

1. Accenture
2. Advanced Energy
3. Alectra Utilities
4. Ally Energy Solutions
5. AESC
6. Ameren
7. American Public Power
8. Apogee Interactive
9. Applied Energy Group
10. APTIM
11. Arizona Public Service
12. Aquanta
13. Armada Power
14. Austin Energy
15. AutoGrid Systems
16. Beneficial Electrification League
17. BGE, an Exelon Company
18. Berkshire Hathaway Energy
19. Bidgely
20. Blackhawk Network
21. Bonneville Power Admin.
22. BTES
23. Buffalo Niagara Medical Ctr
24. Calico Energy
25. Carina Technology
26. Central Hudson G&E
27. Centrica Business Solutions
28. Chelen PUD
29. City of Tallahassee Utilities
30. CLEAResult

31. COI Energy Services
32. Commonwealth Edison
33. Con Edison
34. Connected Energy
35. Consumers Energy Co.
36. Cpower
37. CPS Energy
38. Customized Energy Solutions
39. Dairyland Power Co-op
40. DTE Energy
41. Duke Energy
42. E Source
43. E4TheFuture
44. Eaton
45. Ecobee
46. Ecotagious
47. Edison Electric Institute
48. Efficiency Vermont
49. Electric Ireland
50. Emerson Climate Tech.
51. Enbala
52. Encycle
53. Enel X
54. Energy Datametrics
55. Energy Federation
56. EnergyHub
57. Energy Solutions
58. EnerVision
59. Engie
60. Entergy
61. EPRI
62. ERS
63. Eversource
64. Extensible Energy

65. First Energy
66. FleetCarma
67. Franklin Energy
68. GDS Associates
69. Georgia Power
70. Google (Nest)
71. Great River Energy
72. GridOptimize
73. GridPoint
74. Hawaiian Electric
75. High West Energy
76. Honeywell Smart Energy
77. ICF
78. Idaho Power
79. IGS
80. Illume Advising
81. Indianapolis Power & Light
82. Integral Analytics
83. IPKeys Power Partners
84. Itron
85. Jackson EMC
86. JouleSmart Solutions
87. KCP&L
88. Landis & Gyr
89. Leap
90. Lockheed Martin
91. Minnesota Power
92. Modesto Irrigation District
93. Mosaic Power
94. National Grid
95. NRECA
96. Navigant
97. NB Power

Voice of Load Management Practitioners

98. New Hampshire Electric Coop.
99. Nexant
100. New Braunfels Utilities
101. North Carolina EMC
102. Northwestern REC
103. NRG Curtailment Solutions
104. NTC Corporate
105. OATI
106. Oglethorpe Power Corp
107. Okla. Gas & Electric
108. Olivine
109. Oncor Energy Delivery
110. OpenADR Alliance
111. Open Systems International
112. Opinion Dynamics
113. Orange & Rockland Utilities
114. Pacific Gas and Electric
115. PECO, an Exelon Company
116. Pepco, an Exelon Company
117. Portland General Electric
118. Powerley
119. PowerSouth Electric Cooperative
120. PPL
121. Rappahannock Electric
122. RF Demand Solutions
123. SMUD
124. Salt River Project
125. San Diego Gas & Electric
126. Schneider Electric
127. Scope Services
128. Sensus USA
129. Simple Energy
130. Skipping Stone
131. SEPA
132. Shifted Energy
133. Southern Calif. Edison
134. SoCal Gas
135. Steffes Corporation
136. Sunverge Technologies
137. Tacoma Power
138. Tantalus
139. Tendril
140. Tenn Muni Electric Pwr Assn
141. Tenn. Valley Authority
142. Tetra Tech
143. The Brattle Group
144. Threshold
145. Tierra Resource Consultants
146. TrickleStar
147. Tri-State G&T Assoc.
148. Tucson Electric Power
149. Utility Load Mgmt Exchange
150. Vectren
151. Virtual Peaker
152. Waseda University
153. WaterFurnace
154. West Monroe Partners
155. Whisker Labs
156. Xcel Energy
157. Zen Ecosystems
158. Zeuthen Mgmt Solutions
159. ZOME Energy Networks



Call to Order

PLMA Spring 2019 Board Meeting
Minneapolis – May 13, 2019

Chair's Welcome

Board Policies

- PLMA By-Laws
 - Roles and responsibilities of Board, Executive Committee, Officers and Executive Director
- PLMA Code of Conduct
 - Confidentiality Policy
 - Meeting content has PLMA confidential Information
 - Maintain a bias free decision making process
 - Conflict of Interest Policy
 - If you have a conflict of interest
 - Disclose your conflict of interest
 - Recuse yourself from discussions or voting
 - Ask to hold the conversation and then exit until topic is concluded
 - Antitrust Policy
 - No PLMA activity shall limit or restrict Free Trade
 - Whistleblower
 - PLMA Adheres to Federal, State and Local laws
 - Members should report any violations
 - Anti-Harassment
 - PLMA is dedicated to providing a harassment-free experience for everyone



Org Structure

Executive Committee



PLMA Staff

Executive & Membership Director
Registration, Web, Sponsor
Managers

PLMA Board of Directors

"Seated" (voting)

1 Board Seat per
Sustaining Member

34
Directors

1 Board Seat per
Advisory Member

86
Directors

At-Large

4
Elected Directors

"At-Large" (non-voting)

Associate Members

38

Academic Members

1

Executive Committee Update

“Champion Roles”

Role	Volunteer Champions	Activities
Fiscal Committee	Treasurer + Ruth Kiselewich (ICF), Troy Eichenberger (TVA)	Fiscal Policy Update Risk Management Plan
Ally Strategy Development	Officers + Olivia Patterson (Opinion Dynamics), Wendy Brummer (PG&E)	Framework Development
Paid Resources Strategy	Officers + Fiscal Committee	Contracting, Resource Plan
DER Adoption Education Executive Engagement Thought Leadership Positioning & Branding	Robin Maslowski (Navigant) Christine Riker (Energy Solutions), Andrea Simonsen (Idaho Power) Ruth, Andrea Justin Chamberlain (CPS), Robin, Olivia Ruth, Wendy	Supporting achievement of metrics
Connected Devices DER Integration Customer Engagement	Justin, Olivia Olivia Andrea	Mentoring and support

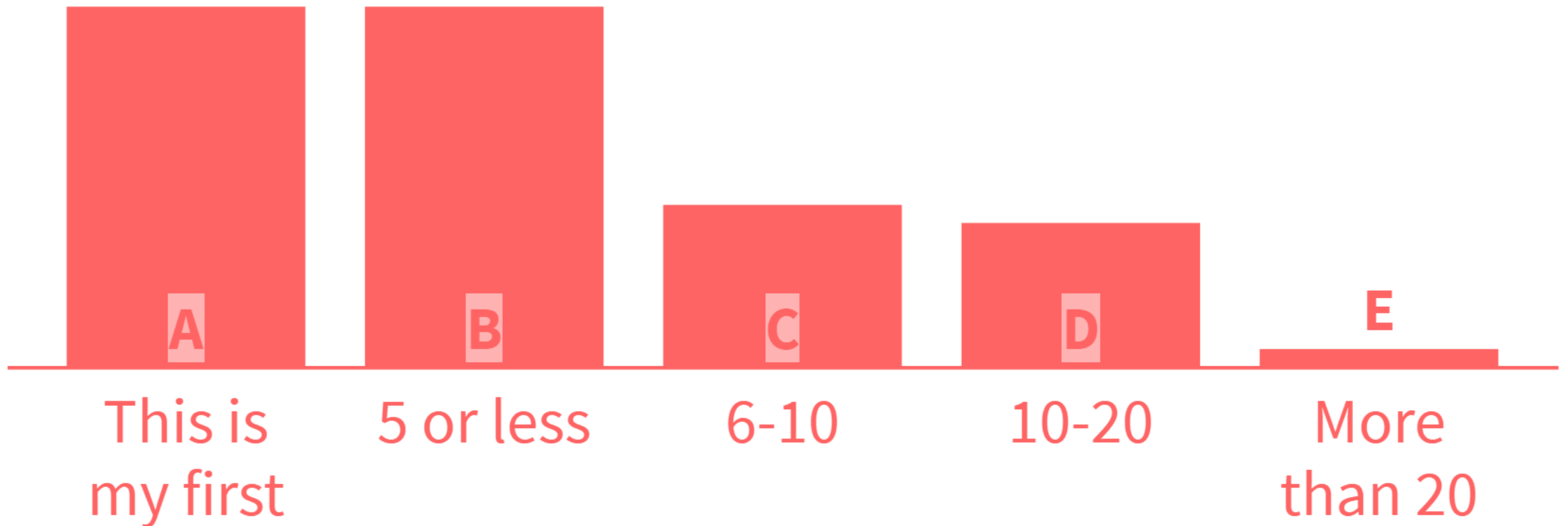


Respond at PollEv.com/plma

Text **PLMA** to **22333** once to join, then **A, B, C, D, or E**



How many board meetings have you attended?



