

Women in Demand Management Survey and Group Discussion



Melissa Knous
Duke Energy
PLMA Group Co-Chair



Lenore Zeuthen
Zeuthen Management Solutions
PLMA Group Co-Chair

Agenda

- Introductions & mission
- Survey findings
- Ideas for 2020
- Next steps



Mission

- Promote leadership roles by encouraging greater visibility, support, and recognition of women in the industry.
- Women and men working in the energy demand management industry are encouraged to join this group and be part of the ongoing dynamic conversation.
- **Women** – Gain knowledge and perspective on how to develop and further your career in DSM - an industry in which we still see few women in leadership positions. Enhance your network by getting to know other women in the field.
- **Men** – Increase your understanding of the issues women face in our industry to: improve your team's development and synergy, enhance your recruiting and management approach, and learn how to leverage the benefits of greater organizational diversity.



Survey overview

- 80 respondents
 - 63 women / 16 men / 1 non-binary
- 29% participated in pre-session event
 - 6.9 rating
- Top 3 motivators
 - Expand my network with other women 70%
 - Learn from the experiences of other female professionals
 - Hear more about the female experience and improve my management skills



Key findings

- Top 3 activities
 - Workshops/skill development 58%
 - Fireside chat
 - Panel discussion
- Top 3 topics
 - Challenges women experience/strategies for mitigating 64%
 - How to build, foster, manage diverse teams/develop female talent
 - Career progression to executive level positions



You're looking for...

- “How to navigate the industry for newer female entrants (like myself)”
- “Stories of diversifying the workforce”
- “Discussion on ways women can collaborate in the space and support each other”
- “How other women navigate through a male dominated field”
- “Understand the forms of unconscious bias”
- “Foster diverse workplace with creative thinkers.”
- “I want to learn more about building a diverse, multi-discipline pipeline of females. ”
- “Stereotypes in the industry and how to break them”
- “How to navigate motherhood as well as your career”
- “How to present ‘shape, shift, shed, and shimmy’ without the anxiety that the entire male audience is imagining me dancing naked on a pole”



Programming for distinct career stages

- Proposed activity
 - Survey to track career maturity, corresponding challenges - Fall 2019
 - How-to session featuring PLMA members – Spring 2020
- Topics to consider
 - Serving on boards and committees
 - Becoming a conference presenter
 - Being nominated for awards
 - Running for elected positions
- What's needed
 - Talent pool of women who have done the above
 - Planning sessions & empiric research



Workshop & skills development

- Proposed activity
 - Coaching session led by a professional trainer
 - Fall 2020 conference
- Topics to consider
 - Unconscious bias
 - How to develop a pipeline of female talent / diverse teams
 - Addressing and combatting stereotypes
 - Dealing with weirdness when you're in the minority (aka communication strategy)
- What's needed
 - Budget request
 - Search committee



Home city events

- 58% would like to attend a networking event in their city
- Proposed activity
 - Coordinate around PLMA schedule to piggyback on other events
 - Host happy hour (with food)
 - Spring 2020
- What's needed
 - Budget request (private room rental, food/beverage)
 - Hosts to facilitate introductions and interact with bar staff



Get involved

- Answers were anonymous, so contact us to
 - Help plan a pre-conference session
 - Become a speaker or moderator
 - Connect us to someone you know
 - Share your ideas!
- Melissa Knous Melissa.Knous@duke-energy.com
- Lenore Zeuthen lzeuthen@zeutheninc.com
- Join us at breakfast: 8am Monday, November 4th St. Petersburg
- Attend our session: 9-11am Monday, November 4th St. Petersburg



Coming Up Next:



Oct. 31 Using Marketplaces to Drive Demand Response Adoption and Participation

Nov. 4 Global Load Management Group Discussion simulcast



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

