

The background of the page is a photograph of a crowded conference or trade show. People are seen in various poses, some talking, some looking at displays. The image is overlaid with a semi-transparent dark green filter. A white diagonal line cuts across the image from the bottom left towards the top right.

# 2019 PLMA Annual Activity Report for Members

## The Voice of Load Management Practitioners

**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.

## LEADERSHIP IN SHARING LOAD MANAGEMENT EXPERTISE



Launched Load Management Dialogue podcast series with over 1,000 plays of over 15 productions



Achieved record-breaking attendance at 39th PLMA Conference in Minneapolis



Celebrated 20th Anniversary with all past chairs and co-founders at 40th PLMA Conference in St. Petersburg, Florida

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



## TOP 10 PLMA-PRODUCED WEBCASTS WITH GREATEST NUMBER OF REGISTRANTS

- 1 Integrated DSM: The Journey Continues
- 2 Smart Home & Demand Response
- 3 NGrid Non-Wires Alternative Case Study
- 4 PG&E Excess Supply Program
- 5 BPA, PGE, NEEA for Water Heater Communication
- 6 Indiana Michigan Power and Tendril for Residential IDSM Approach
- 7 Load Flexibility Potential in U.S. by 2030
- 8 FERC Annual Report
- 9 Portland General Electric and Enbala for Distributed Flexibility at Scale
- 10 Consolidated Edison Non-Wires Alternative Case Study

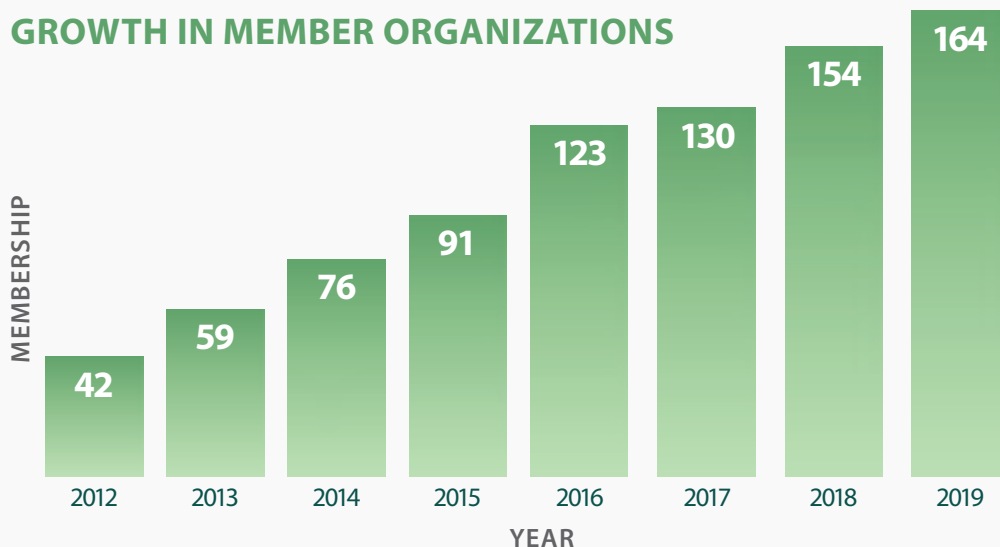
## WHERE WERE YOU IN 1999?

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."

## 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

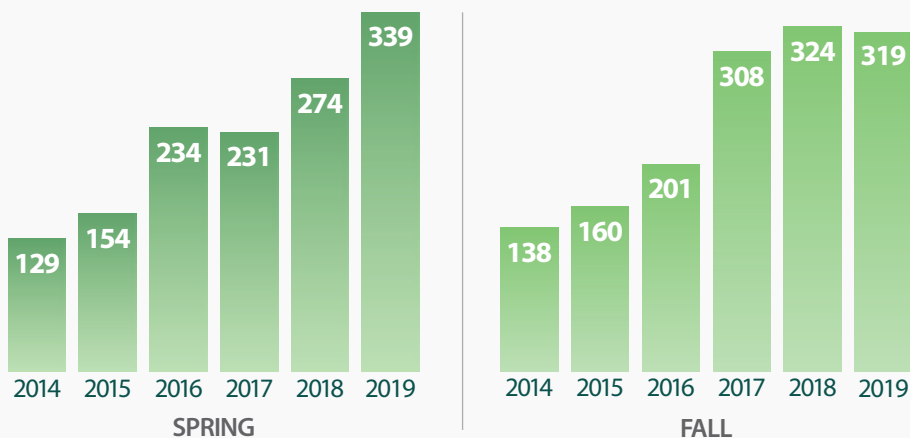


### Conference Planning Group

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**

INDIVIDUAL 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:



PROGRAM  
PACESETTERS

- 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

THOUGHT  
LEADERS

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

TECHNOLOGY  
PIONEER

- 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 Leadership Group

published 4 industry reports and produced over 30 webcasts with over 3,200 registrants





