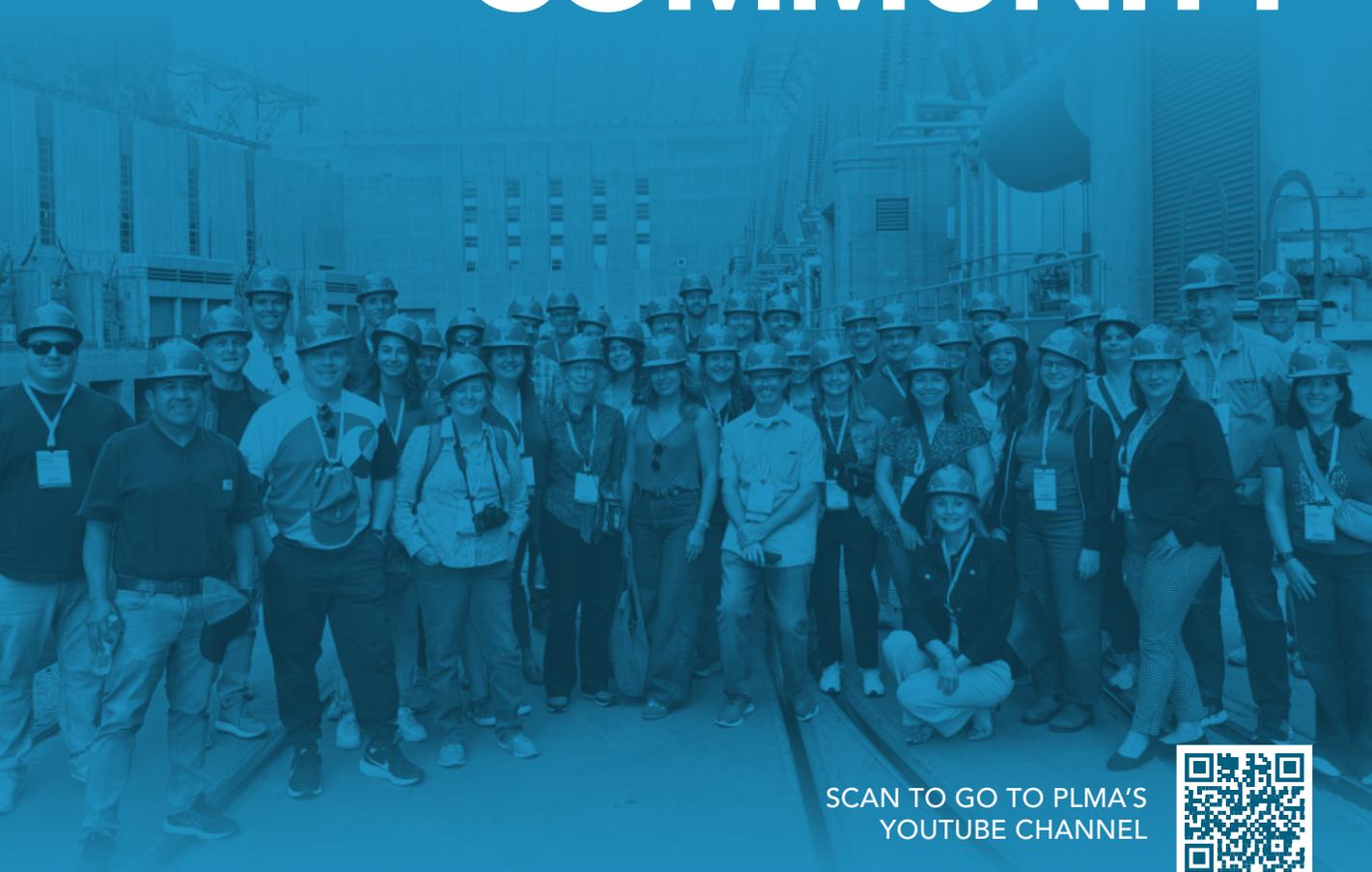


# A FLEXIBLE LOAD MANAGEMENT COMMUNITY

2024 / 2025 ANNUAL REPORT



SCAN TO GO TO PLMA'S  
YOUTUBE CHANNEL



SCAN TO GO TO PLMA'S  
LINKEDIN PAGE



## Dear Colleagues,

We are pleased to share a special combined issue of [PLMA's Annual Report for 2024-2025](#), highlighting two remarkable years of synergy, investment, growth, and achievements.

