

Fall 2023 PLMA Board Meeting
Charlotte, NC
November 6, 2023

PLMA's Antitrust Guidelines:

PLMA's Antitrust Guidelines direct PLMA event participants to avoid discussion of topics or behavior that would result in anti-competitive behavior including:

- Restraint of trade and conspiracies to monopolize,
- Unfair or deceptive business acts or practices,
- Price discrimination, division of markets, allocation of production, imposition of boycotts, and exclusive dealing arrangements.

Call to Order



Chair's Welcome

Rich Barone
PLMA Board Chair
Oracle



Officer & Staff Reports

Chair

Vice Chair

Secretary

Election Officer

Treasurer

PLMA Staff

New Items

Volunteer Highlight

&

Potential Board

Reconfiguration

“Vision 2024”

Strategic Initiatives

&

Operational
Imperatives

New Business

Open Discussion

Q&A

Closing Remarks

Thank You PLMA Sustaining Members!



ecobee



ELEXITY

Honeywell

ORACLE
Energy and Water



Orange & Rockland



DTE



RECURVE



CLEARResult



Thank You PLMA Advisory, Associate, and Academic Members!

1. ADM Associates
2. Advanced Energy
3. AESP
4. Ameren
5. American Municipal Power
6. American Public Power Association
7. Apex Analytics
8. Apogee Interactive
9. Applied Energy Group
10. APTIM
11. Aquanta
12. Ava Community Energy
13. Avangrid
14. BC Hydro
15. Benton PUD
16. The Brattle Group
17. Cadmus Group
18. Camus Energy
19. Caremiles
20. Central Hudson Gas & Electric
21. Chelan County PUD
22. Community Power Coalition of New Hampshire
23. Con Edison
24. Copeland
25. Dairyland Power Cooperative
26. Demand Side Analytics
27. Derapi
28. DNV
29. Dominion Energy
30. Edison Electric Institute
31. Edo
32. EFI
33. Efficiency Vermont
34. EGM
35. Energy Solutions
36. Enersponse
37. Enervee
38. EnerVision
39. Entergy
40. ev.energy
41. Eversource
42. Fermata Energy
43. FirstEnergy
44. FlexCharging
45. Florida Power and Light
46. FranklinWH Energy Storage Inc.
47. Gainesville Regional Utilities
48. GDS Associates
49. Georgia Power Company
50. Get Smart LLC
51. Google (Nest)
52. GridOptimize
53. GridPoint
54. Hawaiian Electric Company
55. Hoosier Energy
56. Idaho Power
57. IGS Energy
58. Illume Advising
59. Integral Analytics
60. IPKeys Power Partners
61. Itron
62. Jackson EMC
63. Johns Hopkins University
64. Kaluza
65. Kitu Systems
66. Kraken
67. Lakeland Electric
68. Lawrence Berkeley National Laboratory
69. Leap Energy
70. Lenore Zeuthen Independent Consultant
71. Linden Clean Energy
72. Lumin
73. Madison Gas and Electric
74. Manitoba Hydro
75. Manitowoc Public Utilities
76. Michaels Energy
77. Modesto Irrigation District
78. Mosaic Power
79. Mysa
80. National Renewable Energy Laboratory (NREL)
81. National Rural Electric Cooperative
82. National Rural Utilities Coop. Finance Corporation
83. New Hampshire Electric Cooperative
84. Newfoundland Power
85. Nissan Group of North America
86. North Carolina Electric Membership Corporation
87. NorthBridge Energy Partners
88. NRG
89. NTC
90. Octopus Energy
91. Oglethorpe Power Corporation
92. OhmConnect
93. Oncor Electric Delivery
94. Optiwatt
95. Otter Tail Power Company
96. Piclo
97. PSEG Long Island
98. Qmerit
99. Rainforest Automation
100. Rappahannock Electric Cooperative
101. Rhythmos
102. RMI
103. Rolling Energy Resources
104. Sacramento Municipal Utility District
105. Sagewell
106. San Diego Gas & Electric
107. Schneider Electric
108. Scope Services
109. Seattle City Light
110. Shifted Energy
111. Sinopé Technologies
112. Smart Electric Power Alliance
113. Snohomish County PUD
114. Sonoma Clean Power
115. Southern California Gas Company
116. Span
117. Swell Energy
118. SWTCH
119. Tetra Tech
120. Threshold
121. Tri-State Generation & Transmission
122. Trickle Star
123. Trico Electric Cooperative
124. Tucson Electric Power
125. Universal Devices
126. University of North Carolina at Charlotte
127. Utility Load Management Exchange
128. UtilityAPI
129. Vistra Corp
130. WeaveGrid
131. West Monroe Partners

Welcome 2023 New PLMA Members thru May!



CADMUS



CHELAN COUNTY



UNIVERSAL DEVICES



Welcome 2023 New PLMA Members (since Memphis)!



Lenore Zeuthen,
Independent Consultant

Thank You Executive Committee (2022-2024)



Olivia Patterson
Opinion Dynamics



Allison Hamilton
National Rural Electric
Cooperative Association



Jon Hilowitz
Orange and Rockland



Jenny Roehm
Schneider Electric



Justin Chamberlain
CPS Energy



Kari Binley
ecobee



Eamonn Urey
Salt River Project



Eric Van Orden
Virtual Peaker

Thank You!



PLMA: The Entity Is:

- ▲ Volunteer governed
- ▲ Professionally managed
- ▲ A 501(c)6 non-profit organization

PLMA: The Entity:

- Does not lobby at any level of government.
- Does not pay income taxes as a non-profit association.
- Exists to serve its members as . . .

“The Voice of Load Management Practitioners”

▲ Vision

To empower PLMA members and allies to realize the full potential of tomorrow's dynamic energy grid.

▲ Mission

PLMA seeks to advance the practical applications of dynamic load management and distributed energy resources by providing a forum where practitioners educate one another and explore innovative approaches to program delivery, pricing constructs, and technology adoption.



- Welcoming
- Peer-to-peer
- Accessible

- Listening
- Sharing
- Lifting

- Identify Trends
- Evolving
- Partnering

- Guiding
- Empowering
- Committed



▲ PLMA Bylaws

▲ PLMA Code of Conduct

- Confidentiality Conflict of Interest Antitrust Policy
- Whistleblower Policy
- Anti-Harassment Policy



Association Structure (Oct 6, 2023)

Executive Committee

4

Elected Officers

8

Elected Members

PLMA Staff

Executive Director
Chief Development Officer
Operations Director
Sponsorship Manager
Ops/Member Svcs Coordinator
Graphic / Web Designer

PLMA Board of Directors

“Seated” (voting)

1 Board Seat per
Sustaining Member

61

Directors

1 Board Seat per
Advisory Member

77

Directors

At-Large

2

Elected Directors

“At-Large” (non-voting)

