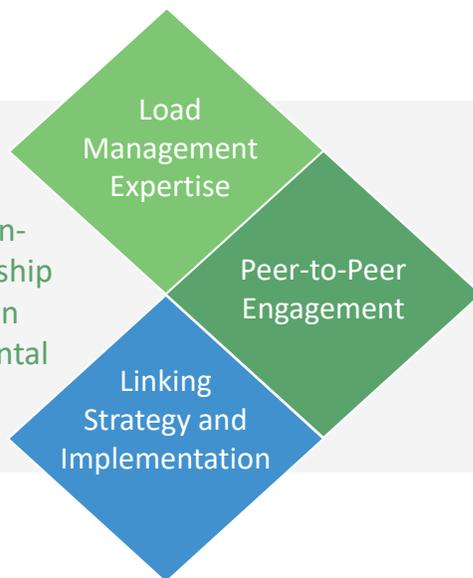
With our focus on load management, PLMA helps lead the industry by sharing expertise with other associations — allies working towards a more sustainable energy future.

As an example of this collaboration, PLMA engages in research with industry partners, such as the Natural Resources Defense Council and the National Rural Electric Cooperative Association. Other PLMA industry relationships range from joint initiatives with the Smart Electric Power Alliance to co-produce webcasts with Greentech Media and Parks Associates and a newsletter co-published with *Utility Dive*.

To further load management education, PLMA conducts several training courses hosted by energy utility companies and places volunteer presenters at events produced by organizations such as the Association of Energy Service Professionals and United States Energy Association. In addition, PLMA cross-promotes activities with Smart Energy Consumer Collaborative, OpenADR Alliance, and many other association partners.

PLMA does not engage in lobbying or standards development, and we are not focused on any one technology area. Instead, we bring staff of member organizations together to collaborate and realize shared goals that can benefit all energy industry stakeholders.

At PLMA, our organization-based membership model is built on three fundamental benefits:



Learn more about PLMA and our resources at peakload.org or (707) 652-5333.

PLMA's LEADERSHIP IN SHARING LOAD MANAGEMENT EXPERTISE

Member and industry partner collaboration creates a strong connection between load management strategy and implementation

Today's energy industry finds organizations adapting to new profiles of production and consumption within an evolving delivery environment. Energy utilities, solution providers and trade allies seek to better understand load management challenges to identify practical paths to implementing proven solutions.

Collectively, [PLMA's](#) 130+ member organizations share a common goal to realize the potential of tomorrow's energy industry for the benefit of all stakeholders. The non-profit association provides a forum for practitioners to share dynamic load management expertise, including demand response (DR) and distributed energy resources (DER).

Over the past 20 years, there's been an evolution in load management. PLMA started as an association with a strong foundation in DR for electric peak load management but now has a growing, additional emphasis on the integration of DERs for further electric and gas system benefits. The term "demand response" now includes a larger set of drivers, typically more automated and integrated into system operations than they were in the past.

DR can provide a wide variety of service benefits for dynamic load management as a component of DER—including distributed photovoltaic and wind, electric vehicle charging, and various forms of energy/thermal storage. This includes benefits for customers who may be "prosumers" (providing, as well as consuming, power), as well as system operations benefits such as volt/VAR control, renewable energy integration, and localized distribution system congestion management.

Industry practitioners who are responsible for day-to-day DR and DER programs participate in PLMA activities to learn from others and share their own dynamic load management expertise. For nearly two decades, the association's conferences, educational programs and networking opportunities have brought member companies together to develop, implement and share proven practices in a peer-to-peer network.

Energy Ecosystem Collaboration

Through PLMA, members focus on load management solutions while collaborating with other industry associations that also are working towards a more sustainable energy future. [PLMA's Resource Directory](#) provides links to industry experts' thought leadership assets, including presentation slides and recordings from past PLMA-produced events, articles, reports and white papers from PLMA initiatives and collaborations, and other materials contributed by PLMA member organizations and allies.

Within the energy industry, other associations add value for their members in distinct ways, with unique areas of focus. Some are built upon an individual membership model emphasizing

PLMA CONTRIBUTED ARTICLE

June 4, 2018

career growth, while others have an organizational membership model with programs geared towards enhancing business value.

