



**A NATIONAL TOWN MEETING ON DEMAND RESPONSE AND SMART GRID**  
**MAYFLOWER HOTEL, WASHINGTON, DC — JUNE 23 & 24, 2010**

*Demand Response Coordinating Committee*

## **2010 National Town Meeting on Demand Response & Smart Grid**

**June 23 – 24, 2010  
Mayflower Hotel, Washington, DC**

### **Preliminary Agenda**

**Wednesday, June 23, 2010**

**7:00 a.m.**

**Registration Opens**

**Breakfast with the DRCC**

*DRCC members will host breakfast tables and facilitate discussion among attendees.*

**8:00 – 8:30 a.m.**

**Welcome and Keynote Remarks**

**Delegate Voting**

*Attendees will have an opportunity to let their opinion be known on a number of topics and issues in the area of demand response and smart grid*

**8:30 – 9:45 a.m.**

**Roundtable #1 – Policymakers Talk Smart Grid Policy**

*Legislative and regulatory developments are occurring at a rapid pace in Congress and at FERC, DOE, NIST, FCC and the White House. The States are also active. This session will tell you what you need to know*

*about what is happening now and what is coming down the road.*

**John Norris**

Commissioner, Federal Energy Regulatory Commission

**Pat Hoffman**

Assistant Secretary, Office of Electricity Delivery and Energy Reliability, Department of Energy

**Paul Centolella**

Commissioner, Public Utilities Commission of Ohio

**John Jimison**

Sr. Counsel, House Energy and Commerce Committee

**Nick Sinai**

Energy and Environment Director, Federal Communications Commission

**9:45 – 10:45 a.m.**

**Roundtable #2 – The Industry Speaks**

*This session will focus on how the depth and breadth of the DR and SG space has grown and expanded, and where it may go in the future. Participants will talk about what trends they see and what they see in the future in terms of convergence, new developments, etc.*

**Michael D. Picchi**

Executive Vice President and CFO, Comverge

**William Davis**

Executive Director, Public Sector Industry & Mobility Application Solutions, AT&T

**Paul DeMartini**

Chief Technology Officer for Smart Grid, Cisco

**Tim Healy**

CEO, EnerNOC

**Delegate Voting**

*Attendees will have an opportunity to let their opinion be known on a number of topics and issues in the area of demand response and smart grid*

**10:45 – 11:00 a.m. Break**

**11:00 a.m.-12:15 p.m. Roundtable #3 – Views and Predictions**

*Demand Response and Smart Grid have come a long way in a short time. This session will focus on the emergence of a new body of demand response and smart grid policy, a smart grid industry and a new world for utilities.*

**Jon Wellingshoff**

Chairman, Federal Energy Regulatory Commission

**Tom King**

President, National Grid

**Malcolm Unsworth**

CEO, Itron

**Peter Fox-Penner**

Principal and Chairman Emeritus, Brattle Group

**Michael Morris**

Chairman, President, & CEO, AEP

**12:15 – 1:30 p.m. Lunch**

**1:30 – 2:45 p.m. Roundtable #4 – Implementing the National Action Plan on Demand Response**

*The National Action Plan will have been sent to Congress the week before the Town Meeting. This session will start with a review of the Plan and then will focus on the implementation of the Plan in the coming months – with particular emphasis on consumer education and communication.*

*In addition to hearing from various experts, attendees will have a chance to use the Town Meeting electronic*

*voting system to provide input on which parts of the Plan deserve priority for implementation. They will also help identify existing resources and efforts that should be tied into the Plan.*

## **Implementing the Plan – The Consumer**

*The realization is settling in that a basic tenet of the Smart Grid is to involve the demand side of the equation such that the entire electricity system is optimized.*

*The National Action Plan recognizes that customer education and communications will be critical to developing consumer acceptance and participation.*

*What do we know about the consumer when it comes to Smart Grid? What do we need to find out?*

*What are they telling us? How do we communicate with them?*

### **Jamie Wimberley**

President, EcoAlign

### **Richard Walker**

CEO, Control4 Energy

### **Steve Delp**

Chief Operating Officer, Best Buy

### **Judith Schwartz**

President, To the Point

### **Mike Gordon**

Founder and Chief Strategy Officer, CPower

### **Seth Kiner**

Director, Customer Experience Management and Marketing, SCE

### **Chris King**

Chief Strategy Officer, eMeter

**Derek Kirchener**  
Principle Analyst, Strategic Marketing, DTE

**Mary Healey**  
President, NASUCA

Consumer Counsel, Connecticut Office of Consumer  
Counsel

**2:45 – 3:15 p.m.**

**Break**

**3:15 – 3:45 p.m.**

**Roundtable #4 (Continued)**

**Resumption of Roundtable  
Delegate Voting**

*Attendees will have an opportunity to let their opinion  
be known on a number of topics and issues.*