Associate Members

48

Academic Members

2

Vice-Chair's Report

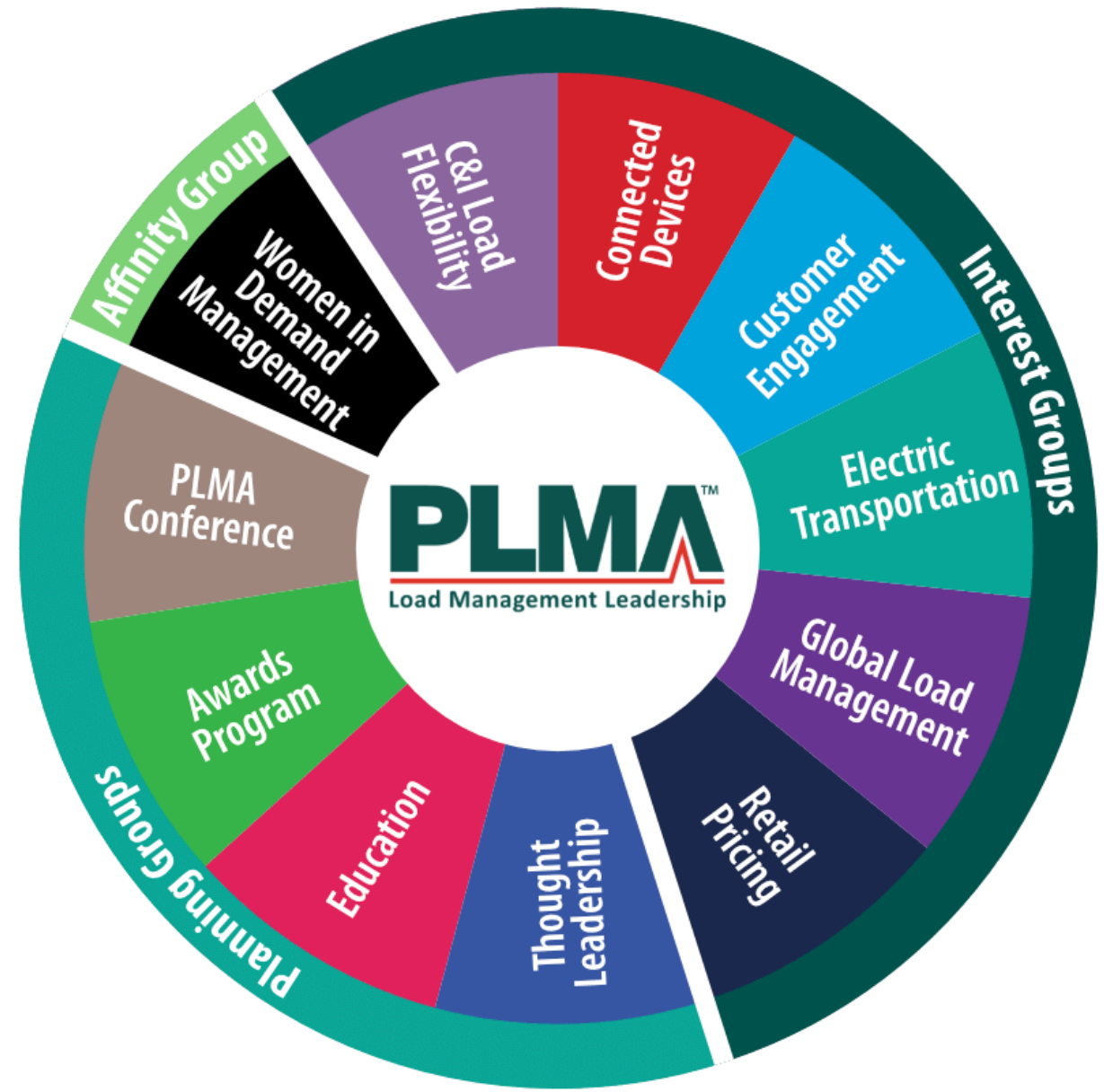
Robin Maslowski
Guidehouse



Meet the PLMA Groups:

Tuesday!

- 11:40 to 12 noon
- + informally over lunch



Secretary's Report

Ruth Kiselewich
ICF



Attendance at 47th Conference: (Spring 2023)

- **378 registrants** is a PLMA in-person conference record
- **160 (42%)** attended their 1st PLMA conference

	Participants		Companies	
	Number	Percent	Number	Percent
Utility	118	31.2%	37	25.7%
Vendors/ Consultants	260	68.8%	107	74.3%
Total	378	100.0%	144	100.0%

- ▲ Needed for the votes on the board meeting minutes.
- ▲ The By-Laws define a quorum as 1/3 of directors then in office.
- ▲ Based on current directors in office, the quorum is **46** voting organizations:
 - Advisory (77) + Sustaining (61) + 2 At-Large = **140**
 - 33% of 140 is 46.2, rounded to **46**

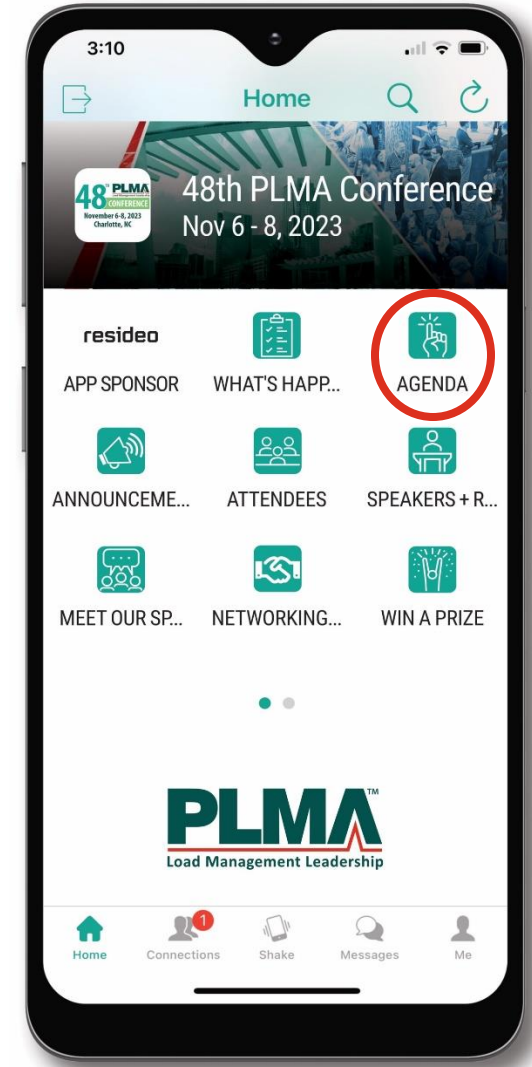
Do we have a motion to accept the Spring 2023 minutes as posted?

