



THE VOICE OF  
DEMAND RESPONSE  
PRACTITIONERS

# 2017 PLMA Annual Activity Report for Members

**PLMA (Peak Load Management Alliance)** was founded in 1999 as the voice of demand response practitioners. It is 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.

PLMA members share expertise to educate each other and explore innovative approaches to demand response 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, curtailment service providers, meter and equipment suppliers, system integrators, research organizations, consultants, and end-users.

# 3,132

participants representing

## 710

organizations

participated in **32**

activities (conference, training, webinars, award nominations, conference presentation submissions, member meet-ups, etc.).

More than **622**

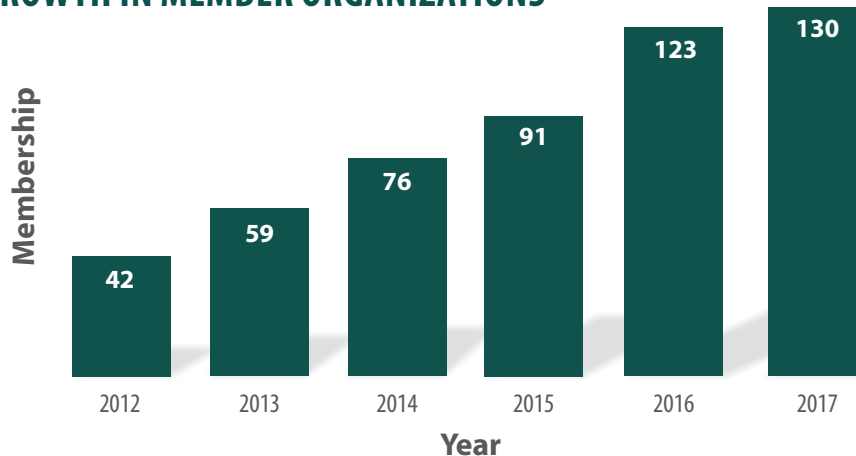
individuals attended

PLMA's **12** in-person events.