1. Accenture
2. Advanced Energy
3. Alectra Utilities
4. Ally Energy Solutions
5. AESC
6. Ameren
7. American Public Power
8. Apogee Interactive
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21 New Members Since
Fall 2018 Board Meeting



Poll Question (to be asked later in tonight's meeting):

What should be a strategic goal for PLMA?

Answers:

Respond with a 2-5 word phrase





2018 PLMA Annual
Activity Report
for Members

Secretary Report

- **Fall Conference - Austin Board Minutes Approval**
 - Posted at: peakload.org/page/policies { Motion to accept minutes as posted?
- **Elections: Officers and At-Large Directors**
- **Policy Updates**
 - **By Law Changes require Board of Directors Vote**
 - **Update on procedural policies**

Officer Elections

- Policy at: <https://plma.memberclicks.net/board-home-page?servId=8314>
 - Access restricted PLMA Members behind your login on the Board of Directors and At Large Members page

Process

1. Call for Election Officer
2. Officer Elections
 1. All Officer Seats are up for election (Chair, Co-Chair, Secretary, Treasurer)
 2. Officer Job Descriptions posted
3. Process
 1. Self Nomination August
 2. Election Ballot Approval by Executive Committee September
 3. Electronic Vote prior to Conference and Paper Vote at Conference
4. Term Begins at Conclusion of Fall Conference

Strategic Planning Retreat: If interested in an Office Position consider attending the planning meeting in August

At-Large Director Elections

- Policy at: <https://plma.memberclicks.net/board-home-page?servId=8314>
 - Access restricted PLMA Members behind your login on the Board of Directors and At Large Members page

Process

1. Determine number of At-Large Director Seats 60 days before election
2. Process
 1. Self Nomination September
 2. Election Ballot Approval by Executive Committee October
 3. Electronic Vote prior to Conference and Paper Vote at Conference
3. Term Begins at Conclusion of Fall Conference



Backfill Elected Positions

Status: Requires Board of Directors Vote on By-Laws Changes

- **Issues**
 - Elected members become ineligible to continue to hold position
 - Costly and disruptive to hold a special election
- **Policies**
 - Bylaws, Election, Membership
- **History**
 - Coronado Board Meeting (Spring 2018) – Communicated issue and need
 - Summer 2018 – Executive Committee reviewed and approved working approach
 - Austin Board Meeting (Fall 2018) – Communicated approach was used in 2018
 - **St. Petersburg (Fall 2019) - Board vote on Backfill Elected Position changes in By-laws**
- **Bylaw Changes**
 - Remove redundancies. Several places covered the same topic and became inconsistent as By-laws were revised.
 - Modify By-laws for consistent language across all elected officials
 - Put the “How” into the policy documents

Proposed By-Law changes will be published with commentary

Leadership Election Process

- **Status:** Contingent upon By-Law modification approval.
- **Process**
 - Complete modifications and review with Executive Committee
 - Vote by Executive Committee to approve Process
- **Election Cycle**
 - Original: At-Large Directors are elected for a two-year term at the Fall Conference session in odd years ...
 - Revised: The number of At-Large Directors to be elected shall be based on the number of Associate and Academic Members 60 days before the Fall Board Meeting.”
 - **Reason:** Want At-Large Directors to be on same cycle as officers.
- **Vacancies**
 - Language drafted.
 - Going through internal review
 - Working on use cases and exceptions.

Membership Policy

- Status: Revised
- Updates
 - Category A Sustaining Member can purchase 6 additional passes.
 - At-Large Director number of board seats clarified
 - Removed Election Process information
- Next Steps
 - Review Membership Dues and Passes

Action: Provide comments to Officers, volunteer to participate in policy review

PLMA Conference Sponsor Policy

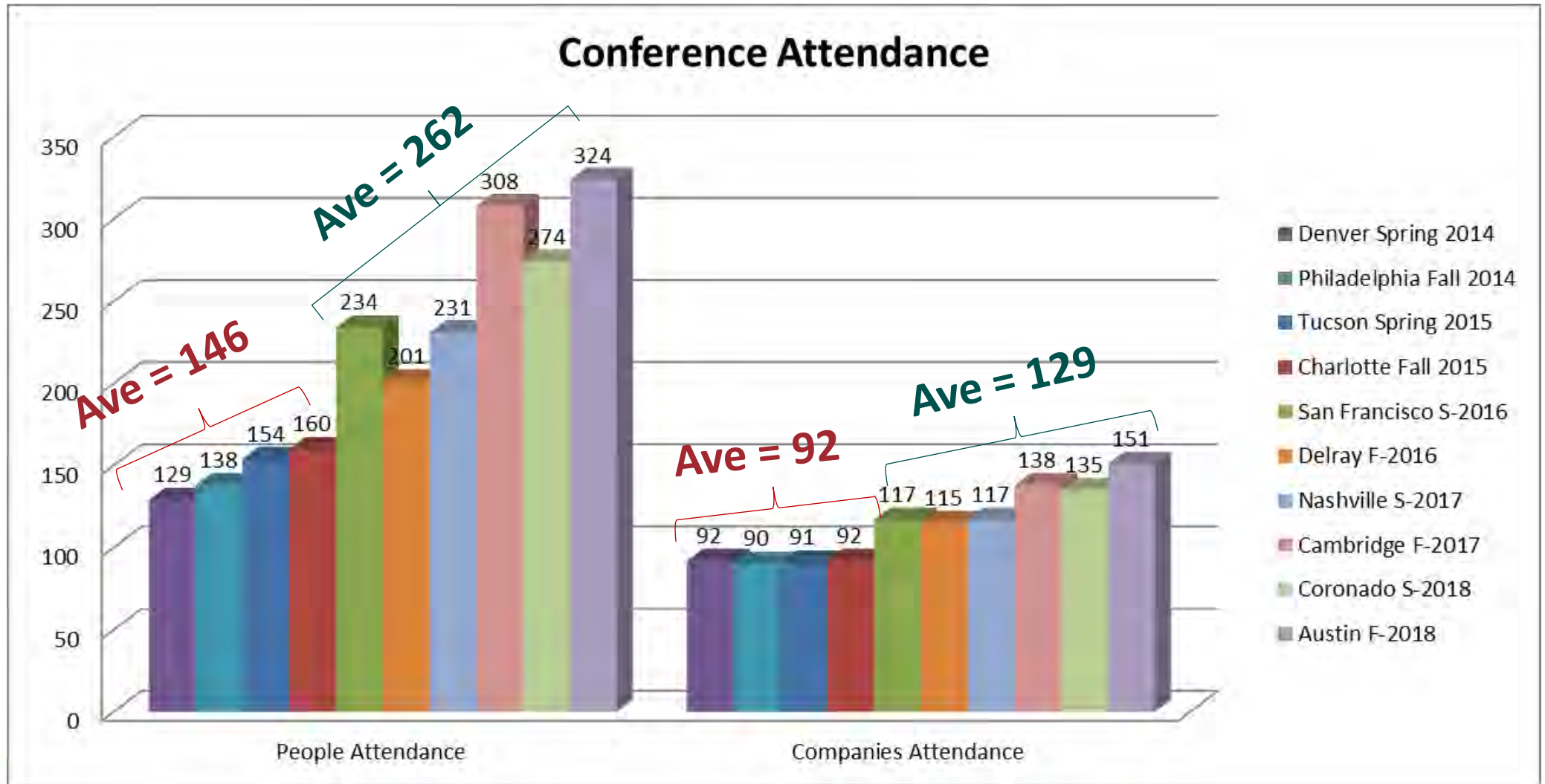
- **Status:** Policy Approved by Executive Committee and Active for 39th Conference
- Location: Inserted into PLMA Code of Conduct
- Purpose
 - Document PLMA position on external events at PLMA conferences
- Provisions
 - Registration required by all people
 - No scheduled on or off site events/meetings during PLMA event hours
 - Notification of planned events/meetings to executive director

Document Retention Policy

- **Status – Draft.**
 - Selected PLMA Material Retention Software
 - Started process of moving materials to site
 - Government rules and guideline organizations giving this more attention.
 - Required to clearly define what needs to be kept and deleted
- **Key Content**
 - Responsible Parties
 - Timeframe for document retention
 - Legal Hold Requirements
 - Exclusions
 - Annual Review

Action: Provide comments to Officers, volunteer to participate in policy crafting

