

Spring 2023 PLMA Board Meeting
Memphis, Tennessee
May 8, 2023

Call to Order



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 discriminations, division of markets, allocation of production, imposition of boycotts, and exclusive dealing arrangements.

Chair's Welcome

Rich Barone
Get Smart, LLC





Officer & Staff Reports

Chair

Vice Chair

Secretary

Treasurer

Executive Director



“Vision 2024”

Strategic Initiatives &
Operational Imperatives



New Business

Open Discussion

Q&A

Closing Remarks

1. Advanced Energy
2. AESP
3. Alliant Energy
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. Arizona Public Service
13. Armada Power
14. AESP
15. Austin Energy
16. Austin Independent School District
17. Avangrid
18. Avista Utilities
19. Baltimore Gas and Electric
20. BC Hydro
21. Benton PUD
22. Berkshire Hathaway Energy
23. Bidgely
24. Bonneville Power Administration
25. The Brattle Group
26. Cadmus Group
27. Camus Energy
28. Central Hudson Gas & Electric
29. Chelan County PUD
30. CLEARresult
31. Commonwealth Edison
32. Con Edison
33. Connected Energy
34. Consumers Energy Company
35. Copper Labs
36. CPower Energy Management
37. CPS Energy
38. Dairyland Power Cooperative
39. Demand Side Analytics
40. Dominion Energy
41. DTE Energy
42. Duke Energy
43. E Source
44. Eaton
45. ecobee
46. Edison Electric Institute
47. Edo
48. Efficiency Vermont
49. EFI
50. EGM
51. Elexity
52. Emerson Residential and Commercial Solutions
53. Enel X
54. Energy Solutions
55. EnergyHub
56. Enersponse
57. Enervee
58. EnerVision
59. Enode
60. EPRI
61. Ev.energy
62. Evergy
63. Eversource
64. Fermata Energy
65. FirstEnergy
66. FlexCharging
67. FPL
68. Franklin Energy
69. FranklinWH
70. Gainesville Regional Utilities
71. GDS Associates
72. GE Digital
73. Generac Grid Services
74. Georgia Power Company
75. Geotab Energy
76. Get Smart, LLC
77. Google (Nest)
78. GridOptimize
79. GridPoint
80. GridX
81. Guidehouse
82. Hawaiian Electric Company
83. Honeywell Smart Energy
84. Hoosier Energy
85. ICF
86. Idaho Power
87. IGS Energy
88. Illume Advising
89. Integral Analytics
90. Itron
91. Jackson EMC
92. Johns Hopkins University
93. Kaluza
94. Kitu Systems
95. Lakeland Electric
96. Lawrence Berkeley National Laboratory
97. LEAP
98. Linden Clean Energy
99. Madison Gas and Electric
100. Manitoba Hydro
101. Memphis Light Gas and Water
102. Michaels Energy
103. Modesto Irrigation District
104. Mosaic Power
105. Mysa
106. National Grid
107. National Renewable Energy Laboratory
108. National Rural Electric Cooperative
109. National Rural Utilities Cooperative Finance Corporation
110. New Braunfels Utilities
111. Newfoundland Power
112. New Hampshire Electric Cooperative
113. NTC
114. NorthBridge Energy Partners
115. North Carolina Electric Membership Corporation
116. NRG Curtailment Solutions
117. OATI
118. Octopus Energy
119. OhmConnect
120. Olivine
121. Oncor Electric Delivery
122. OpenADR Alliance
123. Opinion Dynamics
124. Optiwatt
125. Oracle Utilities
126. Orange and Rockland Utilities
127. Ottertail Power
128. Pacific Gas & Electric
129. Panasonic Smart Mobility Office
130. Pepco, an Exelon Company
131. Portland General Electric
132. PSEG Long Island
133. Puget Sound Energy
134. Qmerit
135. Rappahannock Electric Cooperative
136. Recurve
137. Resideo
138. Resource Innovations
139. RMI
140. Sacramento Municipal Utility District
141. Sagewell
142. Salt River Project
143. San Diego Gas & Electric
144. Santee Cooper
145. Schneider Electric
146. Scope Services
147. Seattle City Light
148. Sense Labs, Inc.
149. Shifted Energy
150. Sinope Technologies
151. Smart Electric Power Alliance
152. Snohomish County PUD
153. Sonoma Clean Power
154. Southern California Edison
155. Southern California Gas Company
156. Span
157. Swell Energy
158. Tantalus
159. TechniArt
160. Tennessee Valley Authority
161. Tetra Tech
162. Threshold
163. Tierra Resource Consultants
164. TRC
165. Trico Electric Cooperative
166. Tri-State Generation & Transmission
167. Trickle Star
168. Tucson Electric Power
169. Universal Devices
170. University of North Carolina at Charlotte
171. Uplight
172. UtilityAPI
173. Utility Load Management Exchange
174. Virtual Peaker
175. Vistra Corp
176. WeaveGrid
177. West Monroe Partners
178. Xcel Energy

Thank You PLMA Members!

Welcome New PLMA Members!



CADMUS



CHELAN COUNTY



EPR2I



gridx



Qmerit



sagewellSM



swell



UNIVERSAL DEVICES



VICTRA



▲ 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.

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”



- 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



Thank You PLMA Officers!