### 2024: New PLMA Governance and Strategic Plan

In 2024, our dedicated leaders, task forces, groups, and volunteers worked collaboratively to transform the organization's focus and branding from peak load to flexible load management. Together, we set in motion an ambitious new strategic plan (VISION2026) and voted to adopt a new governance structure aimed at empowering our volunteer leaders. We also proudly celebrated PLMA's milestone 50th conference in Brooklyn, NY—an event that recognized PLMA's 26 years of history, and set the stage for the future.

### 2025: New Focus on Valuation, Data Centers, and DER Models

Building on, 2025 became PLMA's year of change, innovation, and growth. We introduced new educational resources designed to benefit all industry stakeholders, unveiled unique new programming focused on load flexibility valuation, data centers, and emerging distributed energy resource integration models, and embarked on the bittersweet journey of selecting our next executive director who will succeed Rich Philip upon his retirement in 2026.

### New Members and New Industries

Amid multiple challenges facing the energy industry, driven by energy affordability, data centers, electric vehicles, climate impacts, and more, PLMA's vibrant and diverse community of flexible load management practitioners continued to thrive. Through 2024, we welcomed an influx of new members, as well as new kinds of members, including auto manufacturers, data center leaders, and various industry associations and partners. We completed 2024 with a record number of members and closely mirrored that success again in 2025.

### A Journey that's Still Just Beginning

Within the pages of this [2024/2025 Annual Report](#), you'll find PLMA's recent highlights and milestones which demonstrate how far we've come from modest beginnings in 1999, when a handful of energy industry pioneers gathered for the first time in Destin, FL, to our current position as the leading authority on flexible load management.

And while we've made significant strides, PLMA's journey is far from complete! Together, let's continue to advance flexible load management to ensure grid reliability and resilience for all.

Thank you for the important work you do!



*Rich*

**Rich Barone**

Board Chair (2021 - 2025)

Oracle



*Rich*

**Rich Philip**

Executive Director (2020 - 2026)

PLMA

# PLMA 2024 / 2025 LEADERSHIP

## 2024-2025 OFFICERS

From Left to Right:

**Vice Chair: Robin Maslowski**  
Trillium Energy Consulting

**Treasurer: Troy Eichenberger**  
Tennessee Valley Authority

**Chair: Rich Barone**  
Oracle

**Secretary: Ruth Kiselewich**  
ICF



## 2024 EXECUTIVE COMMITTEE + STAFF

(representing the full 160+ member Board of Directors)

From Left to Right:

**Judy Knight**, PLMA; **Robin Maslowski**, Trillium Energy Consulting; **Eric Van Orden**, Resource Innovations; **Troy Eichenberger**, Tennessee Valley Authority; **Kari Binley**, ecobee; **Jenny Roehm**, Schneider Electric; **Rich Philip**, PLMA; **Monica Hammond**, PLMA; **Olivia Patterson**, Opinion Dynamics; **Jon Hilowitz**, Orange and Rockland Utilities; **Allison Hamilton**, National Rural Electric Cooperative Association; **Rich Barone**, Oracle Utilities; **Ruth Kiselewich**, ICF; and **David Alspector**, Tierra Resource Consultants



## 2025 BOARD OF DIRECTORS



**Allison Hamilton**  
National Rural  
Electric Cooperative  
Association



**Dave Alspector**  
Tierra Resource  
Consultants



**Derek Kirchner**  
TRC Companies



**Eric Van Orden**  
Resource  
Innovations



**Jenny Roehm**  
Schneider Electric



**John Powers**  
Elexity



**Jon Hilowitz**  
Orange and  
Rockland Utilities



**Kevin Knight**  
Baltimore Gas &  
Electric



**Olivia Patterson**  
Opinion Dynamics



**Richard Barone**  
Oracle Utilities



**Sarah Chatterjee**  
Electric Power  
Engineers



**Vasudha Lathey**  
Olivine



**Wendy Brummer**  
Pacific Gas & Electric

## A NEW GOVERNANCE MODEL ADOPTED First Leadership Council Meeting: Nov. 2024

To better address the governance challenges that resulted from several years of strong membership growth, in 2024, PLMA leadership reimagined the organization's governance structure. With the goal of harnessing the engagement and insights of all member companies, PLMA introduced a new 18-member Board of Directors.