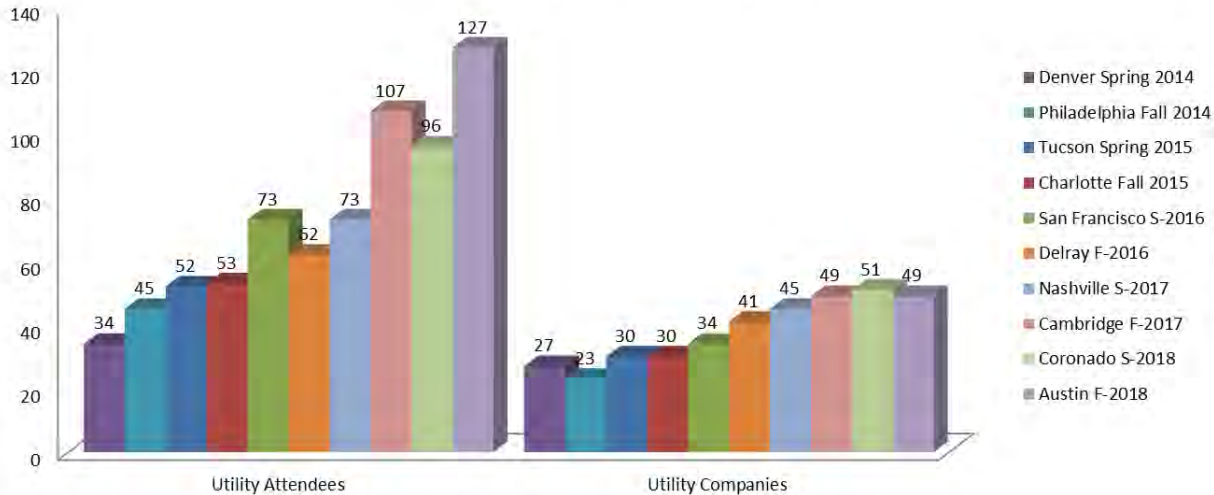
Conference Attendance History



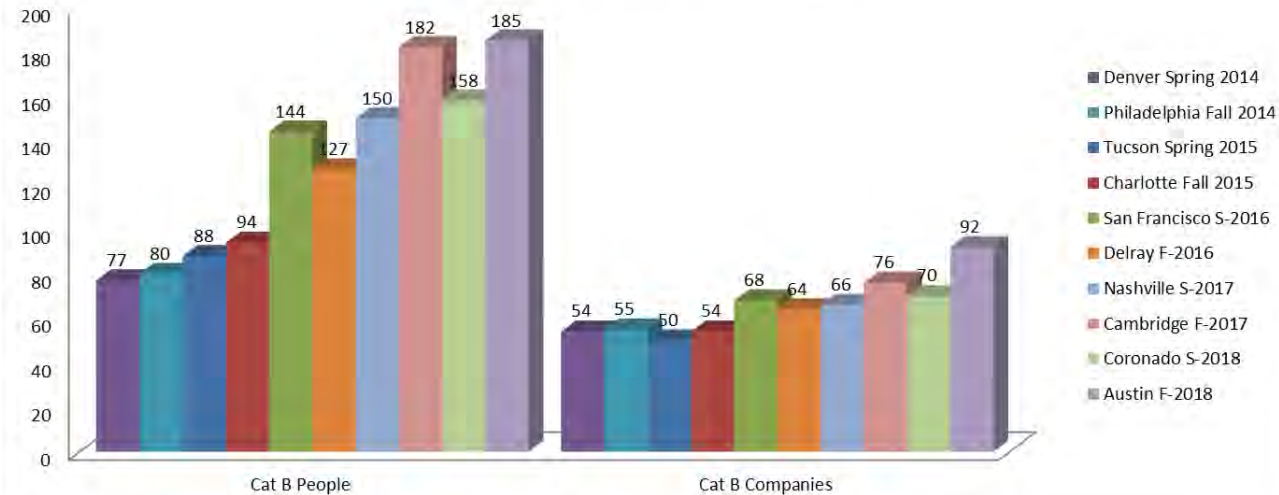
Austin First Time Participation = 149 = 46%

Category Attendance Analysis

Utility Attendance Comparison



Category B Attendance Comparison



Core Metrics	Average 10 Conferences	Austin
People - Utility /Total	33%	39%
Companies - Utility /Total	33%	32%

Growing Utility Participation

Participation per Company	Average 10 Conferences	Austin
Utility	1.9	2.6
Vendor	1.9	2.0

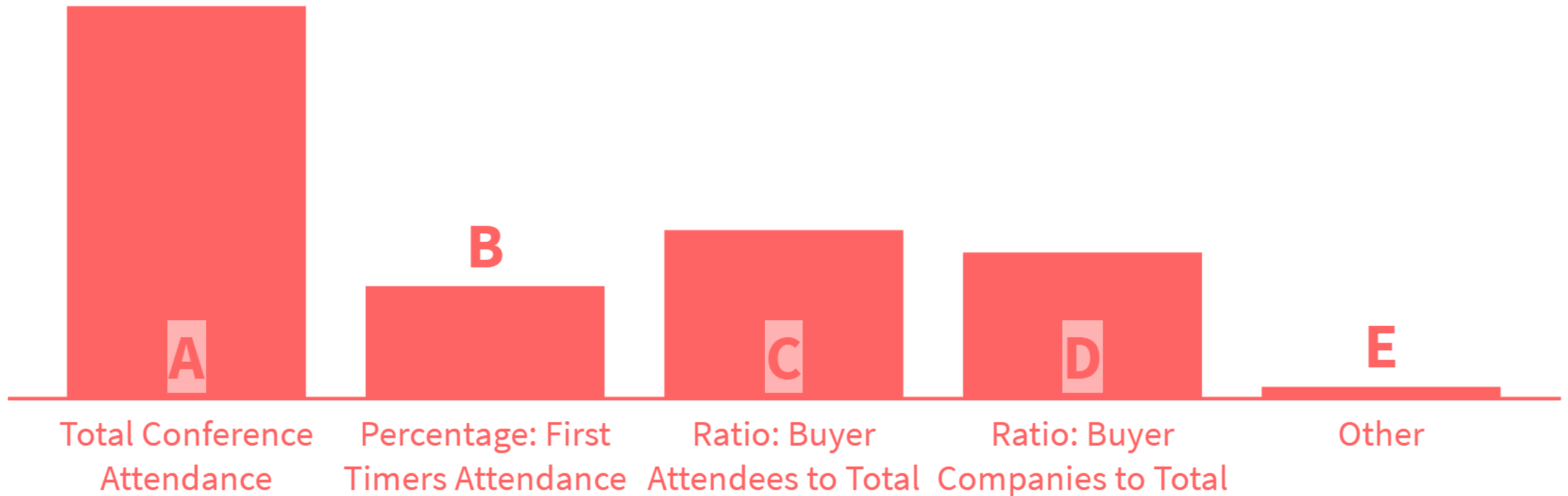
Increasing Participation per Company

Respond at PollEv.com/plma

Text **PLMA** to **22333** once to join, then **A, B, C, D, or E**



What Conference Attendance metric best measures PLMA' health?



Treasurer Report – Balance Sheet Overview

(as of May 9, 2019)

ASSETS

Current Assets

Bank Accounts	\$732,574
Accounts Receivable	\$0
Other	\$0

TOTAL ASSETS **\$732,574**

LIABILITIES AND EQUITY

Current Liabilities

Account Payable	\$0
Credit Cards	\$5,870
Other	\$0
Deferred Revenue	\$0

Equity

Retained Earnings	\$485,386
Net Income	\$241,318
Total Equity	\$726,704

TOTAL LIABILITIES AND EQUITY **\$732,574**

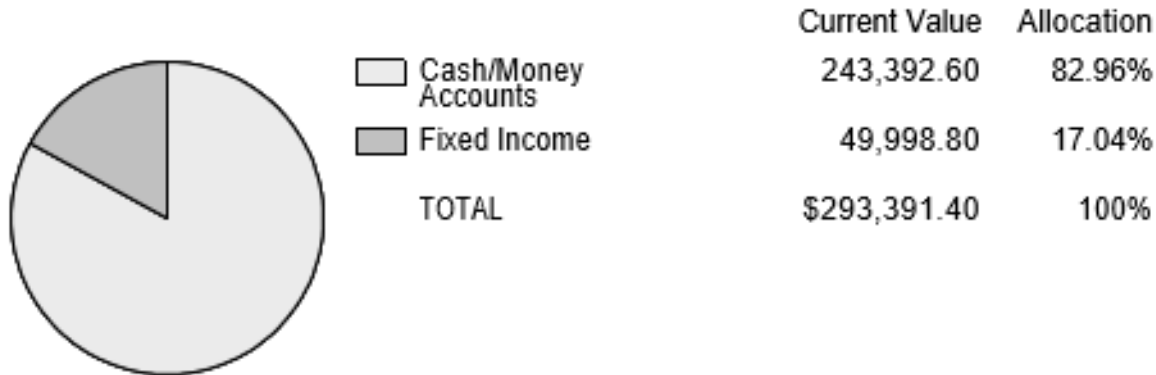


Treasurer Report – Bank Account Overview

- Key Bank Checking = \$439,183
- Merrill Lynch Savings = \$293,391

ASSET ALLOCATION*

* Estimated Accrued Interest not included; may not reflect all holdings; does not include asset categories less than 1%.