## 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 Simmons, Idaho Power

## MEMBER DIRECTORY (as of December 31, 2019)

- |  |  |   |   |
|--|--|---|---|
| 1. Accenture                             | 40. Dairyland Power Cooperative                | 86. Jackson EMC                                     | 125. Salt River Project                             |
| 2. Advanced Energy                       | 41. DNV GL                                     | 87. Kansas City Power & Light                       | 126. San Diego Gas & Electric                       |
| 3. Alectra Utilities                     | 42. DTE Energy                                 | 88. Landis+Gyr                                      | 127. Santee Cooper                                  |
| 4. Ally Energy Solutions                 | 43. Duke Energy                                | 89. Leap  | 128. Schneider Electric                             |
| 5. Alternative Energy Systems Consulting | 44. E Source                                   | 90. Minnesota Power, an ALLETE Company              | 129. Scope Services                                 |
| 6. Ameren                                | 45. E4TheFuture                                | 91. Modesto Irrigation District                     | 130. ScottMadden                                    |
| 7. American Public Power Association     | 46. Eaton                                      | 92. National Grid                                   | 131. Seattle City Light                             |
| 8. Apex Analytics                        | 47. ecobee                                     | 93. National Rural Electric Cooperative             | 132. Sensus USA                                     |
| 9. Apogee Interactive                    | 48. Edison Electric Institute                  | 94. Navigant  | 133. Shifted Energy                                 |
| 10. Applied Energy Group                 | 49. Efficiency Vermont                         | 95. NB Power  | 134. Skipping Stone                                 |
| 11. APTIM                                | 50. Emerson Commercial & Residential Solutions | 96. New Braunfels Utilities                         | 135. Smart Electric Power Alliance                  |
| 12. Aquanta                              | 51. Enbala                                     | 97. New Hampshire Electric Cooperative              | 136. Smartenit                                      |
| 13. Arizona Public Service               | 52. Encycle                                    | 98. New York Power Authority                        | 137. Snohomish County PUD                           |
| 14. Armada Power                         | 53. Enel X                                     | 99. Nexant  | 138. SolarEdge Technologies                         |
| 15. Austin Energy                        | 54. Energy Federation                          | 100. North Carolina Electric Membership Corporation | 139. Southern California Edison                     |
| 16. AutoGrid                             | 55. Energy Solutions                           | 101. Northwestern REC                               | 140. Southern California Gas Company                |
| 17. Baltimore Gas and Electric           | 56. EnergyHub                                  | 102. NRG Curtailment Solutions                      | 141. Steffes  |
| 18. Beneficial Electrification League    | 57. EnerVision                                 | 103. NTC  | 142. Sunverge Energy                                |
| 19. Berkshire Hathaway Energy            | 58. Entergy                                    | 104. OATI   | 143. Tantalus                                       |
| 20. Bidgely                              | 59. EPRI                                       | 105. Oklahoma Gas & Electric                        | 144. Tennessee Municipal Electric Power Association |
| 21. Black & Veatch Management Consulting | 60. ERS  | 106. Olivine  | 145. Tennessee Valley Authority                     |
| 22. Bonneville Power Administration      | 61. Eversource                                 | 107. Oncor Electric Delivery                        | 146. Tetra Tech                                     |
| 23. Bristol Tennessee Essential Services | 62. Extensible Energy                          | 108. Open Systems International                     | 147. The Brattle Group                              |
| 24. Buffalo Niagara Medical Campus       | 63. FirstEnergy                                | 109. OpenADR Alliance                               | 148. Threshold                                      |
| 25. Calico Energy                        | 64. FleetCarma                                 | 110. Opinion Dynamics                               | 149. Tierra Resource Consultants                    |
| 26. Central Hudson Gas & Electric        | 65. FPL  | 111. Oracle Utilities                               | 150. TRC  |
| 27. Chelan PUD                           | 66. Franklin Energy                            | 112. Orange and Rockland Utilities                  | 151. Tri-State Generation & Transmission            |
| 28. City of Tallahassee Utilities        | 67. GDS Associates                             | 113. Pacific Gas & Electric                         | 152. Trickle Star                                   |
| 29. Clean Power Research                 | 68. Generac                                    | 114. PECO, An Exelon Company                        | 153. Tucson Electric Power                          |
| 30. CLEAResult                           | 69. Georgia Power Company                      | 115. Pepco, an Exelon Company                       | 154. Uplight  |
| 31. COI Energy Services                  | 70. Google (Nest)                              | 116. Portland General Electric                      | 155. Utility Load Management Exchange               |
| 32. Colburn                              | 71. Great River Energy                         | 117. Powerley                                       | 156. Vectren  |
| 33. Commonwealth Edison                  | 72. GridFabric                                 | 118. PowerSouth Electric Cooperative                | 157. Virtual Peaker                                 |
| 34. Con Edison                           | 73. GridOptimize                               | 119. PPL Electric Utilities                         | 158. Warranty Design                                |
| 35. Connected Energy                     | 74. GridPoint                                  | 120. Public Service Company of Oklahoma             | 159. Waseda University                              |
| 36. Consumers Energy Company             | 75. Hawaiian Electric Company                  | 121. Rappahannock Electric Cooperative              | 160. WaterFurnace                                   |
| 37. CPower Energy Management             | 76. High West Energy                           | 122. Resideo  | 161. West Monroe Partners                           |
| 38. CPS Energy                           | 77. Honeywell Smart Energy                     | 123. RF Demand Solutions                            | 162. Xcel Energy                                    |
| 39. Customized Energy Solutions          | 78. ICF  | 124. Sacramento Municipal Utility District          | 163. Zen Ecosystems                                 |
|  | 79. Idaho Power                                |   | 164. Zeuthen Management Solutions                   |
|  | 80. IGS Energy                                 |   |   |
|  | 81. Illume Advising                            |   |   |
|  | 82. Indianapolis Power & Light Co.             |   |   |
|  | 83. Integral Analytics                         |   |   |
|  | 84. IPKeys Power Partners                      |   |   |
|  | 85. Itron                                      |   |   |

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