Chair

Rich Barone, Get Smart LLC

Vice Chair

Robin Maslowski, Guidehouse

Treasurer

Troy Eichenberger, TVA

Secretary

Ruth Kiselewich, ICF

Thank You Executive Committee (2022-2024)



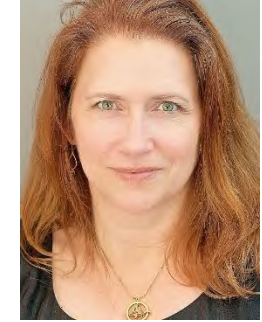
Olivia Patterson
Opinion Dynamics



Allison Hamilton
National Rural Electric
Cooperative Association



Joyce Bodoh
Rappahannock Electric
Cooperative



Jenny Roehm
Schneider Electric



Justin Chamberlain
CPS Energy



Kari Binley
ecobee



Eamonn Urey
Salt River Project



Amy Schmidt
E Source

Association Structure

Executive Committee

4

Elected Officers

8

Elected Members

PLMA Staff

Executive Director
Chief Development Officer
Ops + Member Svcs Manager
Registration Manager
Sponsorship Manager
Resources Manager
Graphic / Web Designer

PLMA Board of Directors

“Seated” (voting)

1 Board Seat per
Sustaining Member

57

Directors

1 Board Seat per
Advisory Member

70

Directors

At-Large

4

Elected Directors

“At-Large” (non-voting)

Associate Members

47

Academic Members

3

Vice-Chair's Report

Robin Maslowski
Guidehouse



PLMA's Affinity and Interest Groups:


PLMA's First
Affinity Group



Say hello at the
Interest Group Connects!



PLMA's Planning Groups:



**Thought
Leadership**



**Awards
Planning**



**Education
Planning**



**Conference
Planning**

Secretary's Report

Ruth Kiselewich
ICF



- ▲ 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 **43** voting organizations:
 - Advisory (70) + Sustaining (57) + 4 At-Large = **131**
 - 33% of 131 is 43.23, rounded to **43**

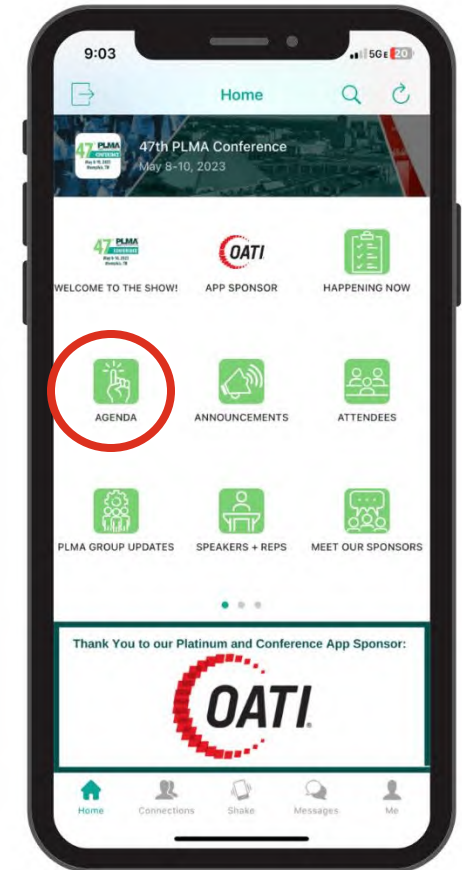
▲ Do we have a motion to accept the Fall 2022 minutes as posted?

Vote:

Yay | Nay | Abstain

Voting Instructions to Approve Minutes

- ▲ To vote, log into the Conference App
- ▲ Look for the icon “**Agenda**” and click it
- ▲ Select “**Spring Board of Directors Meeting**”
- ▲ Click on “**Polling**” near the top of your screen
- ▲ Select your response to approve the Fall 2022 Board Meeting Minutes and click “**Submit**”



Attendance at 46th Conference: (Fall 2022)

- Fall Conference was second in-person since before COVID
- **360 participants** attended, versus 222 average pre-COVID / on-line conferences
- **166 (46%)** attended their 1st PLMA conference

	Participants		Companies	
	Number	Percent	Number	Percent
Utility	130	36.1%	46	34.1%
Vendors/ Consultants	230	63.9%	89	65.9%
Total	360	100.0%	135	100.0%

Treasurer's Report

Troy Eichenberger
Tennessee Valley Authority



Financial Report: P&L Overview

REVENUES

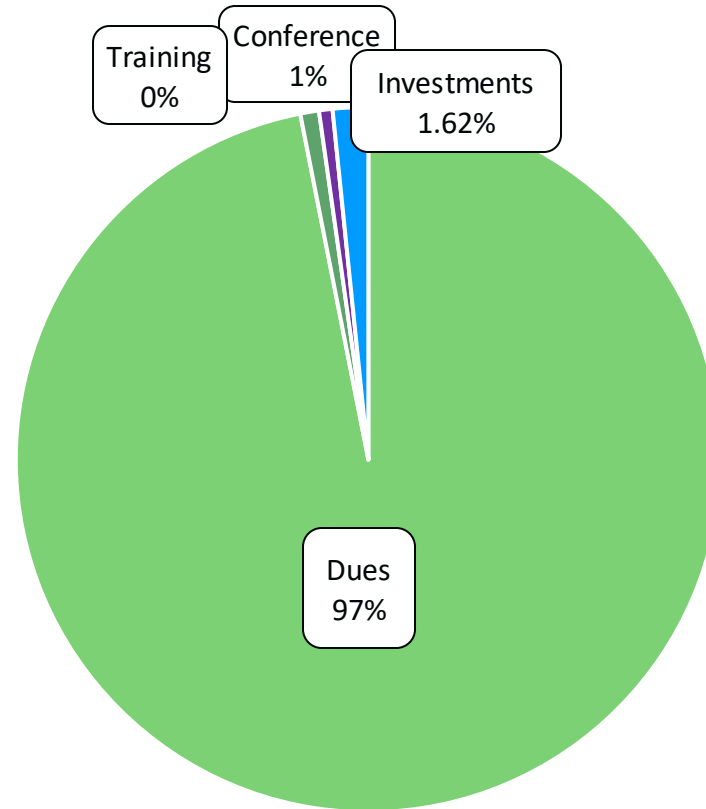
Dues	203,050
Conference	1,795
Training	1,295
Investments, Misc.	3,401
Total Revenues	209,541