Vote:

Yay | Nay | Abstain

Voting Instructions to Approve Minutes

- ▲ To vote, log into the Conference App
- ▲ Look for the icon “**Agenda**” and click it to enter
- ▲ Select the “**Fall Board of Directors’ Meeting**”
- ▲ Click on “**Polling**” near the top of your screen
- ▲ Select your response to approve the Spring 2023 Board Meeting Minutes and click “**Submit**”



Election Officer's Report

Jenny Roehm
Schneider Electric



- ▲ **Officers Elected for the 2023 – 2025 term**

- ▲ **At Large Directors Elected for the 2023 – 2025 term**
 - Only at-large members vote for these directors

**Congratulations
PLMA
Officers:
2023 - 2025**



Chair
Rich Barone, Oracle

Vice Chair
Robin Maslowski, Guidehouse

Treasurer
Troy Eichenberger, TVA

Secretary
Ruth Kiselewich, ICF

Congratulations At-Large Directors (2023-2025)



Gary Smith
Sagewell



Allison Hamilton
National Rural Electric
Cooperative Association



Katie Parkinson
Rolling Energy Resources



Matt Carlson
Aquanta



Santosh Veda
Dominion Energy



Treasurer's Report

Troy Eichenberger
Tennessee Valley Authority



Financial Report: P&L Overview

REVENUES

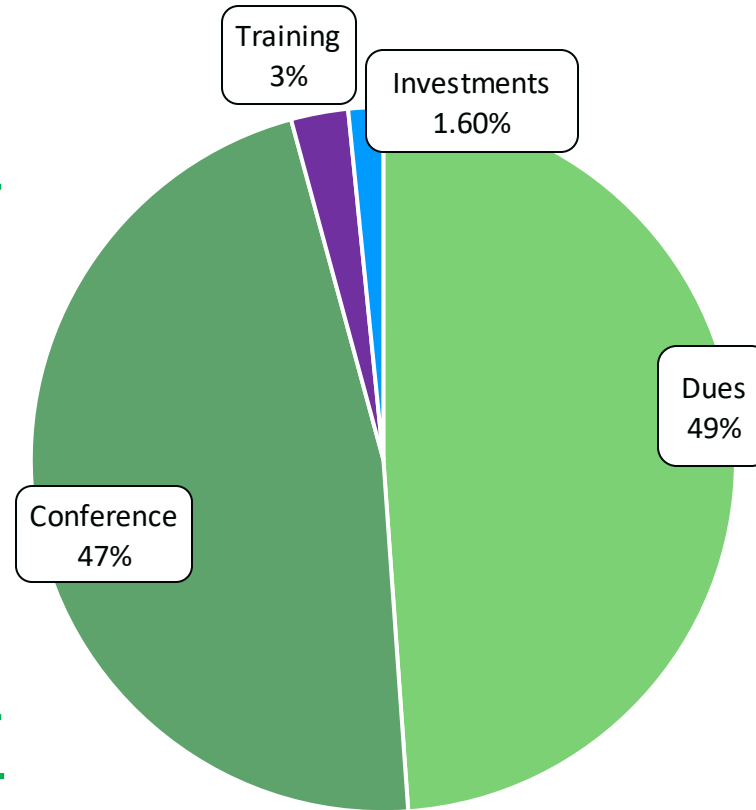
Dues	596,030
Conference	571,986
Training	31,964
Investments, Misc.	19,505
Total Revenues	1,219,485

EXPENSES

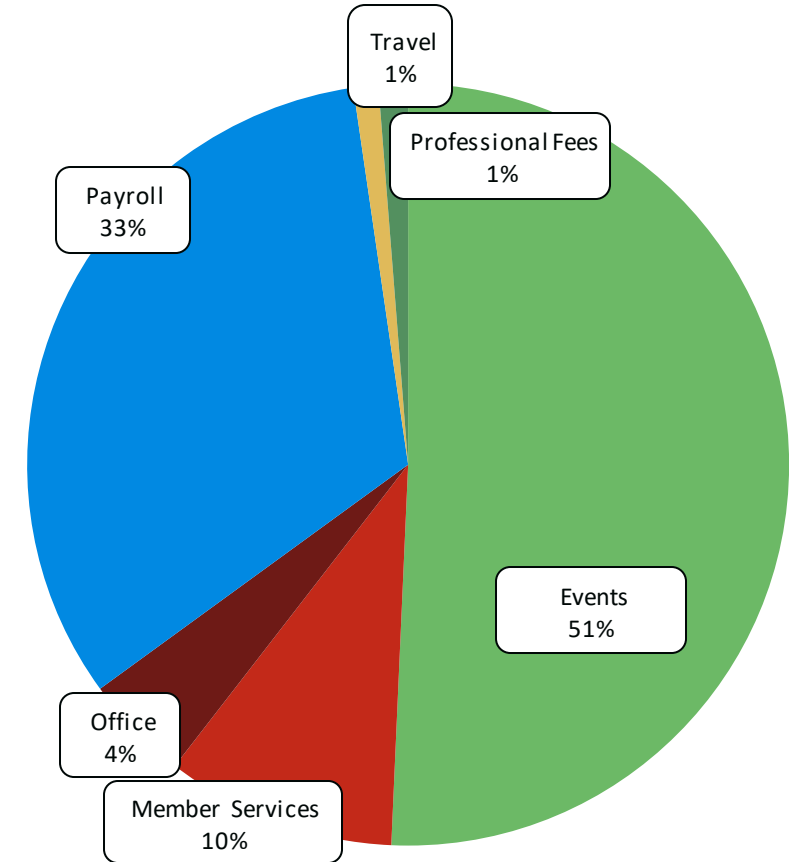
Events	476,709
Professional Fees	9,950
Member Services	91,951
Office	42,325
Payroll	307,501
Travel	11,719
Total Expenses	940,155

Net Income 279,330

REVENUES



EXPENSES



Based on statements as of September 30, 2023

Financial Report: Balance Sheet

ASSETS

Operating Accounts	\$240,334
Savings	\$763,457
Accounts Receivable	\$45,415
Prepaid Expenses	\$6,096
<u>TOTAL ASSETS</u>	<u>\$1,055,302</u>

