



# 2016

# MEMBERS MEETING & Interactive Workshop

Chicago, Illinois | September 21–22, 2016

Hosted by **ComEd** Chase Tower | 10 S. Dearborn Street, Chicago, IL 60603 | 48th Floor

**REGISTER NOW**

## DAY ONE

### 8:00 – 9:00 **Registration & Breakfast**

#### 9:00 **Opening Remarks from SGCC's Board Chair John McDonald**

**John McDonald**, SGCC Board of Directors Chairman and SmartGrid Business Development Leader – North America, Global SmartGrid Strategy Group at GE Grid Solutions will discuss key smart grid market trends and impacts for stakeholders to think about.

#### 9:10 **SGCC Year-In-Review: Top Key Takeaways from Research, Education & Outreach**

Find out what projects and endeavors SGCC's committees have been working on this year. This session will provide an overview into SGCC's unique committees: Research, Education & Outreach. Committee chairs **Bernard Lecours** – Director, Strategic Marketing at GE Energy and **Gomathi Sadhasivan** – Senior Consultant, Policy Advisory and Research at DNV GL will present top takeaways accomplished by the committees this year.

#### 10:00 **Keynote One: Anne Pramaggiore**

Hear from **Anne Pramaggiore**, President and CEO of ComEd. Learn about what ComEd has planned for consumers in the future.

#### 10:45 **Break**

#### 11:00 **Snake Pit- Changing Utility Pricing Structures: What's Better for Consumers: Residential Demand Rate vs. Volumetric Flat Rate vs. Time Varying Rates**

**Liz Coyle** – Executive Director at Georgia Watch, **Stefanie Layton** – Director, Revenue Requirements at Arizona Public Service, **Mark Brown** – Senior Customer Programs Officer at Fayetteville Public Works Commission, and **Sanem Sergici** – Principal at The Brattle Group bring their unique points of view about the best way to approach issues related to changing how customers pay for electricity. Should customers who use more expensive power during the day pay extra? How can low-income customers be protected from expensive electricity prices while the industry makes needed reforms to price electricity accurately? Different rate plans will compete in the SGCC Snake Pit in the style of TV's Shark Tank. In the end, the audience will choose who survived the Snakes and will emerge from the Pit crowned SGCC Snake Pit winner and receive fabulous prizes.

#### 12:00 **Power Networking Luncheon**

Attendees form new connections with SGCC's diverse group of members.

#### 1:00 **Strategic Dialogues: SGCC Committee Breakout Session – Part One**

Let your voice be heard and influence the work that SGCC delivers. The breakout sessions will provide attendees the opportunity to discuss the ways to collectively understand consumers and strengthen consumer knowledge of the smart grid.

- > Increase consumer understanding — (Research)
- > Strengthen consumer knowledge — (Education & Outreach)

#### 2:00 **Meet the Board! Speeches, Election and Installation**

Current SGCC Board of Directors will be introduced and board candidates share the reasons why they are well-positioned to serve in the organization's leadership; attendees cast their votes and the elected are formally instated.

#### 2:25 **Awarding Those Who Make a Difference – Awards Presentation**

Each year we honor a few volunteers that stand out in their achievements with SGCC.

## DAY ONE - continued

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### 2:45 Recap and Preview of Day 2 from SGCC's President & CEO Patty Durand

### 3:00 – 5:30 Smart Energy Hub Tour

Bring concepts of energy to life in an exciting place where abstract concepts become real...the Smart Energy Hub at the ComEd Chicago Training Center. Attendees will be shuttled to the ComEd Chicago Training Center, 3536 S Iron St, Chicago, IL 60609.

### 5:30 – 7:30 Networking and Cocktail Reception

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## DAY TWO

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### 8:00 – 8:30 Breakfast

### 8:30 Keynote Two: Mike McMahan

Mike McMahan, Vice President of AMI Implementation at ComEd will discuss opportunities and challenges related to grid modernization and consumer expectations. He will share ComEd's perspective on emerging trends and threats utilities face today and in the future.

### 9:15 ComEd's Million Thermostat Program

Hear from Val Jensen – Senior Vice President, Customer Operations at ComEd, and Hannah Bascom – Business Development Director at NEST about using smart thermostats to transform customer perception of the utility EE programs and to set the foundation for a new generation of services. We will discuss the consumer messaging and marketing that has been done and hear the initial results of the project.

### 9:45 Establishing a Game Plan: Exploring SGCC's Strategy

Where is SGCC going in the future and how are we keeping up with today's ever-changing consumer? Hear from SGCC Board members on the strategic plan and future goals for the organization. This is also a time to provide you own thoughts on whether SGCC is tackling the right issues.

### 10:15 Customer Engagement Success Across the Nation

Hear from Justin Chamberlain – Product Manager, Demand Response at CPS Energy, Jason Cigarran – Vice President, Corporate Marketing and Communications at Comverge, Julee Cunningham – Director, Communications & Marketing at Snohomish County PUD, Sonia Kreimer – Customer Communication Lead at Pepco Holdings, and Dave Drew – Director of Business Development at WeatherBug Home on key elements that contributed to successful customer programs.

### 11:00 Break

### 11:15 Strategic Dialogues: SGCC Committee Breakout Sessions – Part Two

We've talked about the strategic possibilities and now it's time to align on specific actions for the coming year. This session will help committees to set their agendas for 2017 in a fun, interactive setting.

- > Increase consumer understanding — (Research)
- > Strengthen consumer knowledge — (Education & Outreach)

### 12:15 Playing Catch-Up: Changing Today's Grid for the Consumer of Tomorrow

Connectivity and ease of use drive the consumer market in almost every industry. The connected home is becoming a reality, but the energy stakeholders need to solidify their role within this evolving market, including new consumer outreach and educational efforts. David Grant – Senior Vice President, Sales and Marketing at Tendril, Kurt Sweetser – Vice President, Alliance Partnerships and Customer Relations at Smart Utility Systems, Leesa Lee – Vice President, Marketing at Bidgely, Caitlin Hewitt – Product Marketing Manager at Opower, and Michel Losier – Director, Stakeholder Engagement at New Brunswick Power Corporation take a look at today's energy consumer and the impact of new technologies, mainstream sales channels, and partnership opportunities.

### 1:00 Final Thoughts from SGCC's President & CEO Patty Durand

### 1:10 Lunch on the Go!

Attendees are welcome to continue to network or take their box lunches to go.