EXPENSES

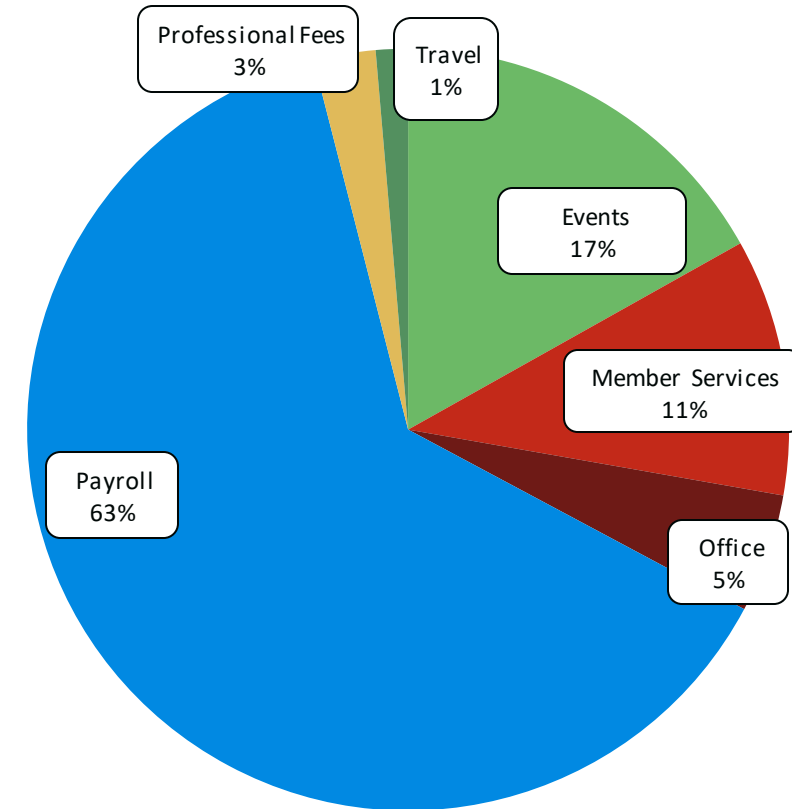
Events	26,733
Professional Fees	4,167
Member Services	17,278
Office	7,993
Payroll	100,172
Travel	2,158
Total Expenses	158,501

Net Income 51,040

REVENUES



EXPENSES



Based on statements as of March 31, 2023

Financial Report: Balance Sheet

ASSETS

Operating Accounts	\$280,562
Savings	\$481,689
Federal Payroll Tax Credits	\$0
Prepaid Expenses	\$4,572
<u>TOTAL ASSETS</u>	<u>\$766,823</u>