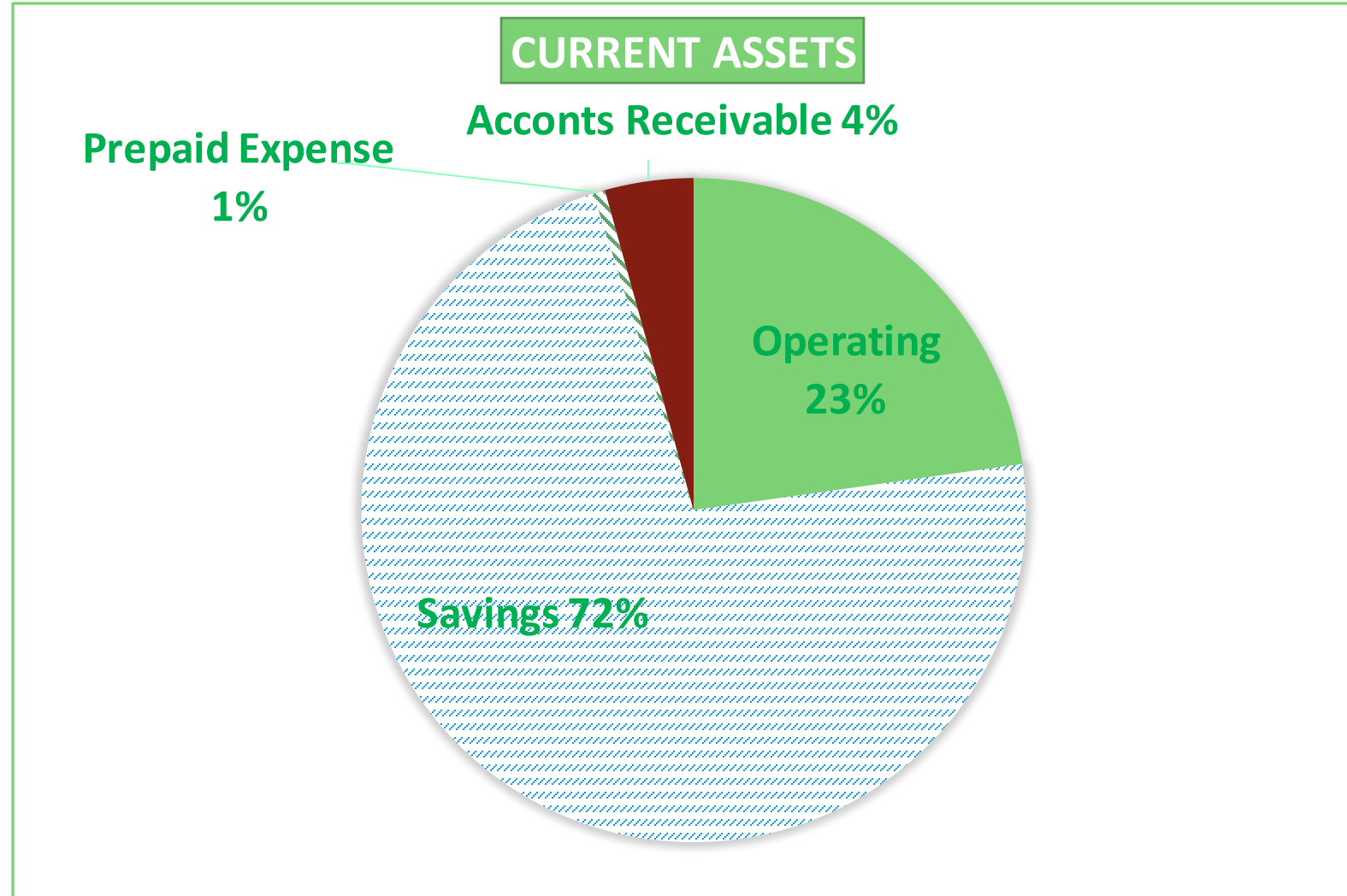
LIABILITIES AND EQUITY

Current Liabilities	
Account Payable	\$87,241
Credit Cards	\$6,073
Other	\$0
Wages Payable	\$0
Deferred Revenue	\$185,928
<u>TOTAL LIABILITIES</u>	<u>\$279,242</u>

EQUITY

Retained Earnings	\$496,730
Net Income	\$279,330
<u>TOTAL EQUITY</u>	<u>\$776,060</u>

TOTAL LIABILITIES AND EQUITY **\$1,055,302**



Based on statements as of September 30, 2023

Treasurer Report: 2023 Q3 Actual / Forecast

	2023 Approved Budget Total	September 30 Actual	Percent of Budget	Year End Forecast	Percent of Budget
Income					
Conference Fees	650,000	571,986	88%	896,986	138%
Membership Dues	700,000	596,030	85%	822,000	117%
Interest Income	10,000	19,505	195%	26,037	260%
Training Fees	50,000	31,964	64%	65,000	130%
Total Income	1,410,000	1,219,485	86%	1,810,022	128%
Expenses					
Event Expense	659,400	476,709	72%	772,041	117%
Total Member Services	128,750	91,951	71%	154,104	120%
Total Office Expense	84,155	42,325	50%	90,700	108%
Total Professional Fees	492,280	317,451	64%	494,280	100%
Total Travel Expense	13,000	11,719	90%	15,500	119%
Total Expenses	1,377,585	940,155	68%	1,526,625	111%
Net Operating Income	\$ 32,415.00	\$ 279,330.03	862%	\$ 283,397.22	874%

Q1-Q3 actuals based on statements as of September 30, 2023.

*Cash Basis Forecast Estimates

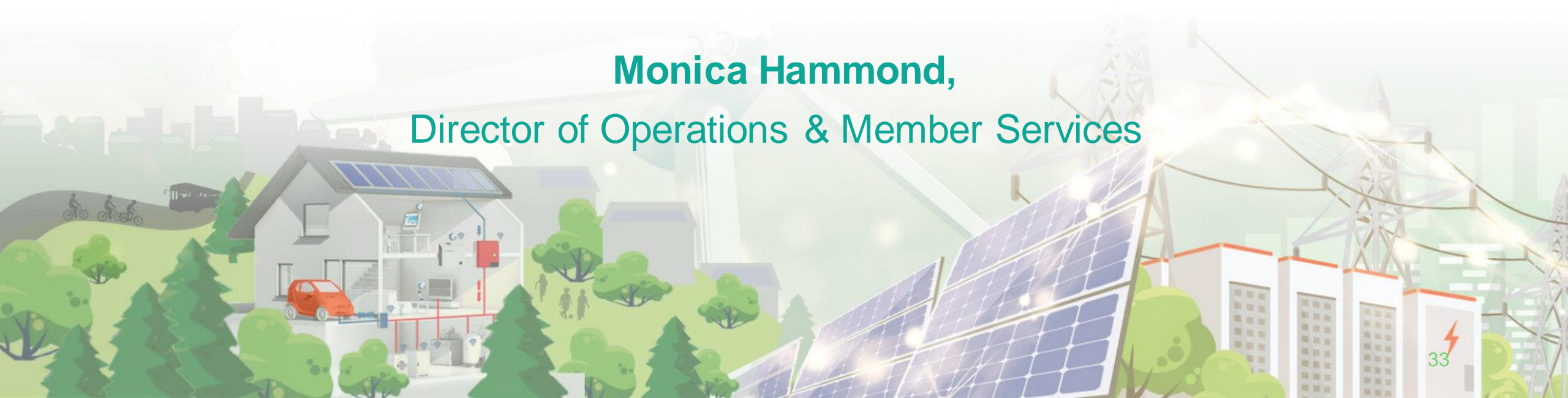
- Monthly review of **financial statements**
- Completed review and updates to PLMA **Fiscal Policy**
- Reviewed **pricing strategy** for upcoming EV Symposium
- 2022 **Form 990** tax form filed

Staff Remarks

Rich Philip,
Executive Director

Judy Knight,
Chief Development Officer

Monica Hammond,
Director of Operations & Member Services



Volunteer Highlight:

The PLMA Education Planning Group



Education Planning Group

Co-Chairs:

Paul Wassink, National Grid

Kati Harper, Portland General Electric

The PLMA Education Planning Group helps to share core concepts for running DR and DER programs, including EV managed charging. The goal of PLMA's classes is to rapidly transfer knowledge and best practices to accelerate the success of seasoned DER professionals and also that of people new to the industry. This Group is also responsible for adapting PLMA training materials to address new industry trends and methods of instruction.

The Education Planning Group offers collaborative learning opportunities, including:

- Interactive online and in-person classes that enable participants to meet industry mentors and fellow industry practitioners
- A progression of classes that are offered throughout the year
- An up-to-date glossary of industry terms and abbreviations
- An option for utilities to request onsite training (PLMA will come to you!)