PLMA's new Board is elected and supported by a Leadership Council of sustaining and advisory members. The Leadership Council is also tasked with providing the Board with ongoing advice and counsel, reflecting PLMA's commitment to a collaborative, inclusive, and member-led community.



## A NEW BRANDING APPROACH PLMA, A Flexible Load Management Community



A FLEXIBLE LOAD MANAGEMENT COMMUNITY™

Check out PLMA's 2-min video overview:



## TWO NEW PLMA INTEREST GROUPS:

### Building Electrification

The Building Electrification Interest Group addresses the growth of building electrification efforts and the need to manage the resulting grid impacts across the residential, commercial and industrial sectors.

### Public Power & Co-ops

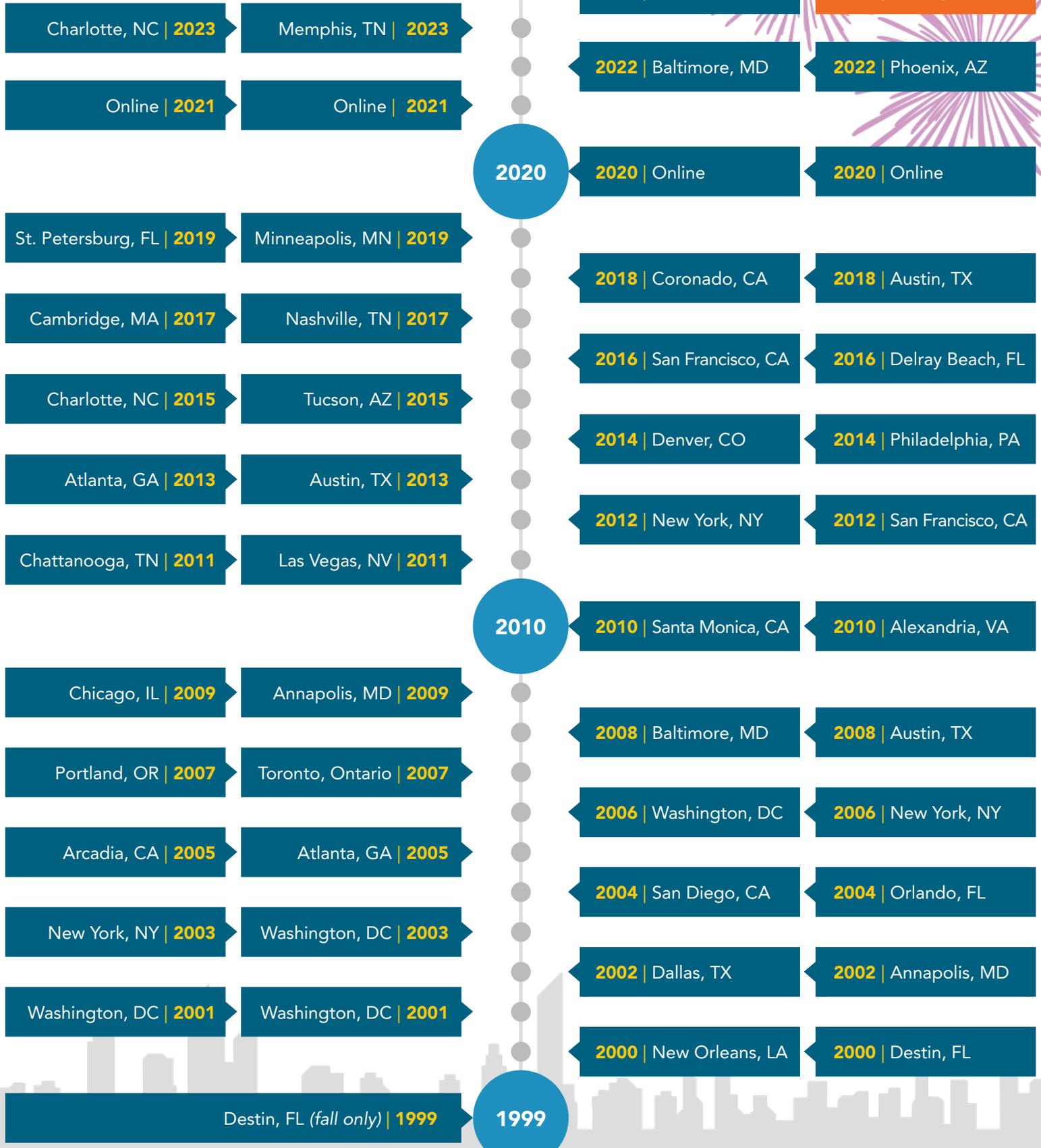
The Public Power and Cooperatives Interest Group provides a place to share learnings and innovations among utilities, recognizing that many may still be in the early stages of their flexible load management journey.