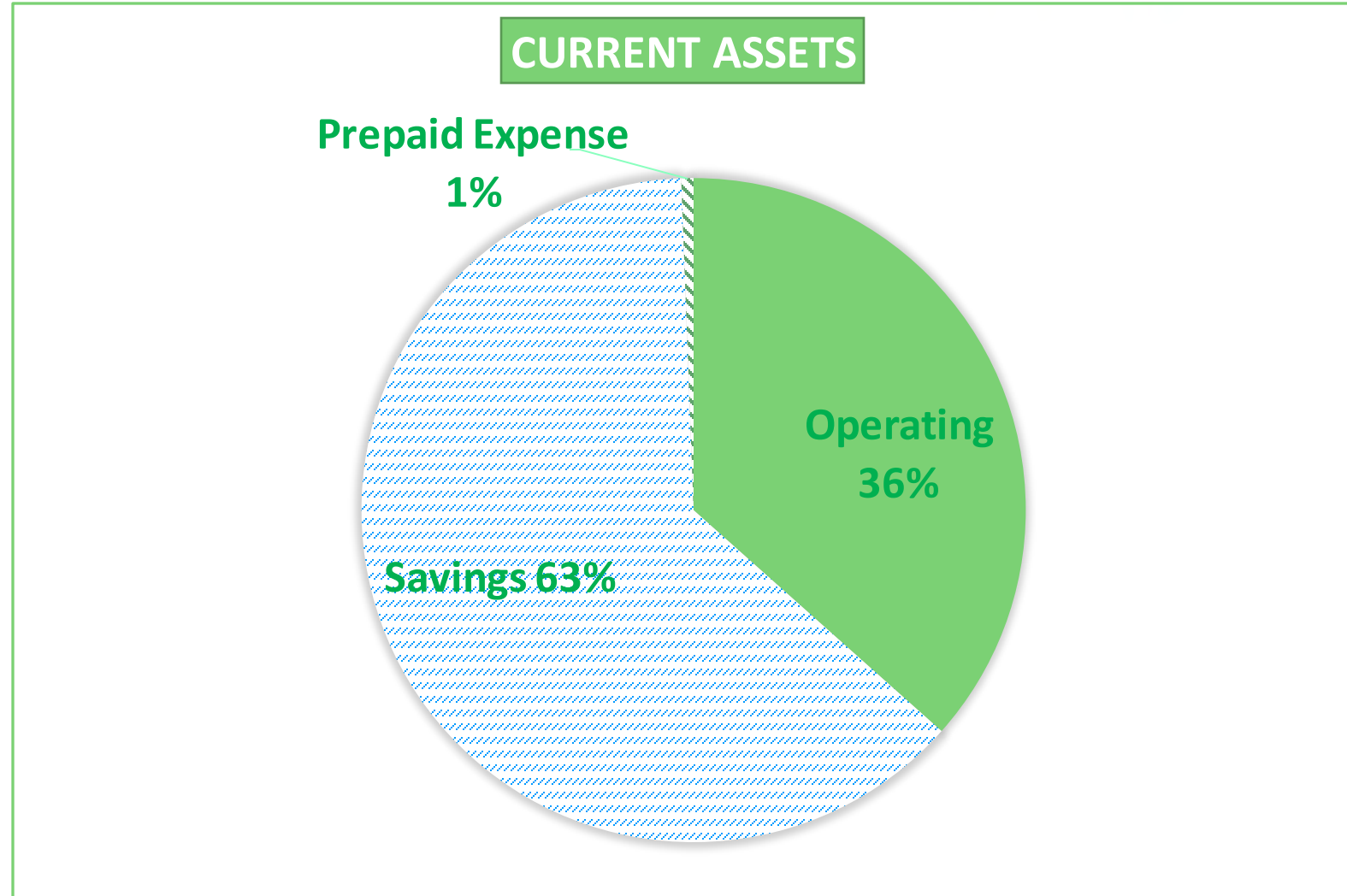
LIABILITIES AND EQUITY

Current Liabilities	
Account Payable	\$30,255
Credit Cards	\$3,767
Other	\$0
Wages Payable	\$0
Deferred Revenue	\$183,231
<u>TOTAL LIABILITIES</u>	<u>\$217,253</u>

EQUITY

Retained Earnings	\$498,530
Net Income	\$51,040
<u>TOTAL EQUITY</u>	<u>\$549,570</u>

TOTAL LIABILITIES AND EQUITY **\$766,823**



Based on statements as of March 31, 2023

Treasurer Report: 2022 Budget vs. Actual

	2022 Approved Budget	December 31 Actual	Variance	Percent of Budget
Income				
Conference Fees	\$ 460,000	\$ 462,833	\$ 2,833	101%
Membership Dues	\$ 558,000	\$ 635,544	\$ 77,544	114%
Interest Income	\$ 1,000	\$ 3,897	\$ 2,897	390%
Training Fees	\$ 42,000	\$ 29,284	\$ (12,717)	70%
Total Income	\$ 1,061,000	\$ 1,131,558	\$ 70,558	107%
Expenses				
Event Expense	\$ 500,000	\$ 567,812	\$ 67,812	114%
Total Member Services	\$ 119,200	\$ 104,775	\$ (14,425)	88%
Total Office Expense	\$ 76,200	\$ 65,048	\$ (11,152)	85%
Total Professional Fees	\$ 471,100	\$ 471,641	\$ 541	100%
Total Travel Expense	\$ 14,000	\$ 12,632	\$ (1,368)	90%
Total Expenses	\$ 1,180,500	\$ 1,221,908	\$ 41,408	104%
Net Operating Income	\$ (119,500)	\$ (90,350)	\$ 29,150	76%

Q1-Q4 actuals based on statements as of December 31, 2022.

Treasurer Report: 2023 Budget Overview

Annual budget process completed with Executive Committee:

2023 Approved Budget Total	
Income	
Conference Fees	\$ 650,000
Membership Dues	\$ 700,000
Interest Income	\$ 10,000
Training Fees	\$ 50,000
Total Income	\$ 1,410,000
Expenses	
Event Expense	\$ 659,400
Total Member Services	\$ 128,750
Total Office Expense	\$ 84,155
Total Professional Fees	\$ 492,280
Total Travel Expense	\$ 13,000
Total Expenses	\$ 1,377,585
Net Operating Income	\$ 32,415

- Monthly review of **financial statements**
- Reviewed **pricing strategy** for upcoming EV Symposium
- 2022 **Form 990** tax form filed
- Fiscal Committee **member appreciation** for the efforts and expertise of Laurie Duhan

Staff Remarks

Rich Philip, Executive Director

Judy Knight, Chief Development Officer

Monica Hammond, Operations & Member
Services Manager



Strategic Planning

Strategic Plan Update: Vision 2024

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

Historical

- Measured in new members
- Measured in financial reserves

Looking Ahead

- Examine multiple dimensions of growth
- Which dimensions resonate?
- How do we achieve them?

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



A

Spark DER as a
Grid Resource

Shepherd DER management
into a grid resource.