- ▲ Update to the “Evolution of DR to DERs” class
- ▲ Addition of CEUs for some classes in 2024
- ▲ New “learning management system” for 2024
- ▲ Joint “Intro to Demand Response” YouTube video with **UNC Charlotte**
- ▲ Planned class in “EV Managed Charging” with **Apex Analytics**

PLMA Governance & Board Model

Rich Barone
PLMA Board Chair
Oracle



▲ Concept

Adjust PLMA Governance Model While Enhancing Member Engagement:

- ▲ Reflect Executive Committee role in Governance
- ▲ Explore Current Board's Value as Interactive Advisors to PLMA

▲ Background

- ▲ PLMA and the DR, load management, and managed charging sectors we serve are **rapidly evolving and growing**.
- ▲ Current Board structure was created ~17 years ago
 - ▲ 2006 -> BoD = ~30 members
 - ▲ 2012 -> BoD = ~40 members
 - ▲ Current BoD = 140 members
- ▲ A version of the Executive Committee was initiated in 2006

▲ Rationale

Focused & Optimized Engagement

- ▲ Current Board of Directors possesses **knowledge, experience, and insights** that are invaluable to PLMA.
- ▲ Recasting this body as a ***Board of Advisors*** communicates an implicit role that is distinct from a Board of Directors, and more appropriate.
- ▲ Transition allows PLMA to establish an expectation and affords members of the Board of Advisors an opportunity to calibrate expectations and step into an active, advisory role.

▲ Rationale

Practical Governance

- ▲ **Cause:** PLMA and the load management sector we serve have evolved, grown, and matured.
- ▲ **Effect:** Expansion of governance responsibilities, and a significant change in the cadence required to direct the organization.
- ▲ **Comment:** A Board of Directors has specific duties which have been increasingly met by the Executive Committee and not necessarily by the Board of Directors. It makes sense to align the naming convention with the duties being performed.

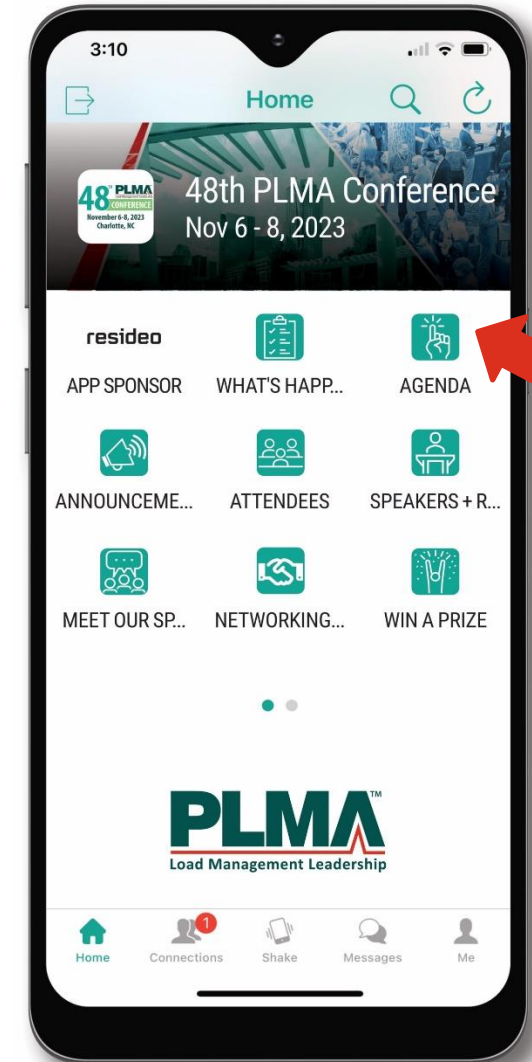
Planning Timeline



Interested in Helping with this Task?

Sign Up Here:

- Go to the Agenda icon in the App
- Go to the Monday Agenda list of sessions: click on **Fall 2023 Board of Directors Meeting**
- Click on “POLLING” at the top of the page and for the question: Would you like to volunteer for the **PLMA Board Reconfiguration Development Plan**, select “Yes I would like to volunteer”



Strategic Planning

Strategic Plan Update: Vision 2024

Historical

- Measured in new members
- Measured in financial reserves
- Implicit - not explicit – a driver in defining Strategic Initiatives

Looking Ahead

- Integrate Growth Strategy addressed in bi-annual Strategic Retreat
- Develop *from* Strategic Initiatives
- *Inform* Operational Imperatives based on Growth Strategies

Strategic Plan: 2022 to 2024

A

Spark DER as a
Grid Resource

B

Decarbonization
thru LM

C

Diversity, Equity,
Inclusion

D

EV Impacts
to the Grid

Strategic Initiatives

Operational Imperatives

1

Strategic Marketing

2

Member Development

Vision 2024: Strategic Initiatives



A

Spark DER as a
Grid Resource

B

Decarbonization
thru LM

C

Diversity, Equity,
Inclusion

D

EV Impacts
to the Grid

A

Spark DER as a
Grid Resource

PLMA Strategic Initiative A 2022-2024

Taskforce Volunteers

Eric Van Orden, Rich Barone, Robin Maslowski, AJ Howard, John Powers, Tom Hines, Ruth Kiselewich, Derek Kirchner, Ali Ipakchi, Brian Lusher, Jeremiah Miller, Kajal Gaur, Katie O'Shea, Melissa Chan, Michael McMaster, Santosh Veda, Sameer Kalra

A

Spark DER as a
Grid Resource

Shepherd DER management
into a grid resource.

2023 Updates

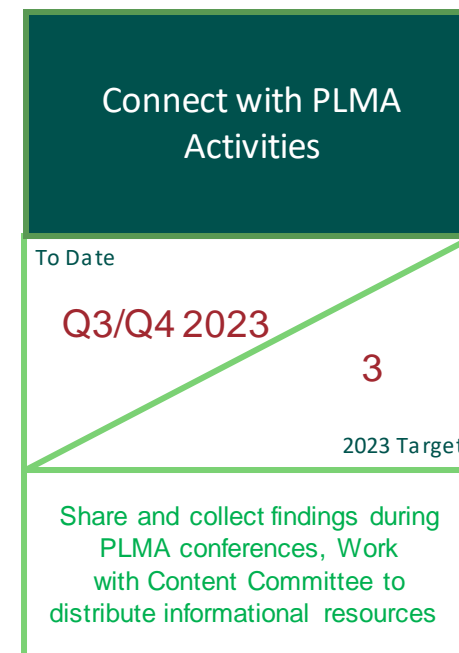
- ▲ **Wiley Climate & Energy Journal Editorial** - Managing Peak Load in the Past, Present, & Future: Challenges and Opportunities for a Flexible Energy Future, Led by Uros Simovic at West Monroe
- ▲ **Co-Webinar w/ Strategic Initiative B** - Closing the Decarb. Gap w/ Flexible Load Management & Distributed Intelligence, Presented by Jovani Price at Duke Energy and Latisha Canon at GuideHouse Recording coming soon to the Load Management Resource Center
- ▲ **Thanks to new volunteers and experts** (since the Spring Conference)
Alex Ghanem from Piclo, Kajul Gaur now at ICF, Michael Blonsky at NREL
- ▲ **Thanks to ongoing support** from Rich Barone, Robin Maslowski, AJ Howard, John Powers, Tom Hines, Ruth Kiselewich, Derek Kirchner, Ali Ipakchi, Brian Lusher, Jeremiah Miller, Kajal Gaur, Katie O'Shea, Melissa Chan, Michael McMaster, Santosh Veda, Sameer Kalra