**3:45 – 5:00 p.m.**

**Roundtable #5 – The Broader View**

*As Demand Response and Smart Grid grow and  
expand, the intersection with other energy areas is  
becoming clearer and firmer. Also, the growth and  
expansion is not just a U.S. phenomenon, and in fact  
the question of who has the lead may be an open  
one.*

**Warwick Stirling**  
Global Director of Energy, Whirlpool

**Bob Gilligan**  
Vice President, Digital Energy, GE

**Kevin McDonough**  
General Manager, Utility Solutions, Honeywell

**Bracken Hendricks**  
Senior Fellow, Center for American Progress

**5:30 – 7:00 p.m.**

**Reception**

*One of Washington, DC's newest and most interesting venues – the Newseum – will once again be the location.*

**Thursday, June 24, 2010**

**7:30 a.m.**

**Registration Opens**

**Continental Breakfast**

**8:30 - 9:30 a.m.**

**Roundtable Session #6 – The Round-Up**

*This session will be comprised of a number of brief reports from RTO/ISO representatives and representatives from a diverse group of states on what is new in their world in the areas of demand response and smart grid. This session will give attendees a quick overview of what is happening in these areas across the nation. Here are some of the people who will be reporting:*

**Henry Yoshimura**

Director, Demand Response, ISO-NE

**Susan Covino**

Director, Demand Response, PJM

**Todd Hillman**

Executive Director, Midwest ISO

**Mark Gaines**

Director of Demand Response, San Diego Gas & Electric

**Emma Bassein**

Manager, Smart Grid, NYSERDA

**Rick Voytas**

Manager, Energy Efficiency and Demand Response, Ameren

**Angie Beehler**

Senior Director, Energy Regulation/Legislation, Wal-Mart

**9:30 – 9:50 a.m. Break**

**9:50 – 11:00 a.m. Breakout Sessions**

**Session A – Texas**

*Few places rival Texas as a place where Demand Response and Smart Grid are unfolding in real time. This session will focus exclusively on what is happening there and what lessons are being learned.*

**Brewster McCracken**

Executive Director, Pecan Street Project

**David Dollihite**

Vice President, Home Energy Services, Direct Energy

**Christine Wright**

Senior Analyst, Competitive Markets Division, Public Utility Commission of Texas

**Mark Carpenter**

Chief Information Officer, Oncor

**Session B – Technologies and Applications**

*This session will involve presentations that demonstrate the many different technologies that come into play in the delivery of demand response and smart grid programs and activities – and where technology is headed.*

**Allen Friefeld**

Senior Vice President of External Affairs, Viridity

**Arshad Mansoor**

Vice President, Power Delivery & Utilization, Electric Power Research Institute

**James Dagley**

Vice President, Channel Marketing and Strategy, Johnson Controls

**Kevin Evans**  
CEO, EnergyConnect

**11:05 a.m. - 12:15 p.m. Breakout Sessions**

**Session C – Programs and Practices**

*This session will include presentations on programs concluded or underway and will attempt to convey information that those seeking to embark on DR and Smart Grid activities are looking for.*

**Steve McCarty**  
Director, Demand Response, PG&E

**Howard Smith**  
Manager, Load Management, Southern Company

**John Sterling**  
Consultant, Smart Grid Programs, Arizona Public Service

**Session D – Interoperability**

*This session will focus on two of the hottest policy and business issues for the smart grid. Presentations will be made by some of the acknowledged thought leaders in these areas as well as federal policymakers responsible for putting new policies in place.*

**George Arnold**  
National Coordinator of Electricity Standards, National Institute of Standards and Technology

**Erich Gunther**  
Administrator, Smart Grid Interoperability Panel (SGIP)

**Tony Giroti**  
Chairman and CEO, Bridge Energy Group

**12:15 – 1:30 p.m.**

**Lunch**

**1:30 – 2:30 p.m.**

**Breakout Sessions**

## **Session E – Customer Behavior and Acceptance**

*While the focus on consumers is ramping up rapidly, it is not starting from scratch. There have been a lot of pilots and programs and they have yielded important information. This session will focus on what these efforts have found out and what it will mean for the design and delivery of future efforts.*

### **Steve George**

Principal Consultant, Freeman, Sullivan & Co.

### **Chuck Goldman**

Group Director, Lawrence Berkeley National Laboratory

### **Sanem Sergici**

Senior Associate, Brattle Group

## **Session F – Electric Vehicles**

*There appears to be some degree of consensus that the biggest potential “game changer” in the world of demand response, smart grid and the utility sector is electric vehicles. This session will provide a window into what is happening in that space and what it may mean.*

### **Tim Enwall**

President, Tendril

### **Hugh McDermott**

Vice President of Global Utilities and Energy, Better Place

### **Ralph Masiello**

Senior Vice President, Kema

**2:35 – 3:00 p.m.**

**Closing Session**

**Town Meeting Review**

**Release of information and input collected**

## **Next steps on the National Action Plan**

### **DR and Smart Grid Index**