


















SCHEDULE AT A GLANCE

MONDAY, MAY 5










8:00 - 9:00 am	SHARED BREAKFAST: PLMA Education Class and Interest Groups		Sponsored by 
9:00 am - 4:30 pm	PLMA EDUCATION CLASS: "Load Flexibility: The Fundamentals"		
9:00 - 10:30 am	Global Load Management	Building Electrification	
10:30 - 10:45 am	SHARED REFRESHMENT BREAK: PLMA Education Class and Interest Groups		Sponsored by 
10:45 am - 12:15 pm	Global Load Management	C&I Load Flexibility	
12:15 - 1:15 pm	SHARED LUNCH: PLMA Education Class and Interest Groups		Sponsored by 
1:15 - 2:45 pm	Load Flexibility Valuation Workshop	PNNL & VPP Liftoff	Retail Pricing & Customer Engagement
2:45 - 3:00 pm	SHARED REFRESHMENT BREAK: PLMA Education Class and Interest Groups		Sponsored by 
3:00 - 4:30 pm	Public Power & Co-ops	LBNL & NREL	Electric Transportation
4:30 - 5:30 pm	PLMA Member Meetup		Sponsored by RECURVE
5:30 - 6:15 pm	Conference First Timers' Welcome!		
5:30 - 7:30 pm	Leadership Council Dinner and Meeting		
7:30 - 8:30 pm	"Cinco de Mayo al Italia" Celebration at Lidia's	Reception Sponsored by  	Entertainment Sponsored by  Opinion Dynamics  resource innovations Maracas Sponsored by CLEAResult® Marquee Lighting Sponsored by 

TUESDAY, MAY 6

7:30 - 9:00 am	Breakfast in the Sponsor Lounge	Sponsored by 
7:30 - 9:00 am	Women in Load Flexibility: Breakfast Connect and Career Success Panel	
9:00 - 9:25 am	Opening Remarks from the Chair	
9:25 - 9:30 am	Welcome to Kansas City	Sponsored by Virtual Peaker 
9:30 - 10:15 am	How State Policy Affects Load Flexibility Program Valuation and Design	
10:15 - 10:45 am	Refreshment Break	
10:45 - 11:30 am	Utility Operations and Planning–In their Own Words	Sponsored by Virtual Peaker 
11:30 am - 12:00 pm	What's Up at PLMA Interest Group Reports	
12:00 - 1:30 pm	Lunch	Sponsored by 
12:15 - 1:30 pm	2025 PLMA Awards of Excellence Winners Luncheon	
12:30 - 1:15 pm	Emerging Professionals Lunch Workshop – The Flex Load Long game: Real Talk from Industry Veterans	
1:30 - 2:00 pm	2025 PLMA Awards for Excellence in Load Management	Sponsored by 
2:00 - 3:00 pm	Design Customer-Centric and Cost-Effective Battery Storage Programs	
3:00 - 3:30 pm	Refreshment Break	
3:30 - 4:00 pm	PLMA Utility Members Share	Sponsored by 
4:00 - 4:30 pm	Sponsor Technology Advancement Roundtable	
4:30 - 6:00 pm	Networking Reception in the Sponsors Lounge	Sponsored by  

SCHEDULE AT A GLANCE

WEDNESDAY, MAY 7

8:00 - 9:00 am	Breakfast in the Sponsor Lounge			
	Track A	Track B	Track C	Track D
9:00 - 9:45 am	Sponsored by 		Sponsored by 	Sponsored by 
	9:00 - 10:00 am From Paging to Premium: Load Control Switches Ain't What They Used to Be	Scaling Down: Smaller Utility DR Programs Where Every Customer Counts	Overcoming Certification Hurdles to Build Stronger Vendor-Utility Partnerships	Driving the Grid Forward: Transformer-Constrained EV Managed Charging
9:45 - 10:30 am		Bridging the Gap: Collaboration Between Cooperatives and IOUs in Flexible Load Management	Re-Tuning the Trade Ally Network to Meet Large Demand Response Goals	Improving on Success: Revisiting Consumers Energy's PowerMIDrive Program
10:30 - 11:00 am	Refreshment Break		Sponsored by 	
	Track E	Track F	Track G	Track H
11:00 - 11:30 am	Sponsored by 		Sponsored by 	Sponsored by 
	Batteries Unleashed: Supercharging Benefits Through Smarter Storage Programs	Unlocking Growth: Empowering Commercial and SMB Customers in DR	Maximizing Flexible Load Potential with Machine Learning	Load Flexibility For All: Dynamic Rates for Commercial Customers
11:30 am - 12:00 pm	Understanding the Impact of DER Adoption on Load Shapes	Beyond the Screen: Engaging Small-to-Medium Non-Residential Customers	Multifamily Line Voltage Thermostats: A Load Flexibility Story in Progress	Innovation and Interoperability via Adoption of OpenADR 3.0
12:00 - 1:30 pm	Lunch		Sponsored by 	
12:15 - 1:15 pm	Women in Load Flexibility Workshop: Building Your Influence: Getting Heard, Driving Change			
1:30 pm	Sponsor Lounge Closes			
1:30 - 2:30 pm	Powering Resilience in Times of Unprecedented Grid Emergencies			
2:30 pm	Welcome to Las Vegas for the Fall 2025 Conference!			
2:40 pm	Closing Remarks			
2:45 pm	Ice Cream Social		Sponsored by 	

A Special Thank You!

WIFI Sponsor



Power Alley Sponsor



Conference App Sponsor



Registration Desk & Lanyard Sponsor



Room Keys Sponsor



Charging Station Sponsors