Metrics

A

Spark DER as a
Grid Resource



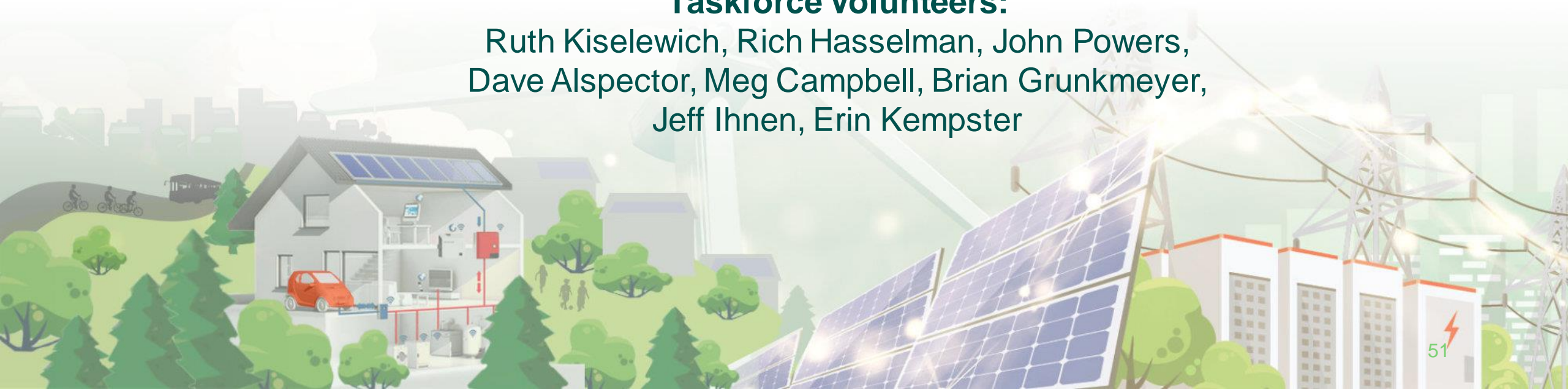
B

**Decarbonization
thru LM**

PLMA Strategic Initiative B 2022-2024

Taskforce Volunteers:

Ruth Kiselewich, Rich Hasselman, John Powers,
Dave Alspector, Meg Campbell, Brian Grunkmeyer,
Jeff Ihnen, Erin Kempster



B

**Decarbonization
thru LM**

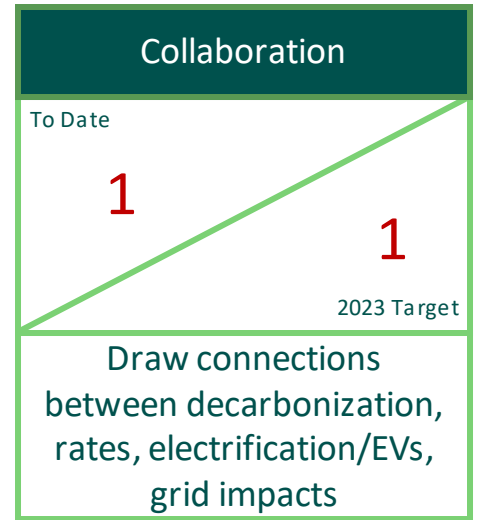
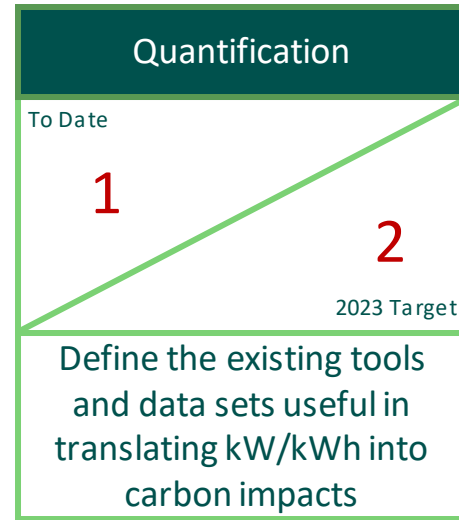
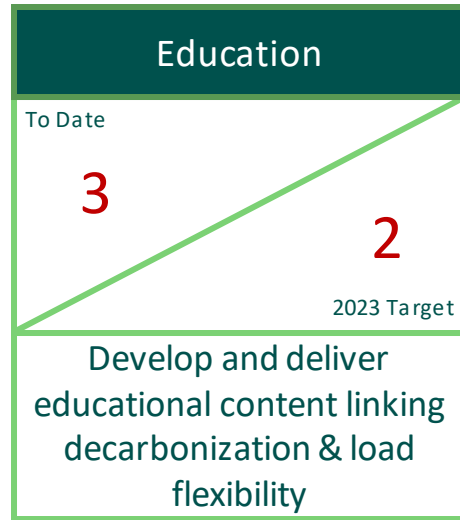
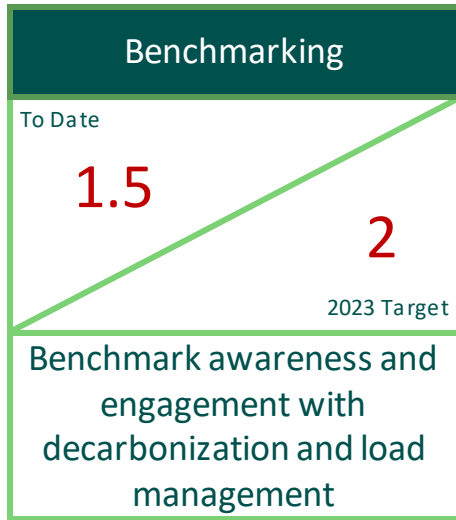
Demonstrate how load management is an important tool for achieving decarbonization goals.

UPDATES

- ▲ “Closing the Decarbonization Gap” webinar on October 12th in Collaboration with Duke Energy and the Spark DER initiative.
- ▲ Workshop to gather new perspectives and experiences related to decarbonization
- ▲ Spring conference survey continues to show interest in the topic, particularly in LMs role in resource planning



Metrics





C
Diversity, Equity,
Inclusion

PLMA Strategic Initiative C 2022-2024

Taskforce Volunteers:
Melissa Knous, Heather Droel, Raul Flores,
Rebekah Grant, Robin Maslowski



C

Diversity, Equity,
Inclusion

Ensure PLMA's actions and content reflect our values with respect to Diversity, Equity, and Inclusion. The PLMA community's embodiment of DEI values becomes an example to the energy industry.