# A 2024 PLMA MILESTONE

## A QUARTER CENTURY OF PLMA CONFERENCES!

1999 to 2024



Charlotte, NC | 2023

Memphis, TN | 2023

Online | 2021

Online | 2021

St. Petersburg, FL | 2019

Minneapolis, MN | 2019

Cambridge, MA | 2017

Nashville, TN | 2017

Charlotte, NC | 2015

Tucson, AZ | 2015

Atlanta, GA | 2013

Austin, TX | 2013

Chattanooga, TN | 2011

Las Vegas, NV | 2011

Chicago, IL | 2009

Annapolis, MD | 2009

Portland, OR | 2007

Toronto, Ontario | 2007

Arcadia, CA | 2005

Atlanta, GA | 2005

New York, NY | 2003

Washington, DC | 2003

Washington, DC | 2001

Washington, DC | 2001

Destin, FL (fall only) | 1999

1999

2024 | Portland, OR

2024 | Brooklyn, NY

2022 | Baltimore, MD

2022 | Phoenix, AZ

2020

2020 | Online

2020 | Online

2018 | Coronado, CA

2018 | Austin, TX

2016 | San Francisco, CA

2016 | Delray Beach, FL

2014 | Denver, CO

2014 | Philadelphia, PA

2012 | New York, NY

2012 | San Francisco, CA

2010

2010 | Santa Monica, CA

2010 | Alexandria, VA

2008 | Baltimore, MD

2008 | Austin, TX

2006 | Washington, DC

2006 | New York, NY

2004 | San Diego, CA

2004 | Orlando, FL

2002 | Dallas, TX

2002 | Annapolis, MD

2000 | New Orleans, LA

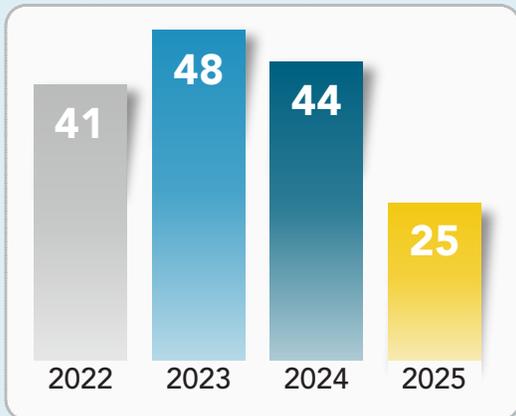