Updates

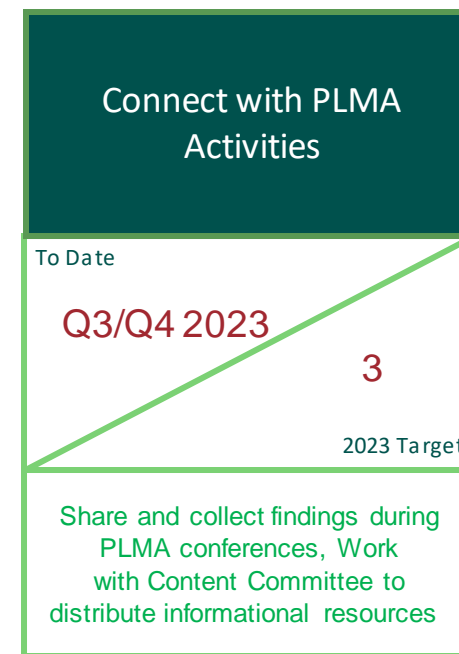
- ▲ Thanks to long time volunteers Rich Barone, Robin Maslowski, AJ Howard, John Powers, Laurie Duhan, Tom Hines, Ruth Kiselewich, Derek Kirchner!
- ▲ Thanks to new volunteers and experts Ali Ipakchi, Brian Lusher, Jeremiah Miller, Kajal Gaur, Katie O'Shea, Melissa Chan, Michael McMaster, Santosh Veda, Sameer Kalra!
- ▲ **Strategic Initiative Discussion** (member webinar): May 22, 2023
- ▲ **Wiley Climate & Energy Journal Editorial**: Expected in June 2023



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, CC Maurer, Rich Barone, Dave Alspector, Meg Campbell, Brian Grunkmeyer, Jeff Ihnen, Vanessa Richter

B

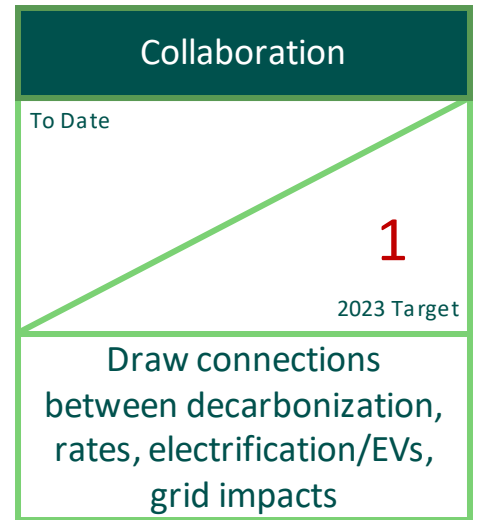
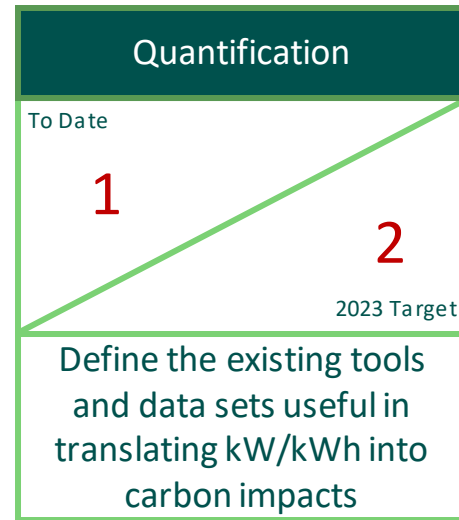
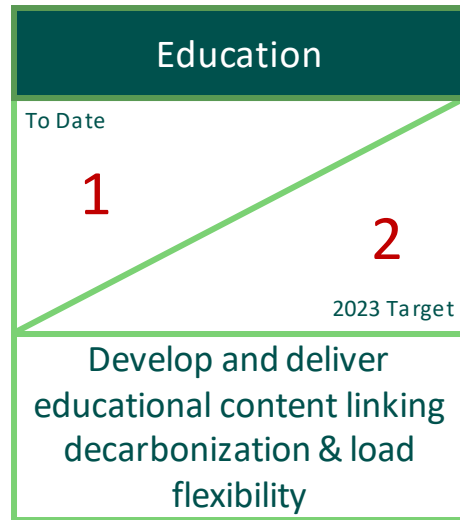
Decarbonization thru LM

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

- ▲ Clearly identify **market failures or hurdles** to developing sufficiently clear drivers and articulate the link between targeted load management and carbon reductions within the energy sector.
- ▲ Highlight how **optimized DER dispatch and time of day usage** can have compounding effects towards accelerated decarbonization.
- ▲ Continue to build an understanding of PLMA members' **awareness, interest and engagement** with decarbonization within their organizations.
- ▲ Offer **educational opportunities** that meet PLMA members where they are.