PLMA's DEI Statement:

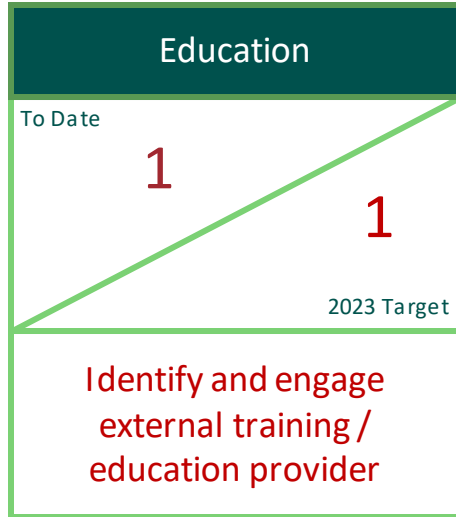
PLMA is committed to building a diverse, equitable and inclusive community amongst its load management practitioners and the communities they serve. We celebrate our differences and promise to foster an environment of equity and mutual respect for all members.



Metrics



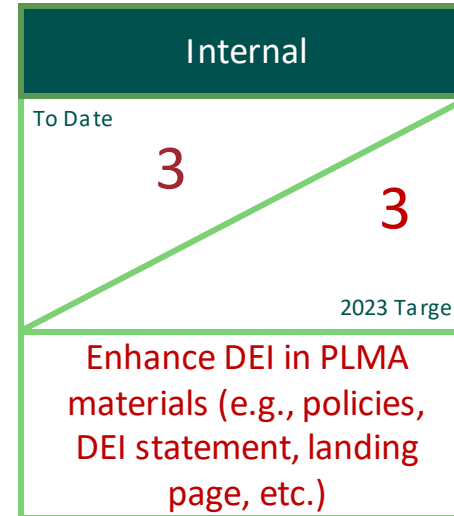
2023/2024



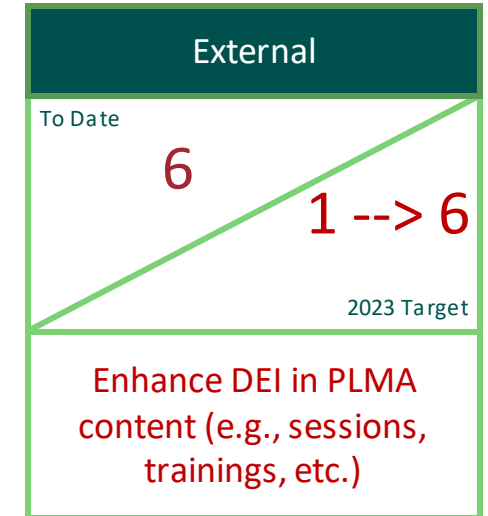
- Udemy training



- SOW underway for external support developing DEI framework



- DEI statement
- DEI charter
- Landing page
- Policies (in progress)



- Presentation content
- DEI moments
- DEI survey

↓
PLMA App --> Surveys and Polls --> Diversity/Equity/Inclusion Content Survey

D

EV Impacts
to the Grid

PLMA Strategic Initiative D 2022-2024

Taskforce Volunteers:

Allison Hamilton, Katie Parkinson, Kessie Avseikova,
Meghan Jennings, Nick Bengtson, Joyce Bodoh, plus a
whole bunch more now!





PLMA™ EV Symposium: Managed Charging

Thank You for Joining Us!

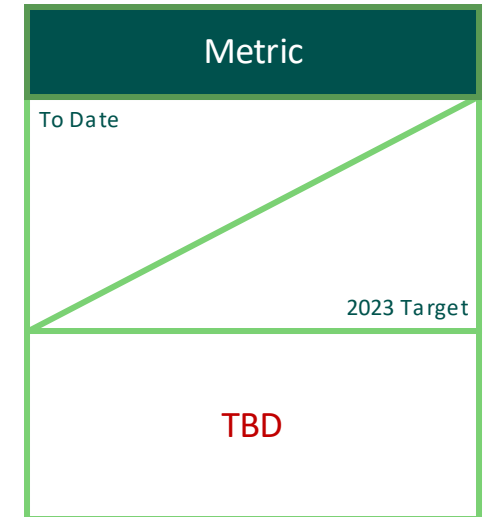
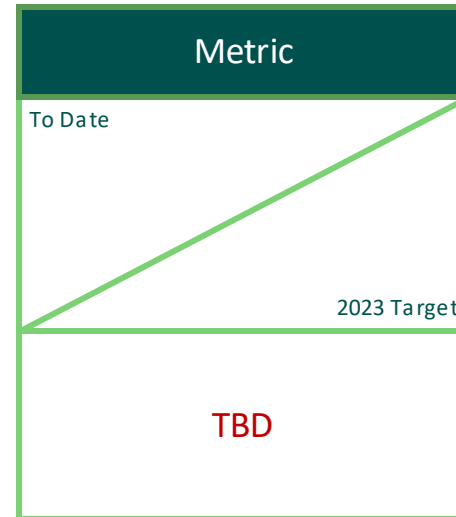
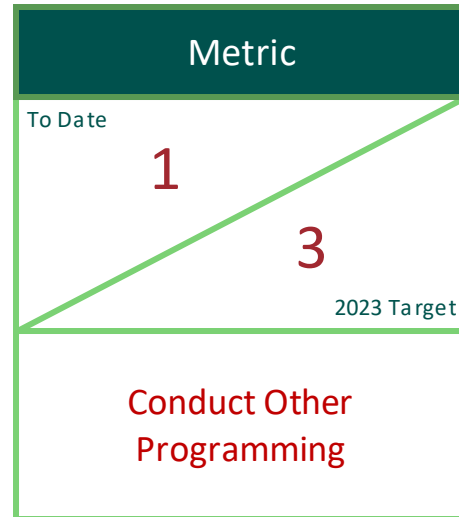
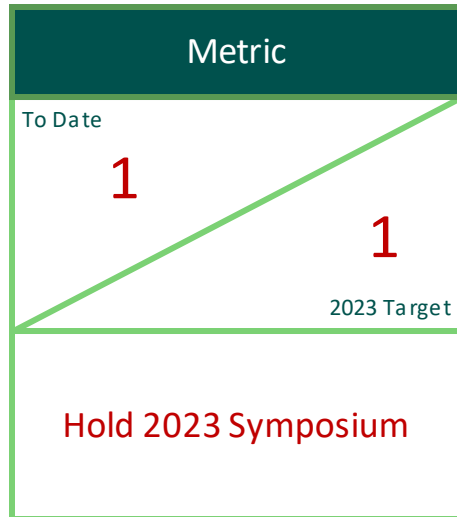
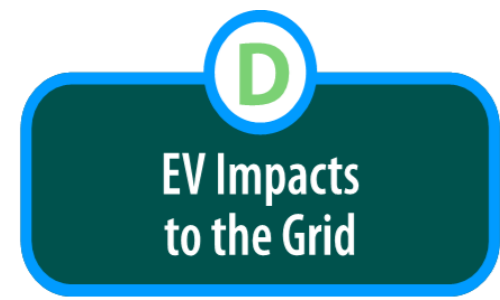
D

**EV Impacts
to the Grid**

- **DR / DER Practitioners**
- **Automotive OEMs**
- **Utility EV Professionals**
- **205 Attendees, 13 Sponsors**
- **Just under \$60,000 in net income**

