



THE VOICE OF  
DEMAND RESPONSE  
PRACTITIONERS

The title is set against a background of a collage of teal-tinted photographs showing various PLMA members in professional settings, such as conferences, meetings, and presentations. The year '2016' is prominently displayed in white text within a red vertical bar on the left side of the title.

# 2016 PLMA Annual Activity Report for Members

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

Our 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. We 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. We create 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 change.

Membership is open to any organization interested in demand response. We represent 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.

# 3,465

participants representing

# 797

 organizations

participated in **45**

activities (conference,

training, webinars, award

nominations, conference

presentation submissions,

member meet-ups, etc.).

More than **890**

individuals attended

PLMA's **16** in-person

events.

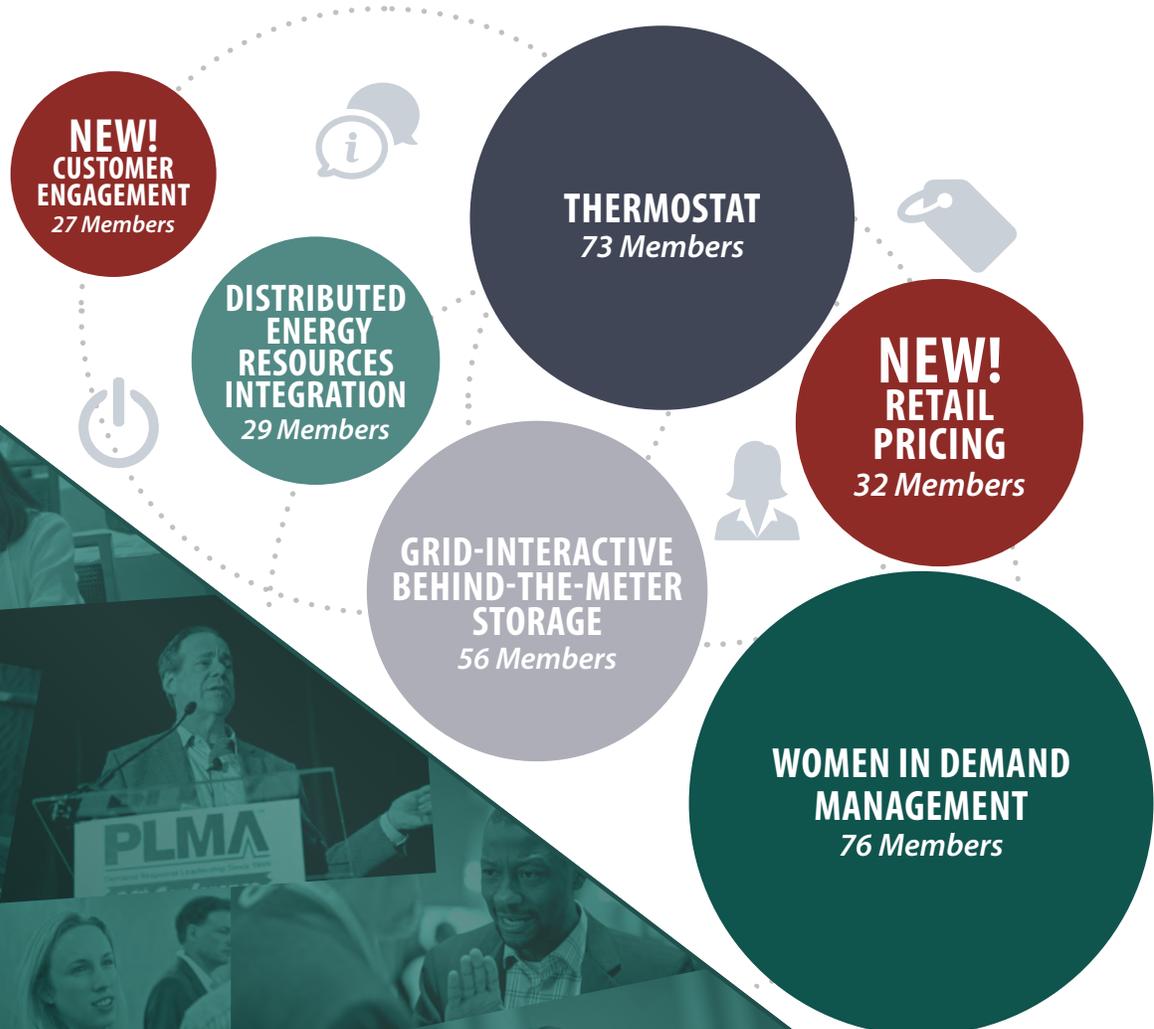
# PLMA™

## About the people

### GROWTH IN MEMBER ORGANIZATIONS



### 2 NEW INTEREST GROUPS ADDED IN 2016





Knowledge sharing and collaboration

FACE TO FACE



Delivered first week-long PLMA Training Series with back-to-back Intro to DR, DR Markets and DR Program Design and Implementation



PLMA member meet-ups conducted at

- DistribUTECH, Orlando
- SEPA Town Hall, Washington DC
- E Source Forum, Denver

Launched **socialink** to help increase member connections with enhanced profile information and community search capabilities

ONLINE RESOURCE DIRECTORY

- Presentation slides from past **PLMA Spring and Fall Conferences**
- Recordings from **PLMA DR Dialogues** and other PLMA-produced **webcasts**
- Articles, reports** and **white papers** from PLMA initiatives and collaborations
- Materials contributed by **member organizations** and **allies**

ONLINE LEARNING & DISCUSSIONS



AT-A-GLANCE

- 23 Total Events
- 2,553 Total Attendance
- 111 Average Attendance