Certificates of Deposit

CD COMERICA BK	20,000
CD BERKSHIRE BANK	20,000
CD REGIONS BANK	10,000

Treasurer Report – Budget Overview

Annual budget process completed with new Executive Committee

	Jan - Mar, 2019	Apr - Jun, 2019	Jul - Sep, 2019	Oct - Dec, 2019	2019 Budget Total
Income					
Conference Fees	125,000.00	125,000.00	125,000.00	125,000.00	500,000.00
Membership Dues	200,000.00	75,000.00	125,000.00	150,000.00	550,000.00
Miscellaneous	990.00	990.00	990.00	990.00	3,960.00
Training Fees	8,000.00	2,000.00	8,000.00	2,000.00	20,000.00
Total Income	\$ 333,990.00	\$ 202,990.00	\$ 258,990.00	\$ 277,990.00	\$ 1,073,960.00
Expenses					
Event Expense	25,000.00	200,000.00	25,000.00	225,000.00	475,000.00
Total Member Services	\$ 26,750.00	\$ 38,750.00	\$ 31,750.00	\$ 32,750.00	\$ 130,000.00
Total Office Expense	\$ 12,000.00	\$ 14,500.00	\$ 17,000.00	\$ 23,500.00	\$ 67,000.00
Total Professional Fees	\$ 75,200.00	\$ 75,200.00	\$ 75,200.00	\$ 104,200.00	\$ 329,800.00
Total Travel Expense	\$ 3,000.00	\$ 2,500.00	\$ 2,500.00	\$ 0.00	\$ 8,000.00
Total Expenses	\$ 141,950.00	\$ 330,950.00	\$ 151,450.00	\$ 385,450.00	\$ 1,009,800.00
Net Operating Income	\$ 192,040.00	-\$ 127,960.00	\$ 107,540.00	-\$ 107,460.00	\$ 64,160.00

Q1 Actuals vs Budget YTD

	Jan - Mar, 2019			Comments
	Actual	Budget	% of Budget	
Income				
REVENUES				
Conference Fees	91,159.00	125,000.00	72.93%	Conference in May not April
Membership Dues	134,450.00	200,000.00	67.23%	
Miscellaneous	1,678.84	990.00	169.58%	Arizona reimbursement
Training Fees	8,219.00	8,000.00	102.74%	
Total REVENUES	\$ 235,506.84	\$ 333,990.00	70.51%	
Expenses				
Event Expense	54,633.73	25,000.00	218.53%	Paid more upfront to hotel
Member Services				
Annual Report		2,500.00	0.00%	
Interest/Planning Groups	792.88	5,000.00	15.86%	
Meetups/Networking	3,839.85	4,000.00	96.00%	
R&D / Contingency		2,500.00	0.00%	
Staff Augmentation	6,822.50	12,750.00	53.51%	
Training Expense	35.00	2,500.00	1.40%	No Training in Q1
Total Member Services	\$ 11,490.23	\$ 29,250.00	39.28%	
Office Expense				
Bank & Credit Card Fees	3,070.36	3,000.00	102.35%	
Communication	4,672.37	4,000.00	116.81%	
Insurance, Fees	604.00	0.00		
Promo/Marketing	200.00	5,000.00	4.00%	
Total Office Expense	\$ 8,546.73	\$ 12,000.00	71.22%	
Professional Fees				
Accounting/Legal	82.99	5,000.00	1.66%	
Management	69,900.00	70,200.00	99.57%	
Total Professional Fees	\$ 69,982.99	\$ 75,200.00	93.06%	
Travel Expense				
Meals/Hotel	3,803.95	2,000.00	190.20%	Extra travel due to commitments
Transportation	2,976.68	1,000.00	297.67%	Extra travel due to commitments
Total Travel Expense	\$ 6,780.63	\$ 3,000.00	226.02%	
Total Expenses	\$ 151,434.31	\$ 144,450.00	104.84%	
Net Income	\$ 84,072.53	\$ 189,540.00	44.36%	

Ongoing / Process Improvement

- 2018 Taxes filed
- Completed Corporate Registration
- Fiscal Policy improvement - risk management, financial reserve, transaction checks & balances
 - review of insurance policies
 - examination of event cancellation insurance
 - extended engagement with CPA for 3rd party reconciliation and review

🗨️ Respond at Pollev.com/plma

📱 Text **PLMA** to **22333** once to join, then **A, B, C, or D**



Is there any additional information about finances that you would like to cover during the Board Meeting?



Executive Director Report

- **Repurposing Content and Replicating Processes**
 - Leveraging Conference/Award abstract selection process into Future of DER Compendium
 - Transforming transcripts into Award & Thought Leadership Compendiums
 - Offering webcasts as podcasts so listeners can subscribe for push notifications
- **Refining Performance Metrics**
 - Tracking key indicators for success and sustainability: Member upgrades, Sweat equity volunteers
- **Refreshing and Leveraging our Brand**
 - Utility Dive newsletter name change and DER Growth trendline
 - Energy Central Community group name change and relaunch
- **Succession Planning**
 - Staff augmentation has freed up Tiger and Ed to pursue new initiatives
 - Archiving key files, documenting processes
- **Struggling with interest group support**
 - How to balance proactive vs. reactive staff outreach



Utility Load Management Exchange and Group Reports



Steering Committee: Brian Doyle, Shira Horowitz, and Paul Wassink



**Co-Chairs: Justin Chamberlain, Olivia Patterson, Poornima Eber,
and Tamar Rousan**



Co-Chairs: Melissa Knous, Erika Diamond, and Lenore Zeuthen



Co-Chairs: Rich Barone, John Powers, and Matt Carlson



Co-Chairs: Andrea Simmons, Sharyn Barata, and Scott Jarman



Co-Chairs: Scott Coe and Ross Malme

Planning Group Reports



Conference Planning

Co-Chairs: Patrik Ronnings and Jeff Haase

Thanks to Conference Abstract Scorers

- Chris Ashley, EnergyHub
- Erika Diamond, EnergyHub
- Jeff Perkins, ERC
- Lynn Stein, E Source
- Meridith Nierenberg, West Monroe Partners
- John Powers, Extensible Energy
- Jeff Haase, Great River Energy
- Scott Coe, GridOptimize
- Rich Barone, Hawaiian Electric
- Kate Flores, Honeywell
- Ruth Kiselewich, ICF
- Andrea Simmons, Idaho Power
- Eileen Hannigan, Illume Advising
- Paul Notti, Itron
- Joseph Childs, Eaton
- Maria Fields, JouleSmart
- Paul Wyman, Lockheed Martin
- Mike Smith, National Grid
- Brett Feldman, Navigant
- Debyani Ghosh, Navigant
- Robin Maslowski, Navigant
- Allison Hamilton, NRECA
- Ward Eames, NTC
- Michael Brown, NV Energy
- Elizabeth Reid, Olivine
- Olivia Patterson, Opinion Dynamics
- Wendy Brummer, Pacific Gas & Electric
- Paul Miles, PECO
- Jenny Roehm, Schneider Electric
- Ross Malme, Skipping Stone
- Rich Hasselman, TetraTech
- Joel Schofield, Threshold
- Troy Eichenberger, TVA
- Dave Hyland, Zen Ecosystems





Mark Your Calendar for
40th PLMA Conference
November 4-6, 2019 – St. Petersburg, Florida

