

From: Simon, Timothy A.  
Sent: 9/20/2012 9:22:28 PM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc:  
Bcc:  
Subject: Fwd: PLMA/PG&E fall 2012 conference

Good job!

Timothy Alan Simon  
Commissioner California Public Utilities Commission  
Chairman, NARUC Committee on Gas

Begin forwarded message:

**From:** Elliot Boardman <[eboardman@peaklma.com](mailto:eboardman@peaklma.com)>  
**Date:** September 20, 2012 8:13:23 PM PDT  
**To:** Timothy Simon <[tas@cpuc.ca.gov](mailto:tas@cpuc.ca.gov)>  
**Subject:** PLMA/PG&E fall 2012 conference  
**Reply-To:** Elliot Boardman <[eboardman@peaklma.com](mailto:eboardman@peaklma.com)>

**PLMA FALL 2012 Conference, sponsored by PG&E**

## **The Future of Demand Response and Its Drivin Factors**

**November 7&8, 2012  
Hilton Union Square Hotel , San Francisco, CA**

**The Peak Load Management Alliance (PLMA) and host utility Pacific Gas and Elec  
Company (PG&E) will examine the future direction of demand response (DR) along**

guest speakers from FERC, CAISO, ERCOT, PJM, and many others at this year's Fall conference, November 7-8 at the Hilton Union Square Hotel in San Francisco.

Industry practitioners and experts will review the driving factors that can help demand response customers, professionals, independent system operators (ISO's) and utilities with the ever-changing landscape of demand response and offer valuable insights and consultative advice on how to maximize program participation.

Topics to be covered include:

- Review of experiences and lessons learned by commercial & industrial and agricultural customers in the PG&E territory, moderated by Jonathan Burrows, Senior Product Manager Demand Response Technology Solutions, PG&E and Ed Saribay, Program Manager, PG&E
- Future direction of DR, moderated by Dick Preston, Director Demand Response, MW Consulting Corp.
- Fast DR, how important is it? Moderated by Ross Malme, Partner, Skipping Stone, LLC.
- Integration of renewables into planning, moderated by Greg Wikler, Director Regulatory Affairs, EnerNOC.
- DR market designs and regulatory progress, moderated by Peter Weigand, Chairman & Partner, Skipping Stone, LLC.
- Evolving roles of curtailment service providers (CSP's), moderated by Stuart Schare, Director, Navigant Consulting, Inc.
- DR and transmission and distribution (T&D) planning, moderated by Joe Childs, Director Software Solutions, EAS - Cooper Power Systems.
- Dynamic pricing, is it really coming? Moderated by John A. Troutman, Marketing Communications Manager, Comverge.

Who should attend?

The conference is intended for any organization with an interest in demand response and collaborating with leaders in the industry.

To register online, visit <http://www.plmastore.com> and click on conferences

#### **Preliminary Program:**

**Nov. 7**

8:00 - 8:15 Welcome, Paul Tyno, Chairman of PLMA

8:15 - 8:45 Welcome from PG&E

8:45 - 10:15 Lessons Learned from DR Programs - Jonathan Burrows, PG&E

10:15 - 10:30 Break

10:30 - 12:00 Customer Experiences with DR - Ed Saribay, PG&E

The customer is at the root of Demand Response MW delivery, so if the customer comes

through, the MW's show up. Listen to the demand response experiences of some large Commercial & Industrial and Agricultural customers from the PG&E territory on this ill panel. Hear how panelists convinced themselves to engage in demand response, their preparedness for load shedding, and what they experienced during events. Find out how feel about demand response, how satisfied they are, and what doesn't work so well for th 90 minutes, including Q&A.

12:00 - 1:00 LUNCH

1:00 - 2:30 Future Direction of DR - Dick Preston, MW Consultants

How will demand response evolve in the future? Will AutoDR be the wave of the futu  
Will residential customers be an important partner in demand response programs?

This session will address these and other important questions regarding the future of DI

2:30 -2:45 Break

2:45 - 4:15 Fast DR, How Important is It? - Ross Malme, Skipping Stone

This session panel will discuss the evolution of Fast Acting Demand Response , its applications and utility experience with deployment.

Speakers:

Sila Kilcote - Lawrence Berkeley National Laboratories

Angie Eide - Hawaiian Electric Company (Invited)

John Hernandez - Pacific Gas and Electric Company (Invited)

4:15 - 5:30 DR vendor presentations - Joe O'Malley, Mad Dash

5:50 - 7:00 Reception

### **Nov. 8th**

8:00 - 9:30 Integration of Renewables into Planning - Greg Wikler, EnerNoc

This session will address how demand response programs are beginning to be utilized complement to renewable resources in order to manage the variability of those resources

Speakers:

Bruce Perlstein - Navigant Consulting

Lee Hall - Bonneville Power Administration (Invited)

Phil Lusk - City of Port Angeles, Washington

9:30 - 9:45 Break

9:45 - 11:15 DR Market Designs & Regulatory Progress - Peter Weigand, Skipping Sto  
The panel will present an update on various demand response market designs and regula progress. Following the update presentations, panelists will engage the audience in a fac discussion regarding the different approaches taken and why, what is working and isn't, regional and national barriers and issues and how they see future market design and regu processes unfolding.

- CAISO

- ERCOT
- PJM (Andy Ott)
- NARUC (Jeanne Fox - NJBPU-chairwoman)
- NAESB (Rae McQuade)
- FERC (David Kathan)

11:30 - 1:00 LUNCH

1:00 - 2:30 The Evolving Roles of CSP's - Stuart Schare, Navigant Consulting  
 Curtailment service providers (CSP's) have been critical to the success of demand response programs. As the industry evolves and changes, will the role of CSP's grow or be diminished. A panel of experts will discuss this issue.

2:30 - 2:45 Break

2:45 - 4:00 DR and T&D Planning - Joe Childs , Cooper Power Systems  
 This session will incorporate presentations from four utilities followed by a lively discussion  
 Session Questions:  
 \* How are DR resources incorporated into the T&D Planning Process?  
 \* What are the barriers to the effective use of DR resources in the Planning Process and how have you overcome the barriers?  
 \* How much effort are you putting in your Integrated Resource Plan (IRP) to include DR?  
 \* What actors/regulations are the primary forces behind integrating DR in your IRP?  
 \* What needs to be done to make DR resources a better IRP element?

4:00 - 5:15 Dynamic Pricing, Is it Really Coming? - John Troutman, Converge  
 This panel will discuss the status of current dynamic pricing programs and will offer their opinions as to the future.

**To register online, visit <http://www.plmastore.com> and click on conferences**

There will be a limited number of tabletop exhibits available at the event. For more information, contact Joe O'Malley at [jmomalley@maddash.com](mailto:jmomalley@maddash.com)

For sponsorship opportunities, contact Elliot Boardman at [eboardman@peaklma.com](mailto:eboardman@peaklma.com)

The conference will be held at the Hilton Union Square Hotel in San Francisco, CA. **Experience the unforgettable in the heart of historic Union Square at a truly treasured downtown San Francisco hotel. Explore the city's most storied and timeless neighborhoods, just steps away from Chinatown and Nob Hill. Indulge in delectable dining, the best shops and boutiques in town, and take in the vibrant energy of this iconic Union Square hotel.**

**[Click here](#) to reserve your room for our very special rate of \$239/night.**

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