2000 | Destin, FL

# MEMBER ENGAGEMENT BY THE NUMBERS

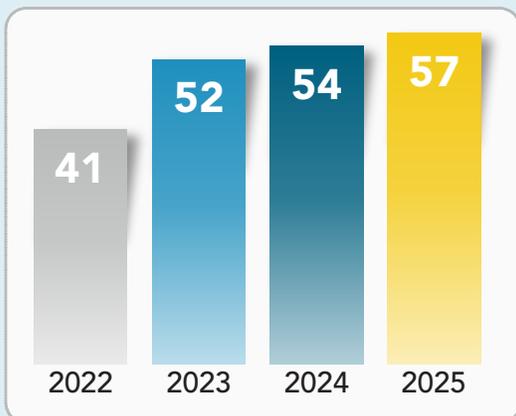
## Total PLMA Member Companies



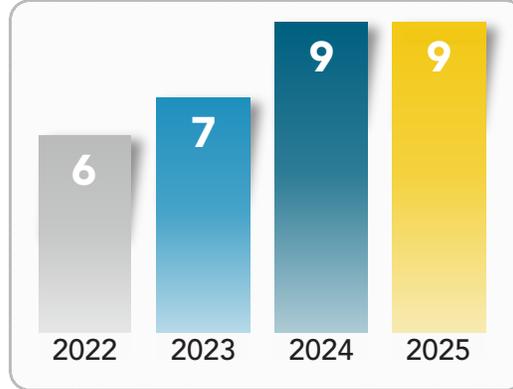
## New Members Annually



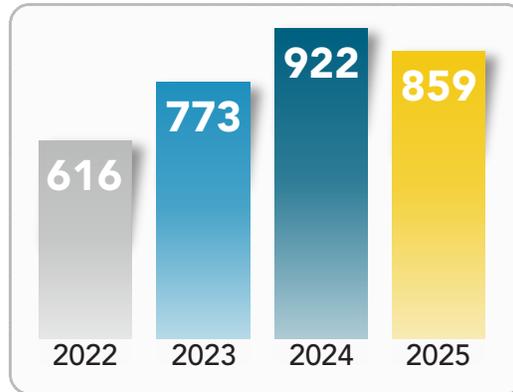
## Core PLMA Leaders Actively Participating in PLMA



## Interest and Affinity Groups



## Conference Attendance

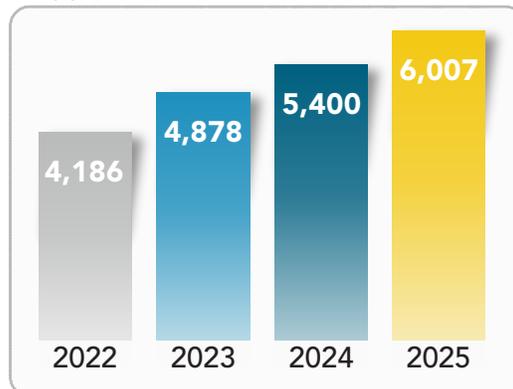


## Symposia Attendance



## LinkedIn Growth

(Represents the organic growth of PLMA's company and group pages)



## Interest Groups



Building Electrification



Commercial & Industrial Load Management



Connected Devices



Customer Engagement



Electric Transportation



Global Load Management



Public Power and Co-ops



Retail Pricing

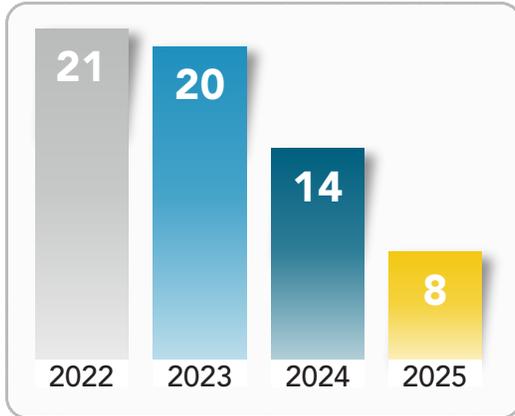
## Affinity Group



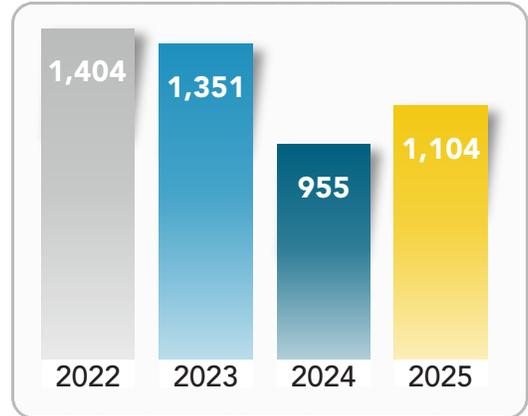
Women in Load Flexibility

# MEMBER ENGAGEMENT BY THE NUMBERS

## Number of Webinars



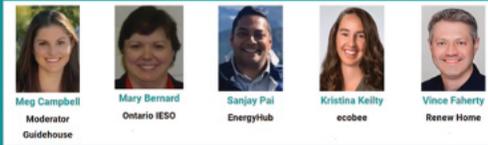
## Podcast Downloads



## TOP WEBINARS + PODCASTS FOR 2024

- DR / DER Opportunities and Trends to Watch in 2024
- Designing Managed Charging for Cost Effective Energy Orchestration, with SEPA
- Ontario IESO's Award-Winning Peak Perks Program