41st & 42nd PLMA Conferences Baltimore and Phoenix in 2020

Hotel Selection Now Underway



Co-Chairs: Laurie Duhan, Michael Smith, and Dain Nestel

16th PLMA Award Winners

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



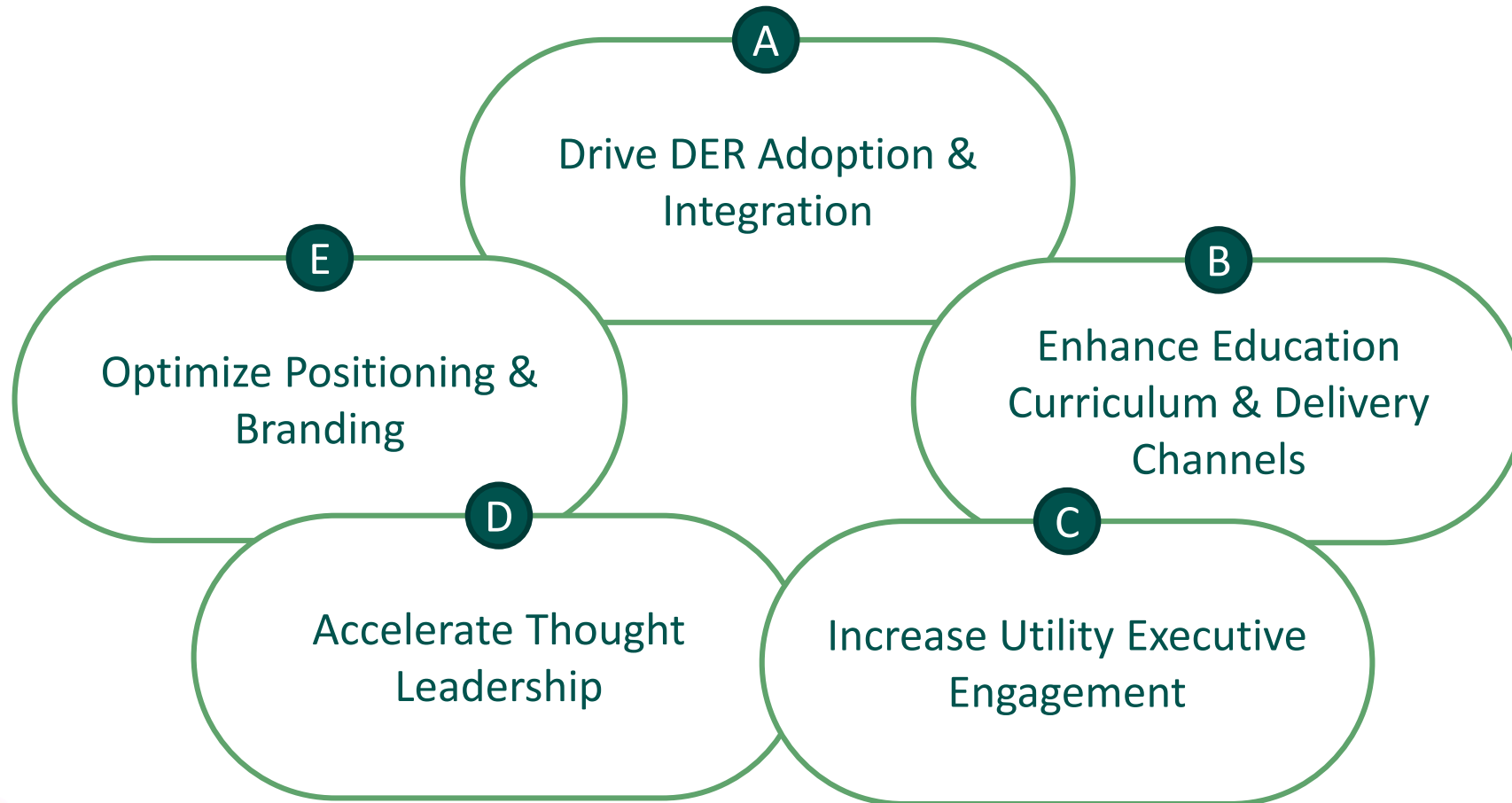
Thanks to Judges

- Rich Barone, Hawaiian Electric
- Nick Bengtson, CLEAResult
- Ryan Brager, Eaton
- Matt Carlson, Aquanta
- Erika Diamond, EnergyHub
- Audra Drazga, Energy Central
- Laurie Duhan, BGE
- Troy Eichenberger, TVA
- Denise Ernst, Parks Associates
- Brett Feldman, Navigant
- Kate Flores, Honeywell
- Eileen Hannigan, Illume Advising
- Graham Horn, Enbala
- Dave Hyland, Zen Ecosystems
- Scott Jarman, Austin Energy
- Steve Kenny, Landis+Gyr
- Derek Kirchner, Consumers Energy
- Ruth Kiselewich, ICF
- Melissa Knous, Duke Energy
- Ross Malme, Skipping Stone
- Sierra Martinez, Energy Foundation
- Paul Miles, PECO
- Dain Nestel ,ecobee
- Jenny Roehm, Schneider Electric
- Andrea Simmons, Idaho Power
- Mike Smith, National Grid
- Lynn Stein, E Source

Strategic Vision 2019

Spring 2019 Board Meeting Update

Strategic Initiatives



Development & Execution Process

PLMA

A - Establish PLMA as the primary resource and catalyst for driving DER adoption and integration through practical applications for grid management

- Tasks:**
 - Strategic use of education and interest groups
 - Outreach to other trade organizations to fill gaps in their strategy/put a flag in the ground
 - Drive adoption through practical application of technology for grid management
- Metrics:**
 - Increase membership from DER providers & organizations
 - Increase depth from existing members/distribution/product development
 - Thought leadership papers at practical level and C Suite level
 - Presentations on integration success
 - White papers on DER
- Team:**
 - Michael Brown, Dave Hyland, Joe Childs & TBD



PLMA

DER Thought Leadership - Executive

To Date: 0

2019 Target: 2

Number of Strategic or Executive tives(webcasts, publications, 't.c.) focused on helping leaders and plan for a changing energy landscape.



Fall 2018 Update

Strategic Planning Retreat (August 2017)

- Report out at Fall 2017 Board Meeting

Metrics Development & Tactical Planning

- Report out at Spring 2018 Board Meeting

Today's report out at Spring 2019 Board Meeting with Metrics Update



Strategic Planning Retreat (August 2019)



Fall 2019 Update & Report of Strategic Revisions

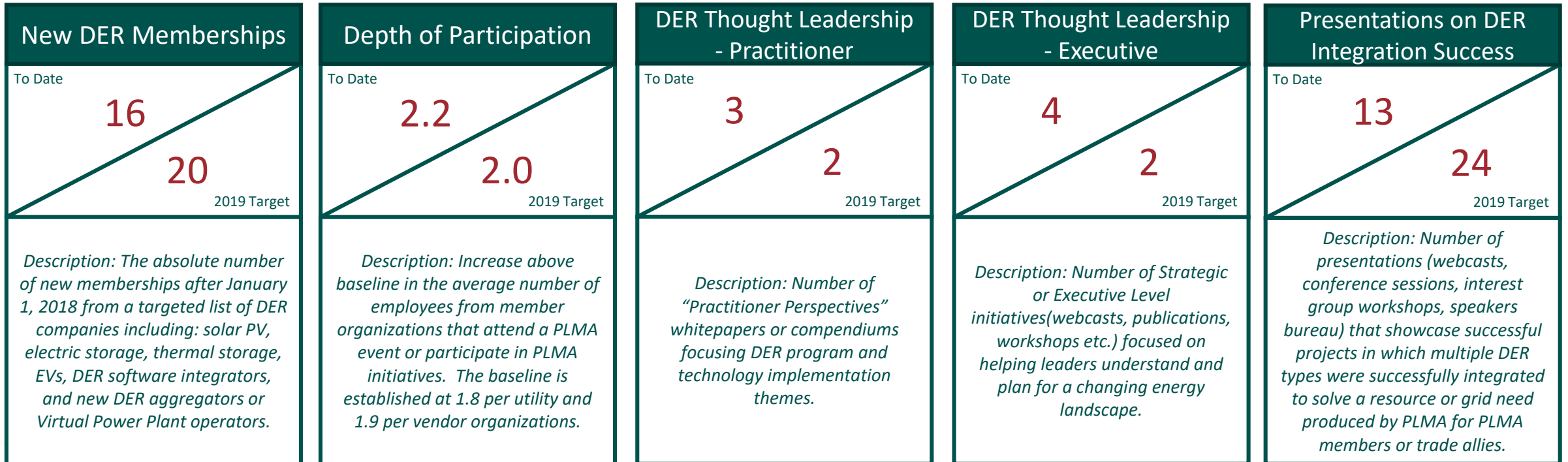


A

Drive DER Adoption & Integration

“Establish PLMA as the primary resource and catalyst for driving DER adoption and integration through practical applications for grid management”

Team: Michael Brown, Dave Hyland, Joe Childs, Rich Barone, Dain Nestel, volunteer at signup@peakload.org



A
 Drive DER
 Adoption &
 Integration

Highlights

Metric	Achieved	Planned
New DER Memberships	16 DER companies added so far	...ongoing conversations.
DER Thought Leadership - Practitioner	BYOT Compendium Awards Compendium Thought Leadership Compendium	IDSMS Compendium (with AESP)
DER Thought Leadership - Executive	E4TF NWA – Case Studies (with SEPA) EEI Strategic Roundtable Colombia Initiative Future of DER Compendium	[to be determined]
Presentations on DER Integration Success	6 x Spring 2018 Conference HECO Regulation Reserve (5/3/18) NVE DER Pilot, Bogotá (6/12/18) 4 x Fall 2018 Conference Hawaii Power Summit	4-6 expected in MN 4-6 expected in FL

