

Demand Response for the Mass Market

November 14-16, 2011

Chattanooga Hotel, Chattanooga, TN

Peak Load Management Alliance (PLMA) and the Tennessee Valley Authority (TVA) have joined together to present a conference concentrating on the residential and small commercial markets for demand response. The conference will be held in Chattanooga, Tennessee and includes a field trip the afternoon of November 15 to TVA's Raccoon Mountain Pumped Storage Facility, the nation's largest energy storage site.

TVA is inviting all of their customer local power distributors to attend this conference at a greatly reduced registration fee. These distributors are being encouraged by TVA to utilize demand response as a resource and reliability tool. Since the bulk of the electricity usage in the region served by TVA is by mass market customers, the conference, while addressing all consumer segments, will focus on the residential sector.

With the huge emphasis being placed on mass market demand response by regulators, this conference has a broad appeal to utilities all across the country and of all sizes. Learn what works and what doesn't in developing demand response programs for the residential and small commercial markets. The latest technologies and implementation methods will be on display and explained as part of the conference. Program [More information about TVA](#)

Monday, November 14, 2011 Preconference Workshop, DR 101

[\(click here for program\)](#)

(separate registration fee required)

PLMA Fall 2011 Conference Preliminary Program

Tuesday, November 15, 2011

7:30 - 8:30 AM

Registration and breakfast

8:30 AM – **Opening Session**

Opening Welcome Keynote Speaker

John Trawick, Senior Vice President, Commercial Operations & Pricing, TVA

TVA DR Programs

Charles "Butch" Massey, General Manager, TVA

C&I DR Programs

Noel King, Senior Director, Utility Sales, EnerNOC

Initiating Customer Action

Moderator – Paul Tyno, Chairman of PLMA and Director, Utility Sales, Viridity Energy

Speakers - Jessica Strombeck, Executive Director, Smart Energy Demand Coalition

Empower Demand is an in-depth research project, comparing 100 pilots, according to 22 variables. The pilots were broken down into 460 samples and over 450,000 residential households were involved. The presentation will cover the main findings of Empower Demand and main lessons which can be drawn for achieving successful residential program rollout and uptake. It will also look at

methods for continued increase in program results through program development and layering services.

Patty Durand, Executive Director, Smart Grid Consumer Coalition (SGCC)

The results from a recently-completed research study of major utilities in the USA to determine the most effective methods of communication with residential customers regarding smart grid, energy efficiency and demand response will be presented. What messages resonate best with consumers?

Morning refreshment break, sponsored by Constellation Energy

NERC Reporting Requirements

Moderator - Ross Malme, Partner, Skipping Stone

Speaker - Clyde K. Melton, Engineer, North American Electric Reliability Corporation

Lunch

1:30 – 4:30, Field trip to TVA's [Raccoon Mountain Pumped Storage Facility](#)

5:30 – 7:00, Hosted Reception at Chattanooga Hotel

Wednesday, November 16

Technology Showcase

Moderator, Dave Hyland, Business Development Manager, Schneider Electric

In this session, as many as eight technology and implementation vendors will be given 10 - 15 minutes to present their innovative products and how they are utilized. Each of these organizations will be featured with a tabletop exhibit immediately outside the meeting room. Currently, there are still 3 spots available. Contact Elliot Boardman at (561)422-2244 for information.

As of October 17, 2011, participating organizations are:

EnerNOC

Cooper Power Systems

Schneider Electric

Mad Dash

Apogee Interactive

SCI Energy

Siemens

Alstrom

Comverge

Aclara

REGEN Energy

Intelligent Energy Information: Realizing the “Smart” Grid

Moderator Victor Jimenez, Sr. Director, Utilities Product Strategy, Oracle

Speakers,

Tony Richman, Nashville Electric Service

Srinivas Rajan, Veregy Consulting

Lunch

Economics: DR Value Proposition for Utilities

Moderator, Stuart Schare, Director, Navigant Consulting

Speakers

Eran Mahrer, APS (Director, Renewable Energy) – Planning and integration of DR, including as

a complement to renewables Mike Jacob, Progress Energy Carolinas – Avoided costs and the application of benefit cost tests for DR resources
Bruce Perlstein, Strategy, Finance & Economics, LLC – Quantifying the Benefits of DR Resources.

Integrating Demand Response and Energy Efficiency

Moderator, Ross Malme, Partner, Skipping Stone

Speakers:

Kelly Smith, Sustainability Program Manager, Johnson Controls

Jody Wigington, General Manager, Morristown Utilities Commission

Phil Davis, Senior Manager, Schneider Electric

Predictions of future developments in demand response

Mike Gordon, Joule Assets

5:30 –adjourn

[Registration](#)