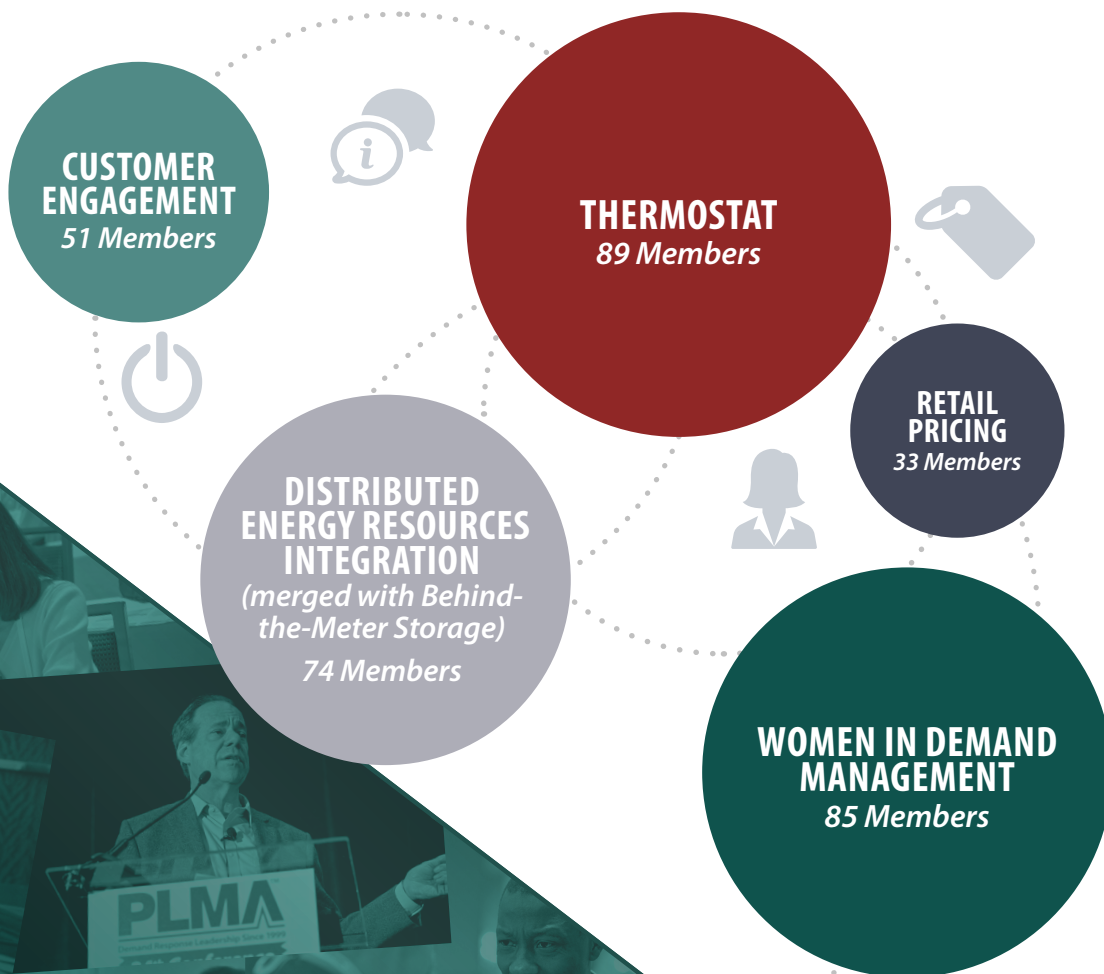


It's about the people

## GROWTH IN MEMBER ORGANIZATIONS



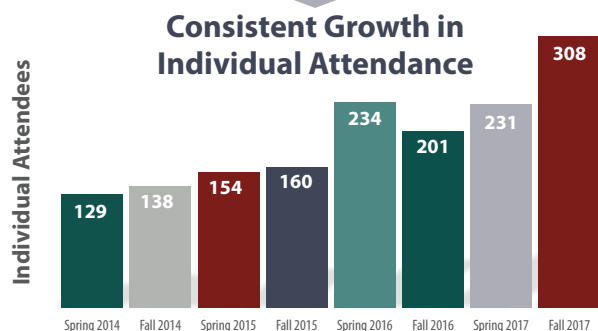
## INTEREST GROUPS





It's about knowledge sharing and collaboration

## FACE TO FACE



Created new Education initiative, **Defining the Evolution of Demand Response** workshop presented in Portland, Ore., San Francisco, Calif., Cambridge, Mass. with volunteer instructors and scheduled adjacent to other industry events

**Week-long training presented in Las Vegas hosted by NV Energy on:** DR Markets, DR Program Design and Implementation

### PLMA member meet-ups conducted at

- DistribuTECH, San Diego
- SEPA Grid Evolution Summit, Washington DC
- E Source Forum, Denver
- AESP National Conference, Orlando
- ACEE Hotel Water Forum, Portland
- Green Tech Media Grid Edge Innovation Summit, San Jose

## ONLINE LEARNING

**WEBCASTS** REMAIN POPULAR IN 2017.

### Top 10 HOT TOPICS FROM DR DIALOGUES:

- 1 DR Dialogue: DR Management Systems
- 2 DR Dialogue: California DR Potential Study
- 3 DR Dialogue: Evolution of Demand Response Training
- 4 DR Dialogue: PJM's Demand Response Strategy
- 5 DR Dialogue: Utility Dive Industry Survey
- 6 DR Dialogue: FERC DR Assessment Study
- 7 DR Dialogue: Portland General Electric & AutoGrid
- 8 DR Dialogue: KCP&L Thermostat Program
- 9 DER Integration Group Discussion: Syntax and Topics
- 10 Insight from Leading-Edge Demand Response Research

## COLLABORATION



Provided presenters or otherwise collaborated with these like-minded **industry allies**:

- ACEEE Hot Water Forum
- Association of Energy Services Professionals
- Assoc. of Ontario Power Producers
- California Efficiency + Demand Management Council
- DistribuTECH
- E Source
- Eaton
- Energy Central
- Energy Storage North America
- Greentech Media
- International Energy Program Evaluation Conference
- Navigant
- OpenADR Alliance
- Smart Electric Power Alliance
- Smart Energy Consumer Collaborative
- Smart Grid Northwest
- Smart Grid Today
- Southeast Energy Efficiency Alliance
- Utility Classroom
- Utility Dive
- Utility Load Management Exchange
- Weather Risk Management Association



## OFFICERS

*serving for term through  
Fall 2019*

### CHAIR:

**Michael Brown,**  
*NV Energy*

### Vice Chair:

**Derek Kirchner,**  
*DTE Energy*

### Secretary:

**Joseph E. Childs,**  
*Eaton*

### Treasurer:

**David Hyland,**  
*Schneider Electric*

## EXECUTIVE COMMITTEE

*serving for term through Fall  
2018 (in alphabetical order):*

**Jason Cigarran,**  
*Itron*

**Ruth Kiselewich,**  
*ICF*

**Steven Koep,**  
*Vaughn Thermal Corporation*

**Heather Manypenny,**  
*New Hampshire Electric  
Cooperative*

**Meridith Nierenberg,**  
*Orange and Rockland Utilities*

**Raymond Pustinger,**  
*Alternative Energy Systems  
Consulting*

**Dennis Quinn,**  
*JouleSmart Solutions*

**Stuart Schare,**  
*Navigant*

**Brian Solsbee,**  
*Tennessee Municipal Electric  
Power Association*



It's about leadership

## 14<sup>TH</sup> PLMA AWARD WINNERS

### Program Pacesetters

- AEP Indiana Michigan Power Company's Demand Response Service Emergency Program
- Central Hudson Gas & Electric's Peak Perks Program
- City of New York's Municipal Demand Response Program
- Portland General Electric and AutoGrid for Pricing and Peak Time Rebate Program
- Target Corporation's Demand Side Energy Program

### Thought Leaders

- KCP&L and Nest for the KCP&L Thermostat Program
- Alectra Utilities, Advantage Power Pricing
- Brett Feldman, Navigant Research



Peak Load Management Alliance  
(707) 652-5333

Learn more at [www.peakload.org](http://www.peakload.org)