**DR DIALOGUES** WERE MORE POPULAR THAN EVER IN 2016.

Top 5 HOT TOPICS FROM DR DIALOGUES:

- Supreme Court Upholds 745: Now What?
- Kansas City Power & Light's Thermostat Program
- Duke Energy Florida's EnergyWise Home Program
- Understanding the Storage and Demand Response Relationship
- NARUC's Distributed Energy Resources Compensation Manual

Launched first **PLMA community blogs**:

- Defining the Evolution of Demand Response
- Member Updates

COLLABORATION

- Co-sponsored first **Community Storage Initiative Leadership Forum**
- Utility Load Management Exchange's Fall meeting achieves largest meeting ever with over **40 attendees**
- Joint **utility and regulator survey** with AESP and SEPA
- Joint **direct load control device survey** with E Source

## THE EXECUTIVE COMMITTEE

*Elected by the Board for a 2016-2018 term (in alphabetical order):*

**Jason Cigarran,**  
Comverge, Inc.

**Derek Kirchner,**  
DTE Energy

**Ruth Kiselewich,**  
ICF

**Steven Koep,**  
Vaughn Thermal Corporation

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

**Raymond Pustinger,**  
Alternative Energy  
Systems Consulting

**Stuart Schare,**  
Navigant

**Brian Solsbee,**  
Tennessee Valley Authority

*Serving in Officer roles through the 2017 term are:*

### **CHAIR:**

**Richard Philip,**  
Duke Energy

### **VICE CHAIR:**

**Michael Brown,**  
Berkshire Hathaway, NV Energy

### **SECRETARY:**

**Joseph E. Childs,**  
Eaton

### **TREASURER:**

**David Hyland,**  
Schneider Electric



Recognizing  
accomplishments  
and leadership in DR

## 2016 AWARD WINNERS

### Program Pacesetters

- Duke Energy Florida's EnergyWise Home Program
- The Pacific Northwest Aggregated Demand Response Commercial Demonstration Project
- Pacific Gas and Electric Company's Smart AC Program

### Technology Pioneers

- Austin Energy
- National Grid
- United Energy

### Thought Leaders

- CPS Energy's My Thermostat Rewards Holiday Splash
- Michael Brown, conceptualized and then led the creation of the PLMA Demand Response training series



Peak Load Management Alliance  
(707) 652-5333

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