Collaboration among PLMA members and with industry association partners helps all stakeholders better evaluate risks and strengthen opportunities to design and deliver load management programs. PLMA brings staff of member organizations together to collaborate and realize shared goals for the energy industry that can benefit all stakeholders. PLMA provides opportunities for individual professional development and training as well as honing leadership and presentation skills.

PLMA also collaborates with industry partners, such as joint research with Natural Resources Defense Council and the National Rural Electric Cooperative Association on thermal storage innovations, as well as a joint initiative with the Smart Electric Power Alliance (SEPA) funded by E4TheFuture about non-wire alternatives projects. PLMA members have also published a compendium of industry viewpoints on utility-sponsored Bring-Your-Own Thermostat programs, and a glossary of common DR and DER terms and acronyms.

To further provide educational resources for industry professionals, PLMA jointly produces events and publications, such as webcasts with Greentech Media and Parks Associates and a newsletter co-published with Utility Dive. PLMA's [Speakers Bureau](#) has placed presenters at events produced by Association of Energy Service Professionals and United States Energy Association, and PLMA cross-promotes resource news with Smart Energy Consumer Collaborative, OpenADR Alliance, and many other association partners.

PLMA's [training initiatives](#) include a "Defining the Evolution of Demand Response" workshop presented adjacent to industry gathering such as the SEPA Grid Evolution Summit in July. PLMA also produces a week-long training series hosted by energy utility companies. Arizona Public Service and Salt River Project will co-host the PLMA "DR Markets" and "DR Program Design and Implementation" courses this October in Phoenix.

PLMA also hosts co-located meetings with the Utility Load Management Exchange which promotes load control as a viable option for utility deployments in demand reduction, economic dispatch, and/or T&D reliability through a forum for utility staff members.

Load Management Leadership

PLMA does not engage in lobbying, or standards development and is not focused on any one technology area. By focusing on load management, PLMA fills a distinctive energy industry need through its collaborative community built on three fundamental benefits:

- [Load management expertise](#) PLMA members help each other understand how load management challenges and solutions are evolving—from proven practices to today's need for real-time valley-filling as well as peak-clipping. Through interest groups, event presentations, publications, and education, participants exchange practical experience

PLMA CONTRIBUTED ARTICLE

June 4, 2018

ranging from program design and implementation to consumer engagement and measurement and verification.

- Peer-to-peer engagement PLMA member companies share pragmatic, lessons learned in the real world by providing access to the industry's only peer group of load management practitioners. Peer-to-peer collaboration helps member companies effectively engage a variety of stakeholders to align technology, experience and shared goals to react to changing industry drivers.
- Linking strategy and implementation To realize the potential of tomorrow's energy industry, PLMA creates opportunities to share insights that inform business planning, explore future strategies and identify practical implementation options. Collaboration among business planners, strategists and practitioners helps all stakeholders better evaluate risks and strengthen opportunities.

From important trends covered in PLMA's [DR Dialogue webinar series](#), to in-person roundtable discussions at [conferences](#), PLMA helps link strategy to practical implementation—and helps link load management peers to other industry partners working in the evolving energy delivery environment. To learn more about PLMA, visit www.peakload.org/

###

FULL-COLOR
LOGO



OTHER SUITABLE LOGO OPTIONS



COLOR SCHEME

in addition to standard black and white



HEX 00524D
 PMS 330 C
 CMYK 91/46/64/37
 RGB 0/82/77



HEX 5FA36C
 PMS 556 C
 CMYK 42/0/34/36
 RGB 95/163/108



HEX 7AD174
 PMS 7487 C
 CMYK 42/0/44/18
 RGB 123/209/116



HEX 019BFF
 PMS 2925 C
 CMYK 100/39/0/0
 RGB 1/155/255



HEX 7D1F1A
 PMS 1815 C
 CMYK 30/95/95/38
 RGB 125/31/26



HEX FDD267
 PMS 1215 C
 CMYK 0/17/59/1
 RGB 253/210/103