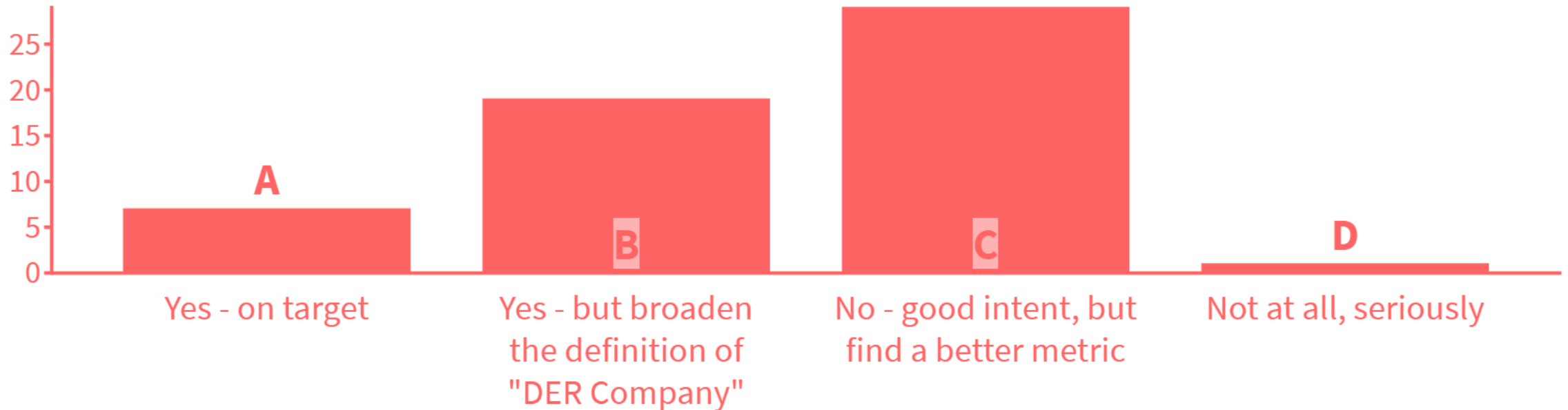
Respond at PollEv.com/plma

Text **PLMA** to **22333** once to join, then **A, B, C, or D**



Should a New DER Membership metric continue as a way to track progress against the Strategic Initiative

A - DER Adoption?

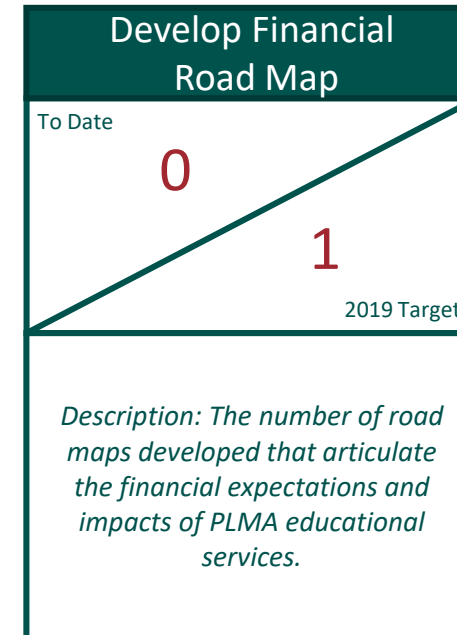
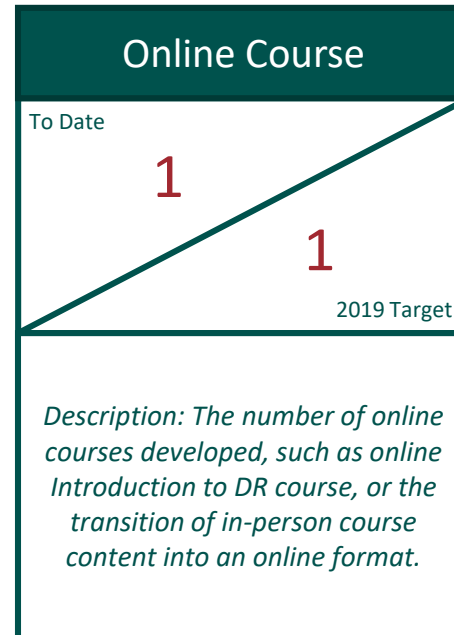
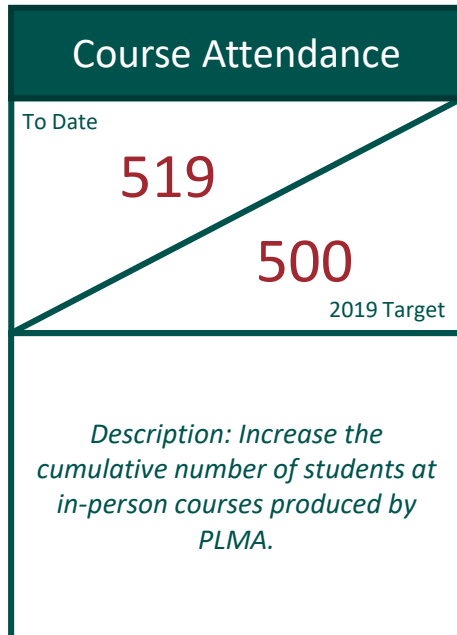


B

Enhance Education Curriculum & Delivery Channels

“Continue enhancing the PLMA Education Strategic Initiatives by developing new delivery channels of training, improved industry-relevant curriculum, and a road map for its financial autonomy”

Team: Mark Martinez, Christine Riker, Ray Pustinger, John Powers, volunteer at signup@peakload.org



B

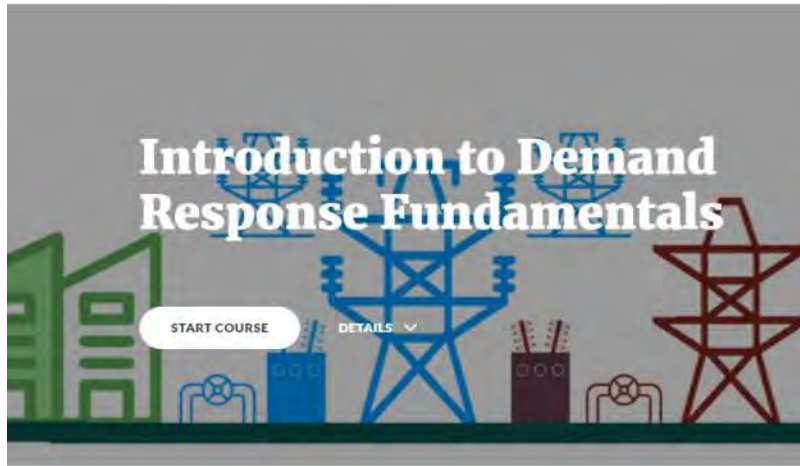
Enhance Education
Curriculum &
Delivery Channels

Highlights

Metric	Achieved	Planned
Course Attendance	3 x DR Evolution Course DR Markets, Phoenix, 10/18 DR PD&I, Phoenix, 10/18 DR Markets, Baltimore, Spring 2019 DR PD&I, Baltimore, Spring 2019	DR Evolution, May 2019 DR Markets, tbd, Fall 2019 DR PD&I, tbd, Fall 2019 DE Evolution, Nov. 2019
Online Course	Introduction to DR Fundamentals (with Enerdynamics)	...observe market uptake and if supported develop next module
Develop Financial Road Map	Support membership benefits via pass utilization Training provider rebid	...developing improved cost/benefit format based upon course feedback and rebid effort

B

Enhance Education Curriculum & Delivery Channels



This course provides an overview of demand response (DR) fundamentals including what DR is, key terminology associated with DR, how DR works, who uses DR and why, how DR has evolved over time, and how DR relates to distributed energy resources (DERs).

Cover photo credit: Dennis Schroeder NREL/DOE

Introduction to Demand Response Fundamentals

0% COMPLETE

- Introduction to demand response
- How demand response works
- Demand response stakeholders
- Evolution of demand response
- Demand response, renewables, and distributed energy resou...
- Final exam

“Demand response is measurable changes in electric use by demand-side resources (customers) from their normal consumption patterns in response to a market signal, such as changes in the price of electricity or a curtailment notice by a utility or market operator...”

The Federal Energy Regulatory Commission (FERC)

DR from a practitioner’s standpoint

DR practitioners include customers who shift load, plus utilities, energy services companies, or market operators who offer DR programs to incentivize customers to shift their load. Here is how a practitioner might describe DR:

Payment for either the **willingness to change** or the **actual change of energy consumption** from expected levels.

The change may be **controlled** by the **customer** or **programmed** into the customer’s equipment.