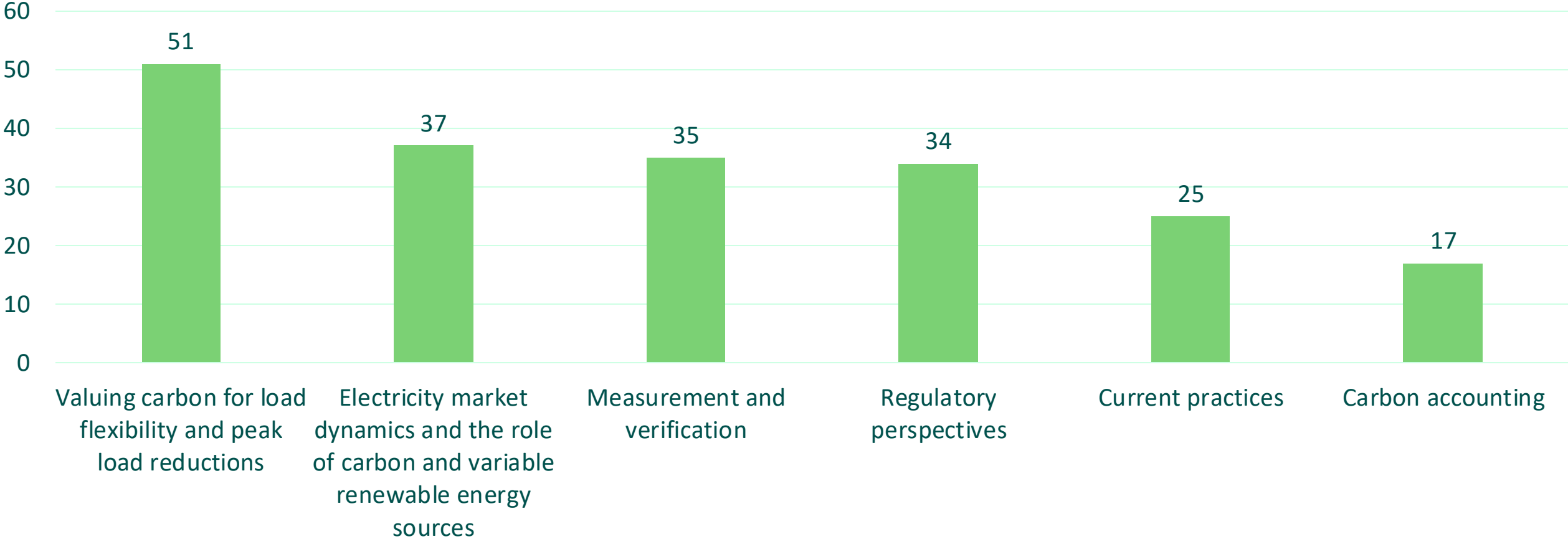
Metrics



46th Conference Survey Results



What aspects of decarbonization through load flexibility are you interested in learning more about over the next year?





PLMA Strategic Initiative C 2022-2024

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





**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.



Tasks with Deliverables (Thru 2024)



Diversity, Equity,
Inclusion

Metric	Timeline
Phase 1: Education & Planning	<ul style="list-style-type: none">• Identify and engage an external training/education provider• Identify areas for PLMA focus (e.g., age, BIPOC, disabilities, gender, gender identity, socioeconomic)• Establish DEI Framework, including timeline and phases of implementation for internal communications, policies, programming, and projects
Phase 2: Internal	<ul style="list-style-type: none">• Review of internal policies and opportunities for strengthening DEI aspects• Create and distribute informational and educational materials on DEI• Develop DEI statement, landing pages, resource center, toolkits, etc.
Phase 3: External	<ul style="list-style-type: none">• Establish timeline and key objectives of completion• Identify and discuss best practices for underserved communities in PLMA sessions, trainings, etc.• Create awareness surrounding industry needs and interest driven by DEI• Curate external content focused on equity of DEI incorporation and participation rates



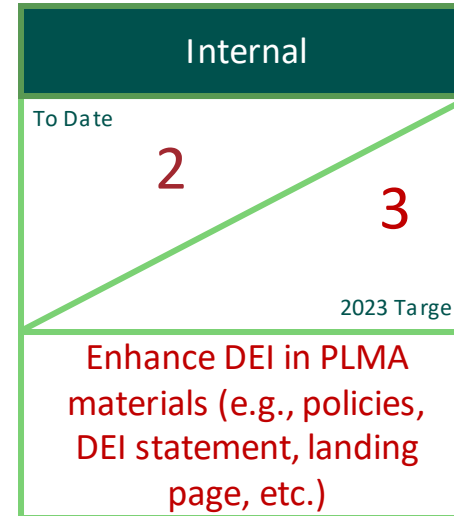
Metrics



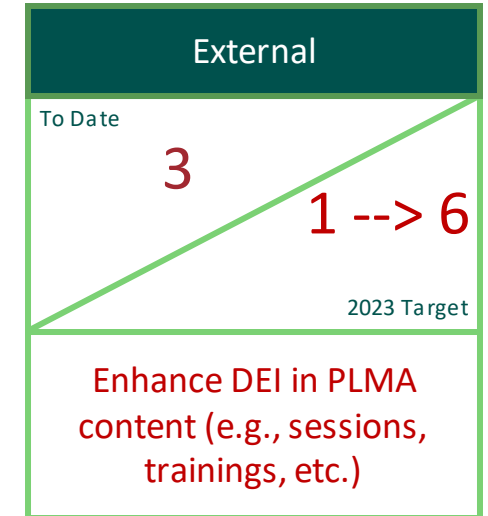
2023/2024



- Udemy training



- 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!



D

EV Impacts to the Grid

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

- Leverage efforts of EV IG (without taxing the volunteer co-chairs)
- Engage New Members
- Amplify learnings via a variety of channels
- Leverage efforts of other Strategic Initiatives, as opportunities are presented

