



For Immediate Release

Ross Malme to Moderate at PLMA Meeting

Atlanta, GA 11/09/2011 – Energy Markets Consulting firm, Skipping Stone, today announced that Ross Malme, Skipping Stone Partner, will be moderating two sessions at the upcoming Peak Load Management Alliance (PLMA) meeting to be held at the Chatanooga hotel in Chattanooga, TN, on November 15th and 16th, 2011. The meeting is being hosted by the Tennessee Valley Authority (TVA).

The first session panel will discuss the recently implemented North American Electricity Reliability Corporation (NERC) Demand Response Availability Data System (DADS) which went live in October of this year. NERC will use DADS to track the total number of enrolled customers and megawatts of load in reliability-based demand response programs, as well as the performance of those programs. This data will be used by NERC to understand how demand response is being used as a tool for electricity grid reliability and to set standards.

Malme says, "DADS is a prime example of how important demand response has become as a reliability resource to the grid. Demand side resources are swiftly becoming the preferred way to address growing peak demand in the US. This session will highlight how NERC is rolling out DADS and the reporting requirements by balancing authorities, utilities and other parties offering reliability based demand response programs."

The second session being moderated by Mr. Malme will be "Integrating Demand Response and Energy Efficiency." Panelists will include Kelly Smith, Sustainability Manager for Johnson Controls; Jody Wigington, General Manager of Morristown Utilities Commission; and Phil Davis, Senior Manager at Schneider Electric.

"Traditionally energy efficiency and demand response have been positioned and marketed as separate offers," says Phil Davis, "increasingly these two offers can be combined to provide a more integrated solution with a much higher return on investment to the end customer. This improves grid reliability, sustainability and a seamless integration with Smart Grid."

For more information about the PLMA fall conference and registration information please see PLMA website www.peaklma.com

About Skipping Stone

Skipping Stone is a different kind of energy consulting company. All of our consulting resources have worked as executives in the energy industry and now choose to consult. Our specialty is collaborating with clients on ideas, strategies and tactics and then providing the array of complementary services required to turn those ideas into successes. From the drawing board to the P&L, we measure every engagement based on our clients' success metrics.

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About the Peak Load Management Alliance

PLMA is a diverse organization representing numerous demand response entities including utility companies, energy retailers, curtailment service providers, technology developers, equipment manufacturers, research groups and energy consultants.

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