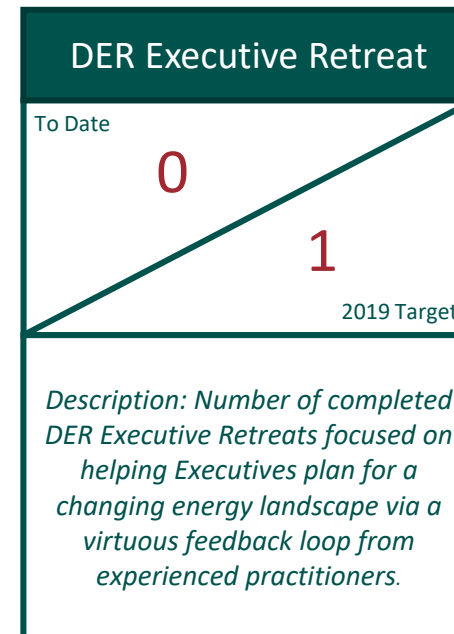
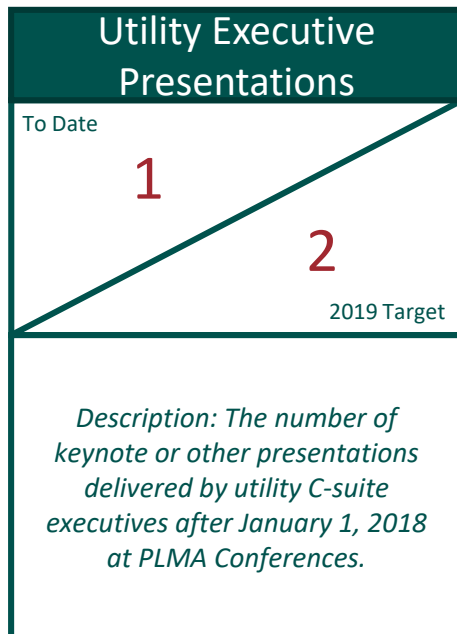
The change may be **in response** to a **system operator’s reliability request** or to a **price signal**.

C

Increase Utility Executive Engagement

“Outreach to Utility Executives to engage with PLMA through focused actions”

Team: Paul Miles, Derek Kirchner, Rich Philip, Ruth Kiselewich,
volunteer at signup@peakload.org



C

Increase Utility
Executive
Engagement

Highlights

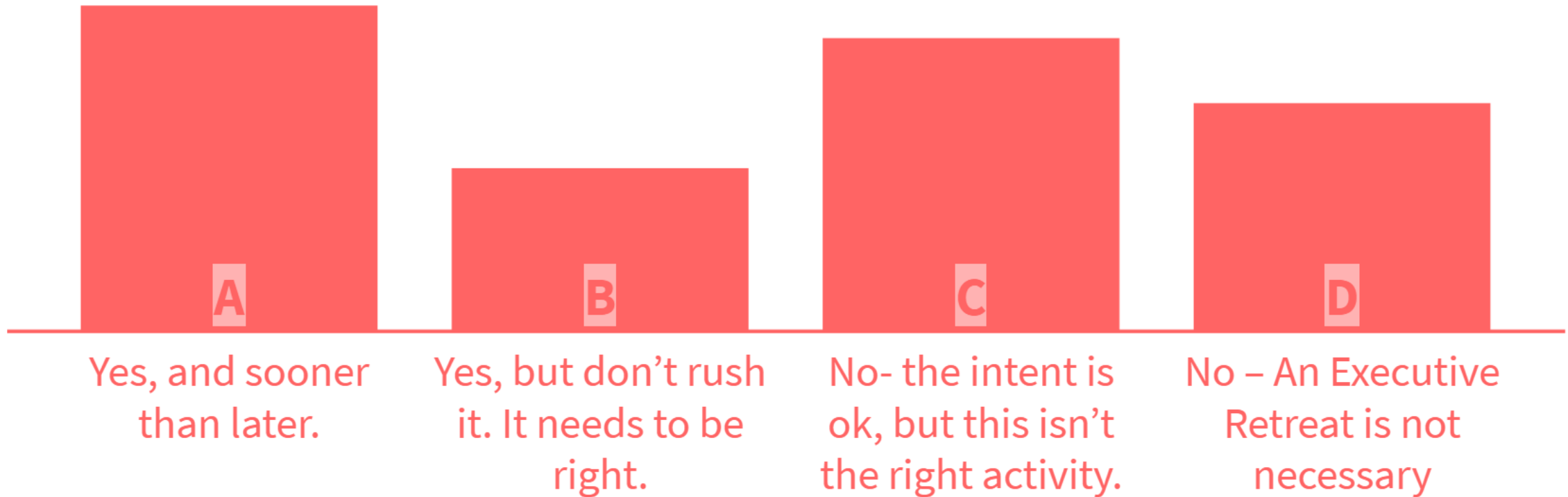
Metric	Achieved	Planned
Utility Executive Presentations	Lucia Athens, Chief Sustainability Officer of City of Austin	[to be determined for Fall Conference]
DER Executive Outreach	E4TF NWA – Case Studies (with SEPA) EEI Strategic Roundtable Colombia Initiative The Future of DER Compendium	[to be determined]
DER Executive Retreat	Ongoing planning...	...nothing concrete yet.

Respond at PollEv.com/plma

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Is a DER Executive Retreat an appropriate strategic goal?

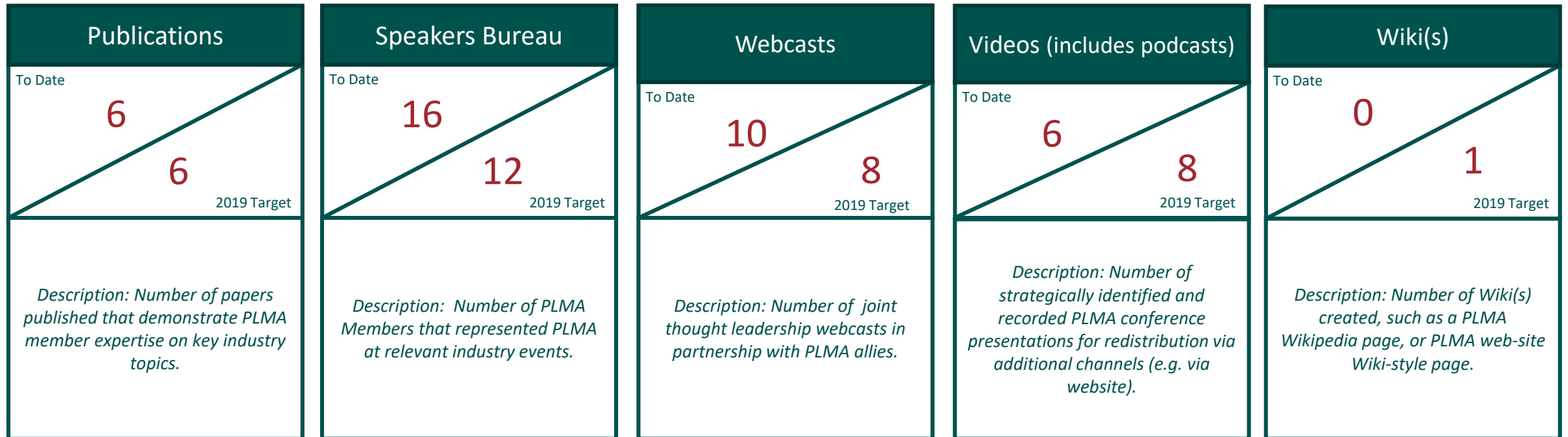


D

Accelerate Thought Leadership

“Accelerate PLMA Thought Leadership Through More Aggressive Pursuit of Speaking Opportunities and Regular Creation of Meaningful Content”

Team: Rich Philip, Jenny Roehm, Robin Maslowski, Justin Chamberlain, Olivia Patterson, volunteer at signup@peakload.org



Highlights

Metric	Achieved	Planned
Publications	BYOT Compendium; Awards Compendium DR Snapshot (with SEPA) E4TF NWA Case Studies (with SEPA) The Future of DER Compendium	IDSM Compendium (tbd)
Speakers Bureau	Most recent placements at: - ASOCODIS, Bogotá, Colombia - EUCI, Hawaii - AESP, San Antonio - Parks Smart Energy Summit, Austin	On-going discussions
Webcasts/Podcasts	5 x collaborative webcasts with AESP, GTM, Parks Associates, & SEPA since Spring Conference NWA Case study webcast series FERC and Utility Dive webcasts	IDSM joint webcast with AESP on June 27
Videos	2 x Spring 2018 Conference Audio of all Fall 2018 general sessions Created Thought Leadership pub from transcripts	- Record audio of all Spring & Fall 2019 general sessions - Transcribe selected sessions for publication in Thought Leadership 2019 Compendium
Wiki(s)	Strategy developed and wiki host selected and sites approved	Wiki's for: Terms and Glossary; Evolution of DR; and Wikipedia definitions of DR, Peak Load & Load Management