D

EV Impacts
to the Grid

Tasks with Deliverables

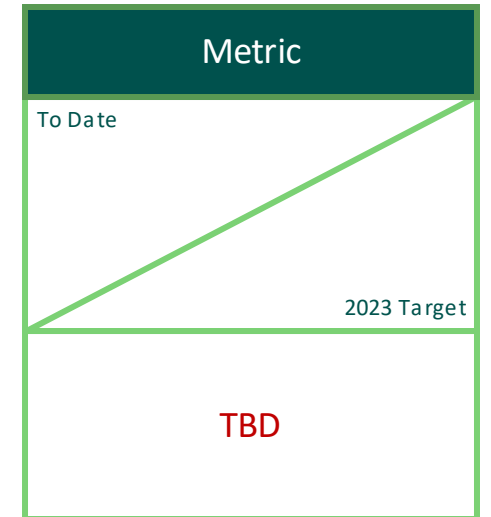
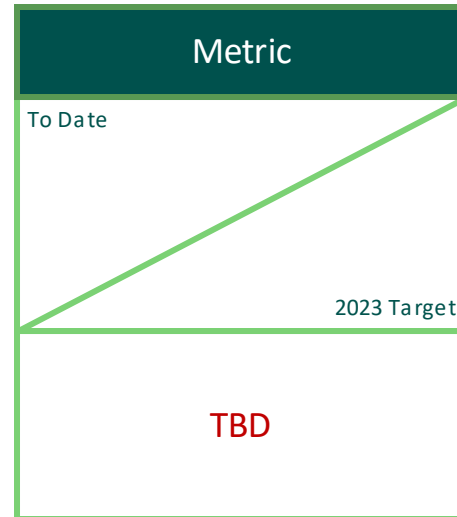
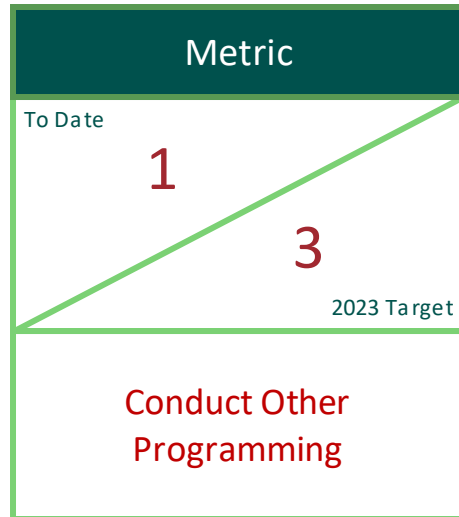
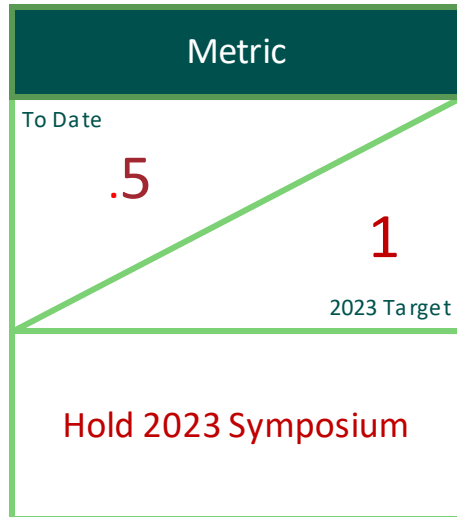
Metric	Timeline
One-Day Conference in 2023	Execute a one-day conference focused on Topics in EV Managed Charging
Additional Programming (these are ideas)	2-4 Load Management Dialogues, focused on EV topics Special Session at a future PLMA Conference on Wednesday afternoon Collection of Case Studies or a Newsletter



Metrics

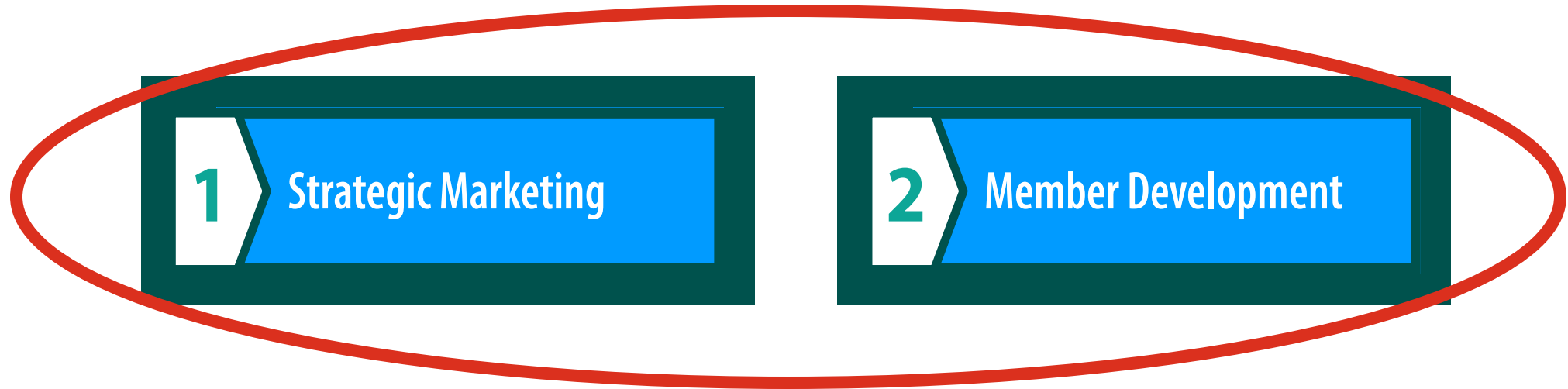
D

EV Impacts to the Grid



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**
- Postponing some Fall 2022 tasks for now
- Significant progress in building needed supports for both Op Imps