### Thank You and Q&A Discussion



## TOP WEBINARS + PODCASTS FOR 2025

### SMUD's Managed Charging Pilot

- Telematics-based pilot
  - OVGIP (now ChargeScope) launched Q3 2022 with Ford, BMW, & GM
  - Optiwatt launched Q2 2023 with Tesla
- Incentive \$150 at sign-up and \$20/quarter ongoing
- 1,200+ EVs enrolled to date (~1/2 per provider), capped at 2,000 EVs



### APS's Virtual Power Plant

In partnership with our customers, our VPP is approaching 200 MW.

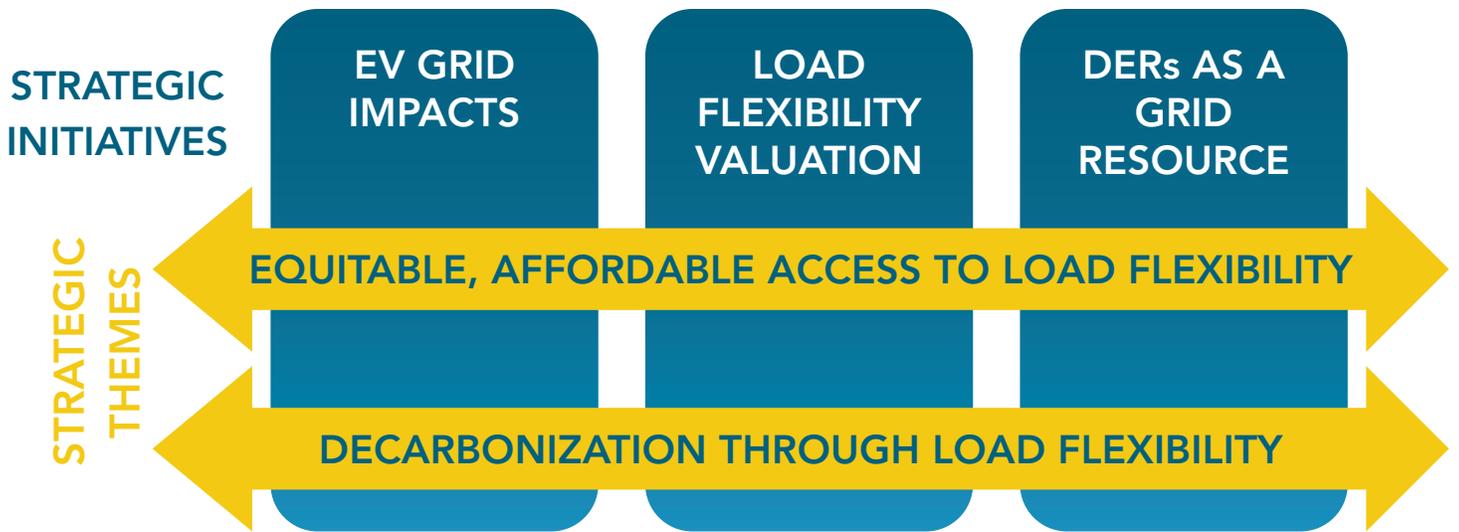


- Cool Rewards, ~160 MW**  
Nearly 100,000 thermostats
- Peak Solutions, ~30 MW**  
100 commercial and industrial customers
- Residential Battery Pilot, ~1 MW**  
262 batteries with 178 customers
- Critical Peak Pricing (Rate), ~0.1 MW**  
140 customers
- Energy Saving Days, ~3 MW**  
Behavioral demand response with 300,000 residential customers
- New Programs!**  
SmartCharge (electric vehicles) & Storage Rewards (batteries)