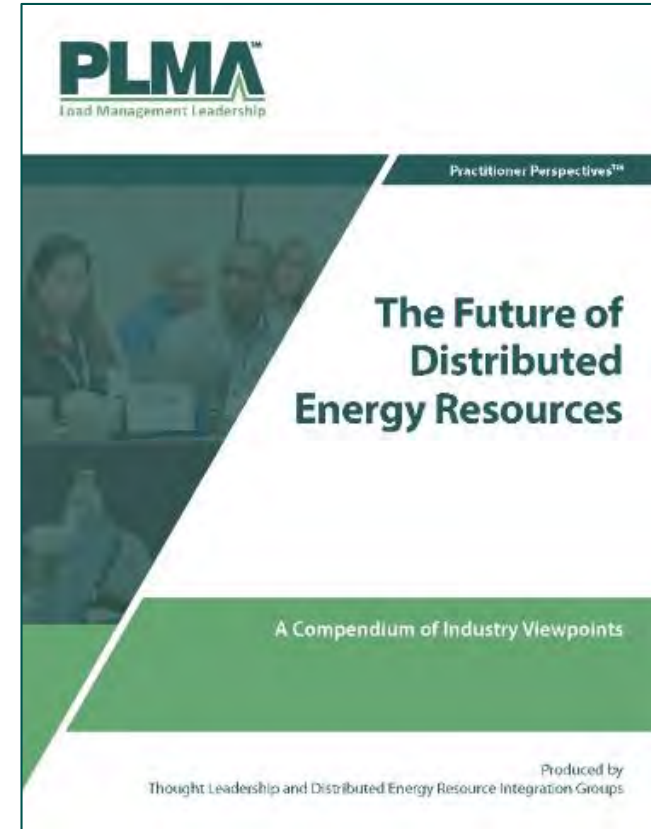
Newest PLMA Publications



February 2019



February 2019



April 2019

Green Card: What is the PLMA Mission Statement?

Answers: (choose one, i.e. raise green card):

- A. We are a dynamic community of energy professionals dedicated to advancing the industry through professional development, networking, and supporting for a resilient, sustainable energy future.
- B. ... seeks to advance practical applications of dynamic load management and distributed energy resources by providing a forum where members educate each other and explore innovative approaches to program delivery, pricing constructs, and technology adoption.
- C. ... to facilitate the electric power industry's smart transition to a clean and modern energy future through education, research, standards, and collaboration.
- D. ... to accelerate the world's transition to sustainable energy.

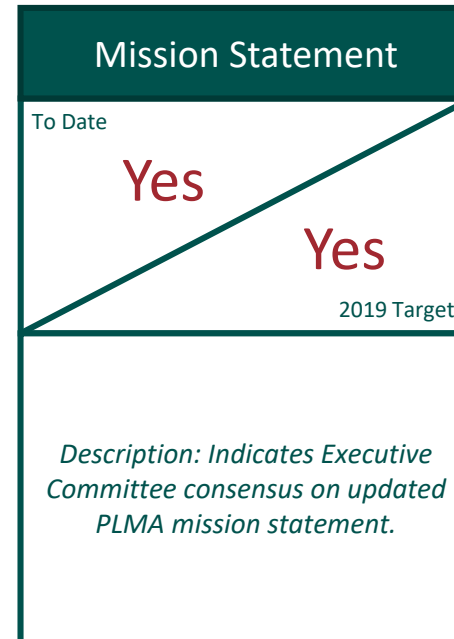
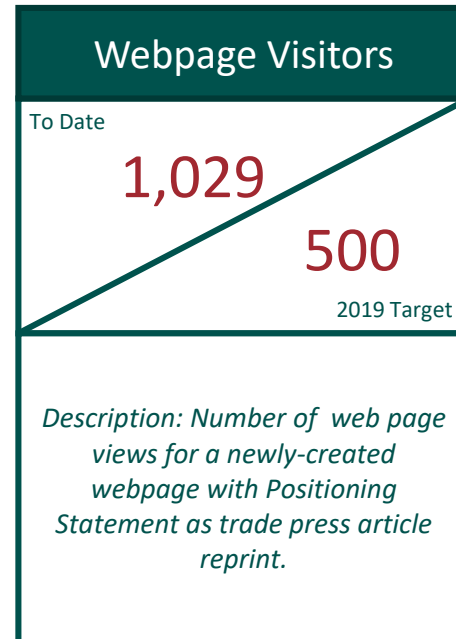


E

Optimize Positioning & Branding

“Realign the PLMA Mission Statement, Branding, and messaging to reflect changing energy industry landscape”

Team: Ray Pustinger, Ruth Kiselewich, Stuart Schare, Wendy Brummer, volunteer at signup@peakload.org



Highlights

- Refreshed Mission Statement:

PLMA (Peak Load Management Alliance) seeks to advance practical applications of dynamic load management and distributed energy resources by providing a forum where members educate each other and explore innovative approaches to program delivery, pricing constructs, and technology adoption.

Open Discussion

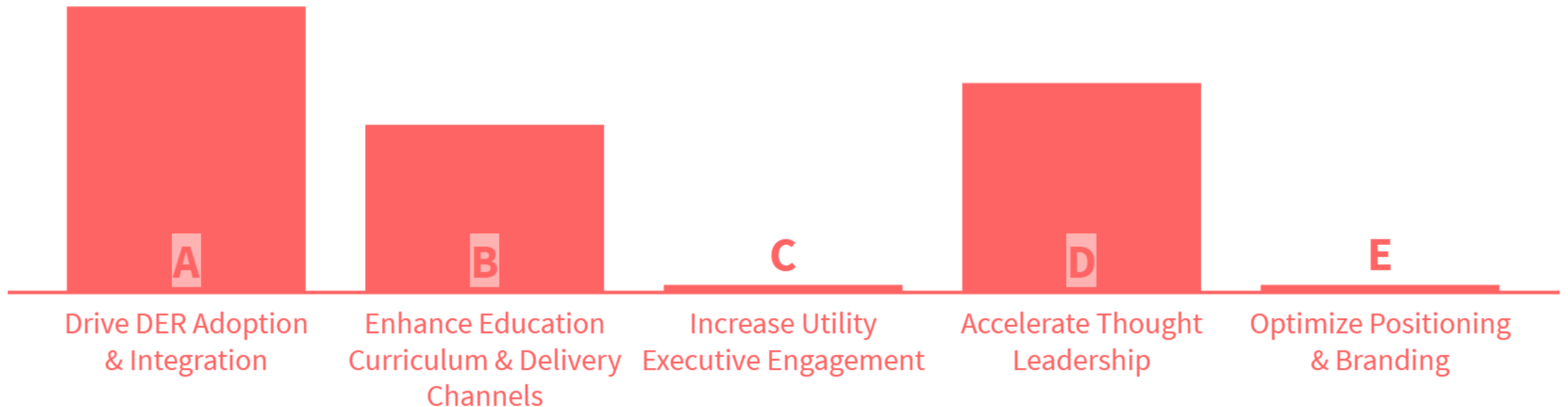
*passing around sign-up sheet or
email signup@peakload.org*

Respond at [PollEv.com/plma](https://poll-ev.com/plma)

Text **PLMA** to **22333** once to join, then **A, B, C, D, or E**



Which 2019 Vision Initiatives Should be Continued in the Vision 2021 Plan? Answers: (may choose multiple):



🖱️ Respond at PolleEv.com/plma

📱 Text **PLMA** to **22333** once to join, then text your message



What should be a strategic goal for PLMA? (2 - 5 words)

- DER | Big PP | Redefine the Grid
- Teach executives the difference between a kw and kWh. | Marginal vs core
- Increase utility members and participation | DER Energy market products | BYOB
- Where's my thermostat?? | Promote DER | Integrate integrate integrate
- Another vote for customer education | Sustainable change | Technology integration
- DR knowledge leader | Dynamic Load Shaping | Shared vision for DSM
- States have announced strong renewables/low carbon by 2050. How does ol.a support?
- Renewables integration | Drive DER integration standards | Keep the family vibe
- Next generation demand response | Renewable enabling vs transition support
- GO TO THE INTERNATIONAL INTEREST GROUP | Encircle EE
- Make Demand Response Great Again! | Diversity, not just women
- Advance collaboration among members | Future customer education
- Expand membership | Industry excellence | Industry growth
- Manage energy better | Influence policy | World Domination

Adjourn



Welcome Reception





Welcome Reception & Salute to Award Winners

SEVEN Rooftop, 700 Hennepin Ave. (half-block away)