



*"We joined PLMA because it's the "insiders" organization of demand management professionals who not only know what they are talking about but are also willing to share their knowledge."
Peter Weigand, Chairman & CEO, Skipping Stone.*

Who We Are

The Peak Load Management Alliance (PLMA) was founded in 1999 as a non-profit organization dedicated to the principles of demand side management, load shaping, and the integration of energy efficiency and demand response. Our membership represents a diverse collection of utilities, curtailment service providers, service and technology companies, industry consultants, and consumers.

Our Mission

PLMA strives to be an advocate of critical energy management initiatives – providing a community of expertise within a rapidly changing energy landscape. We maintain a constant focus on enhancing our ability to be the leading provider of information, education, research, and practitioner experience.

Why PLMA?

Helping you keep pace with the rapidly evolving energy industry. The demand for energy – and the complexities of providing it to consumers – is growing at unprecedented levels. Meeting peak load is no longer just a question of adding generation capacity. Utilities, Commercial Companies, Consultants, and Government Entities must navigate an array of rate programs, Demand Response incentives, communication, behavior changes, and adoption – while keeping pace with a rapid evolution of technology in a dynamic market.

PLMA is made up of industry leaders from a broad variety of energy market segments. Our goal is to enable long-term solutions and benefit energy consumers by sharing valuable knowledge, experience, and resources.

Smart appliances are the future



Education and expertise. PLMA is the oldest alliance in the industry, with the most diverse group of industry professionals. With your help, our members have and continue to shape the industry.

PLMA's membership includes energy professionals from investor-owned utilities, publicly-owned utilities, technology companies, retail energy providers, curtailment service providers, meter manufacturers, integrators, research organizations, not-for-profit groups, consultants, and more. Thanks to this broad set of experience, PLMA members can share our expertise, educate each other, and discuss innovative approaches to demand response programs, price and rate response, regional regulatory issues, legal challenges, and technologies as the industry evolves.

Contact: Elliot Boardman, Executive Director | (561) 422-2244 | eboardman@peaklma.com

www.peaklma.com



“The event was outstanding. I learned more from one panel than I generally pick up in the entire three or four days of other conferences. The panels should have been required viewing for anyone dealing even peripherally in demand response development, governance, or administration!”
Oracle Executive who attended a recent PLMA conference

Benefits of membership

Membership diversity: PLMA members represent a broad range of industries – from curtailment service providers to utility companies, consultants, technology providers, and equipment vendors. Participants in PLMA events include State Commissioners, Regulatory staff, ISO/RTO representatives, FERC and DOE spokesmen, as well as many non-members from organizations dealing with demand response.

Influence and perspective: Membership in PLMA entitles your organization to a seat on the PLMA Board of Directors. As a Board Member, you’ll have an industry platform to express your perspective and hear the views of others. In addition, you will gain insight into trends and developments that present business opportunities or best practice solutions.

Engaging events. PLMA offers a series of exciting and informative industry events. In 2010, we introduced *The Law of Demand Response* conference – the first in the industry to address the rapid changes in load management regulations. Members can also serve in various roles on the Marketing, Executive, and Event Planning Committees or as an officer of the Alliance.

Information repository: As a member, you will have central access to industry papers, studies, presentations and news articles through the “Members only” section of our website. In addition to links to industry organizations, state/federal regulatory bodies, and other related entities, you will have the ability to share and publish findings from your initiatives, seek feedback from peers, and research critical projects and programs.

Affiliate relationships with parallel organizations: PLMA has established alliances with other leading industry organizations, including *Utilimetrics*, *Smart Grid Consumer Collaborative*, and *Smart Energy Demand Coalition*. These relationships enable PLMA members to participate in an additional set of events and educational offerings, while allowing you to network with an unparalleled group of industry peers.

Recognition as a leader in demand response and responsible energy management practices: PLMA is acknowledged as the leading demand response and peak load management organization in the energy community. As an organization, we are regularly called upon to participate in critical discussions at the national level. As a member, you have the ability to participate with other leaders in the industry – and be recognized.

Rapid return on membership investment: As a member, you will have equal access to all PLMA benefits – regardless of your level of membership. In addition, we offer members conference and sponsorship fees far below industry norms.

It’s not always easy to differentiate yourself in a crowded field. Membership and active participation with the Peak Load Management Alliance demonstrates commitment to your craft that will be recognized by your clients and peers throughout the industry. Join today!



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