1 Strategic Marketing

PLMA Operational Imperative #1 2022 to 2024

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



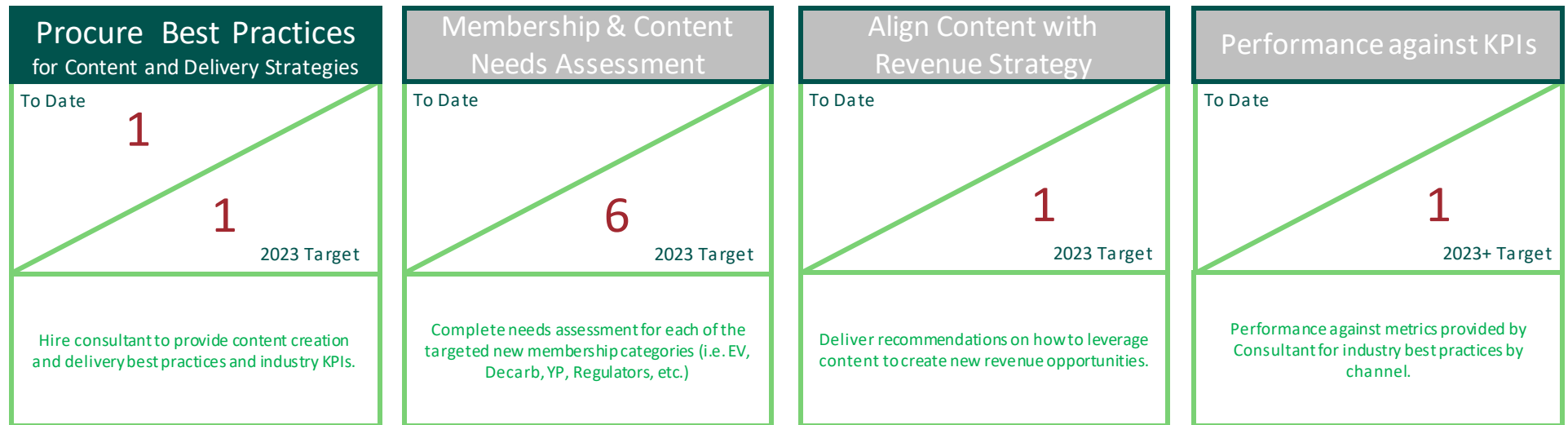
1 Strategic Marketing

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



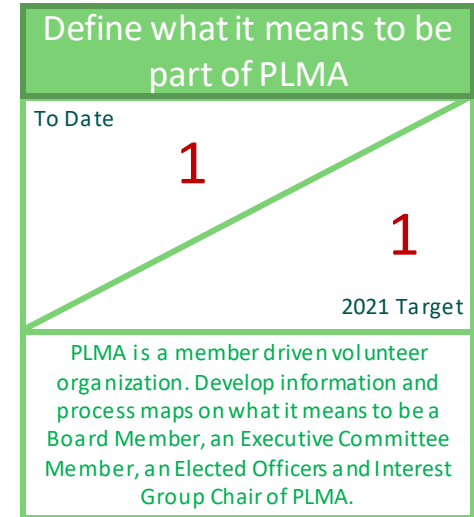
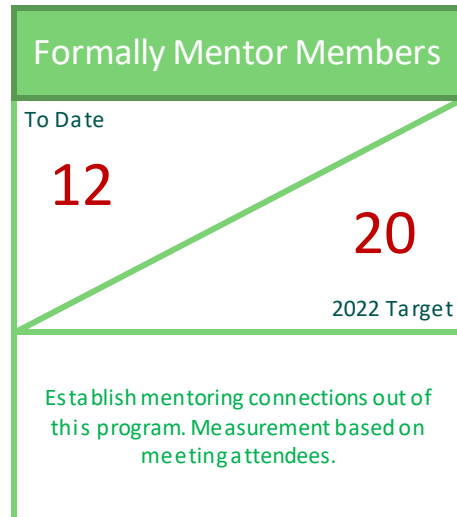
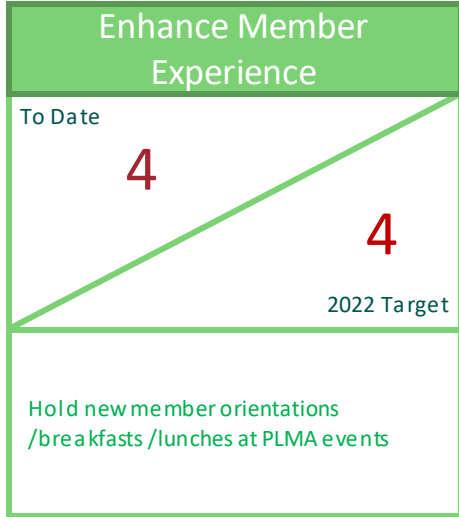
2 Member Development

PLMA Operational Imperative #2 2022 to 2024

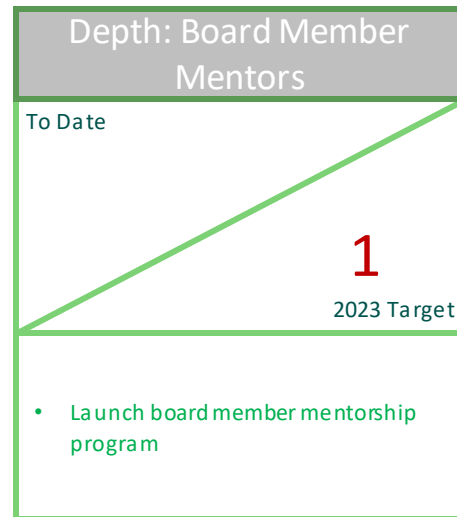
Taskforce Volunteers:
Jenny Roehm (lead), Justin Chamberlain,
Olivia Patterson, Rich Barone

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

2022



2023 - 24



Postponed

Postponed

Postponed

Call for New Business & Questions

Thank You PLMA Board Members!



Closing Comments

Rich Barone, PLMA Chair
Get Smart LLC



PLMMATM

The logo consists of the letters 'PLMMA' in a bold, dark teal, sans-serif font. A red line runs horizontally beneath the letters, starting from the left edge of the 'P' and ending at the right edge of the 'A'. The 'A' is stylized with a red triangle pointing upwards from its base, which is integrated into the red line.

Load Management Leadership