



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**

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 Opening 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

Principal Deputy 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

Vice President and Chief Technology Officer for Smart Grid, Cisco

Tim Healy

CEO, Chairman, and Co-Founder, EnerNOC

Bob Gilligan

Vice President, Digital Energy, GE

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?

David Kathan

Office of Energy Policy and Innovation, Federal Energy Regulatory Commission

Jamie Wimberley

President, EcoAlign

Richard Walker

CEO, Control4

Steve Delp

Chief Operating Officer, Best Buy

Judith Schwartz

President, To the Point

Gary Fromer

CEO, CPower

Seth Kiner

Director, Customer Experience Management and Marketing, SCE

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.

Chris King

Chief Strategy Officer, eMeter

Tom Catania

Vice President, Government Relations, Whirlpool

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-New England

Susan Covino

Director, Demand Response, PJM

Todd Hillman

Executive Director, Market Development & Services,
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 – 10:00 a.m.

Congressman Ed Markey (D-MA)

Chair of the House Select Committee on Energy
Independence & Global Warming

Chair of the House Energy and Commerce
Committee's Energy & Environment Subcommittee

10:00 – 10:15 a.m.

Break

10:15 – 11:15 a.m.

Breakout Sessions

Session A – Texas

(Grand Ballroom)

*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.*

Moderator

Ward Camp

Vice President, Regulatory and Environmental Policy,
Landis+Gyr

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
(East Room)

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.

Moderator

Tony Abate

New York State Energy Research and Development Authority

Allen Friefeld

Senior Vice President of External Affairs, Viridity

Arshad Mansoor

Vice President, Power Delivery & Utilization, EPRI

James Dagley

Vice President, Channel Marketing and Strategy, Johnson Controls

Kevin Evans

CEO, EnergyConnect

11:20 a.m. - 12:25 p.m. Breakout Sessions

Session C – Interoperability
(Grand Ballroom)

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.

Moderator

Michael Jung

Policy Director, Silver Spring Networks

George Arnold

National Coordinator of Electricity Standards, National Institute of Standards and Technology (NIST)

Erich Gunther

Administrator, Smart Grid Interoperability Panel (SGIP)

Tony Giroti

Chairman and CEO, Bridge Energy Group

Session D – Programs and Practices

(East Room)

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.

Moderator

Billy Berny

Manager, Demand Response, AEP

Steve McCarty

Director, Demand Response, PG&E

Howard Smith

Manager, Load Management, Southern Company

John Sterling

Consultant, Smart Grid Programs,
Arizona Public Service

Milton Holloway

President & COO, Center for the Commercialization of Electric Technologies

12:30 – 1:30 p.m.

Lunch

1:30 – 2:30 p.m.

Breakout Sessions

Session E – Customer Behavior and Acceptance

(Grand Ballroom)

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.

Moderator

Larry Oliva

Director, Tariff Programs, SCE

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

(East Room)

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.

Moderator

Tony J. Tewelis

Manager, Smart Grid Programs, Arizona Public Service

Tim Enwall

President, Tendril

Rob Bearman

Director Global Energy Alliances, 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