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SGCC Director Patty Durand Will Lead Consumer Smart Grid Communications Panel at Smart Grid RoadShow

Utility and industry communicators will share “Tales from the Trenches” in discussion May 4 in Chattanooga

ATLANTA - May 3, 2011 -- Smart Grid Consumer Collaborative (SGCC) Executive Director Patty Durand will moderate a panel discussion “Tales from the Trenches: An Industry Communicators Panel,” Wednesday, May 4 at the Smart Grid RoadShow in Chattanooga, Tennessee.

“Watch the headlines and you’ll see how fast the smart grid era is bringing new challenges for energy industry and utilities professionals seeking to engage consumers,” said Durand. “These panelists will share lessons they’ve learned from the front lines of industry communications. It should be a great learning experience for all.”

Panelists will include:

- Duke Energy’s Communications Manager Paige Layne
- Austin Energy’s Marketing Communications Consultant Elaine Herrmann
- EPB’s Vice President of Communications Danna Bailey
- SmartMark Communications’ CEO Juliet Shavit

“Tales from the Trenches” runs from 2:30 to 4 p.m. in the amphitheatre of the Chattanooga Hotel on May 4, the first day of the two day conference.

Durand heads up the Smart Grid Consumer Collaborative, a nonprofit whose mission includes supporting positive communications between energy providers and consumers in an era that is rapidly changing the traditional relationship and presenting numerous challenges and opportunities for growth.

About the Smart Grid Consumer Collaborative (SGCC)

The SGCC is a consumer focused nonprofit organization aiming to promote the understanding and benefits of modernized electrical systems among all stakeholders in the United States. Membership is open to all consumer and environmental advocates, technology vendors,

research scientists, and electric utilities for sharing in research, best practices, and collaborative efforts of the group. Join @ www.smartgridcc.org.

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