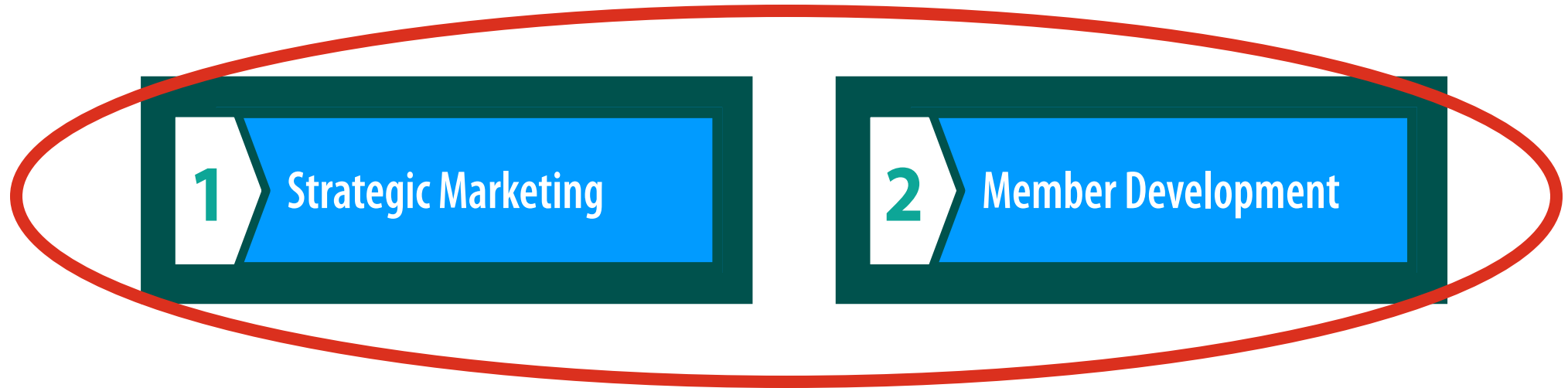
Metrics

Amplify learnings taking place on managing EV load impacts to the grid, including: V2G pilots, managed public charging, rates, etc.



Operational Imperatives

Updates on Operational Imperatives 1 and 2



- Combined these Imperatives into one single collaborative Taskforce
- Taskforce surfaced the important need for **PLMA Growth Plan**
- Taskforce prioritized the opportunity to concurrently do a **Brand Refresh**

Branding Refresh

PLMA is Working on a Brand Update!



Recognizing how much our world and our members' needs are evolving, PLMA is excited to announce we're working on a modern, inclusive 2024 update to the PLMA brand, in time to celebrate a quarter century of load management leadership.

Here's how you can participate!

Please take a minute to share your thoughts and PLMA experiences by clicking on this icon on the Conference App!



1 Strategic Marketing

PLMA Operational Imperative #1 2022 to 2024

Taskforce Volunteers:
Kari Binley (lead), Michael Brown,
Lenore Zeuthen, Amy Schmidt, Rich Barone



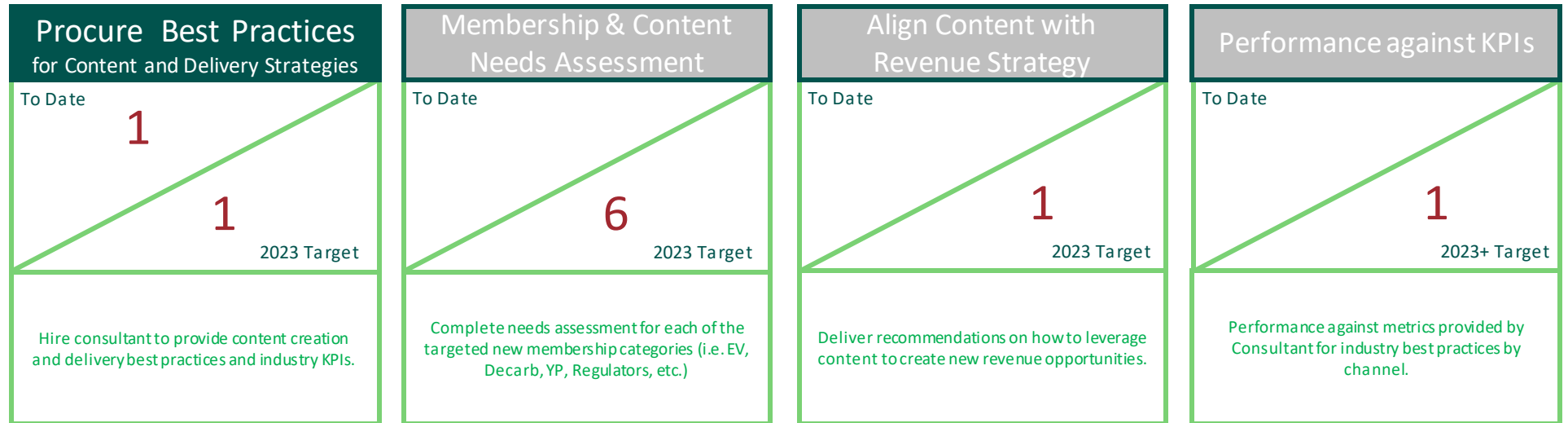
1 Strategic Marketing

Raise the “Voice of Load Management Practitioners” among industry stakeholders who need unbiased information, lessons learned, and practical insights about the DR & DER evolution.

2023 Targets



2023 - 2024



Postponed

Postponed

Pivoted to Baseline Metrics and Pilots



2 Member Development

PLMA Operational Imperative #2 2022 to 2024

Taskforce Volunteers:
Olivia Patterson, Jenny Roehm,
Justin Chamberlain, Rich Barone



“Drive member engagement and development to ensure PLMA’s long-term growth and success.”

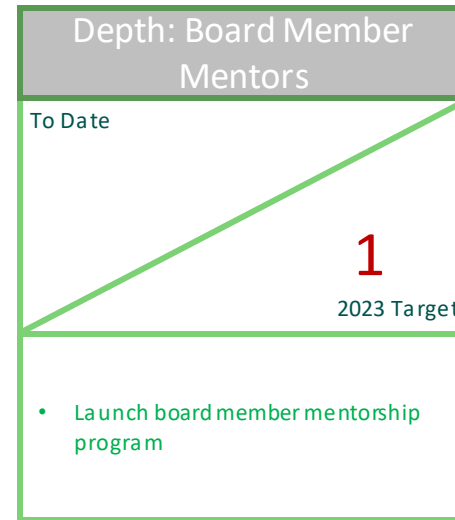
2023 - 24



In Process



Not applicable



Postponed



Call for New Business & Questions

Thank You PLMA Board Members!

Closing Comments

Rich Barone
PLMA Board Chair
Oracle



PLMMATM

The logo consists of the letters 'PLMMA' in a bold, dark teal, sans-serif font. A red horizontal line runs beneath the letters, with a red triangular peak rising from the line under the final 'A'. A small 'TM' trademark symbol is positioned to the upper right of the 'A'.

Load Management Leadership