2025 AWARDS OF EXCELLENCE | PLMA

- Looking Ahead to 2025 Trends in Flexible Load Management
- Tech Clean California Heat Pump Water Heater (SGIP HPWH) Program (CPUC and Energy Solutions)
- SMUD's Telematics-based Residential Managed EV Charging Program (SMUD and DNV)
- APS' VPP & Load Shaping: Enhancing Reliability through Customer Collaboration (APS and EnergyHub)

# A NEW STRATEGIC PLAN: "VISION 2026"



## STRATEGIC INITIATIVES (Addressing Key Industry Opportunities)

### EV Impacts to the Grid

Amplify learnings taking place around managing EV load impacts to the grid, including: V2G pilots, managed public charging, rates, and more.

### Load Flexibility Valuation

Provide a forum and content to advance load flexibility valuation by reducing key barriers and sharing case studies and insights across multiple stakeholder perspectives.

### DERs as a Grid Resource

Encourage cross-functional collaboration and systematic approaches to enhance distribution systems through flexible load management and customer engagement.

## STRATEGIC THEMES (Cross-Cutting All Strategic Initiatives)

### Affordable, Equitable Access to Load Flexibility

Advance the industry's understanding and commitment to leveraging load flexibility to create system-wide affordability and ensure equitable access to DERs and flexible load management benefits for all communities.

### Decarbonization through Load Flexibility

Demonstrate how load management is an important tool for achieving decarbonization goals.



## EDUCATION: THE NEW PLMA LOAD FLEX SERIES "The Fundamentals Class"

Revised, updated, and re-imagined for 2025 by PLMA's Education Committee, the four classes in PLMA's Load Flex Series are offered both live online and in-person. They include lectures, discussions, quizzes, and input from "industry mentors" who offer their field-tested experiences and knowledge.

**CLASS:**

**Flexible Load Series:  
The Fundamentals**

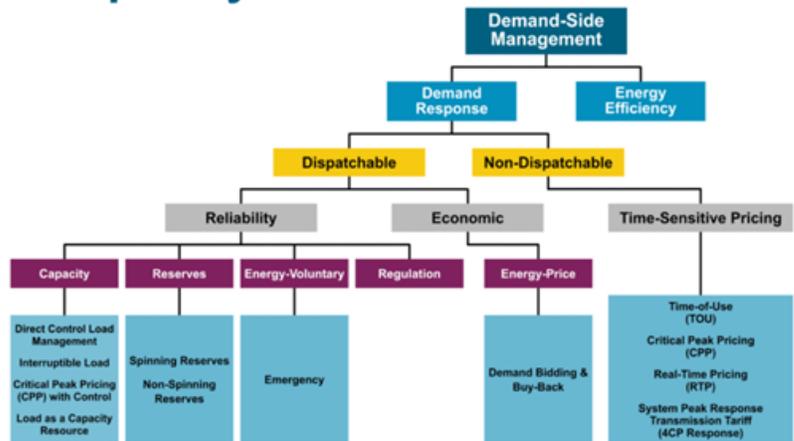
IN-PERSON  
LIVE ONLINE

PLMA

PLMA prioritizes providing educational opportunities that focus on the key role flexible load management plays in ensuring grid stability, enabling the optimal use of renewable resources, providing customer control and choice, and supporting the energy transition.

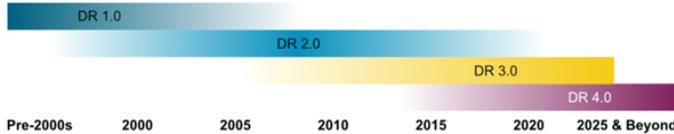
### The Complexity of DR

Overview of DR



### The Evolution of Flexible Load Management

Overview of DR



## INDUSTRY AWARDS: The PLMA Awards of Excellence

The prestigious "PLMA Awards of Excellence," updated in 2025, honor organizations, industry partners, and experts who demonstrate exceptional innovation, leadership, and dedication to advancing flexible load management practices.

With the goal of highlighting outstanding initiatives, the awardees' work in the previous calendar year must have significantly impacted the efficiency, reliability, and sustainability of energy systems, setting new standards for the energy industry.

The peer-selected awardees are each invited to present their work, results, and lessons learned in the PLMA Summer Webinar Series, published on YouTube.



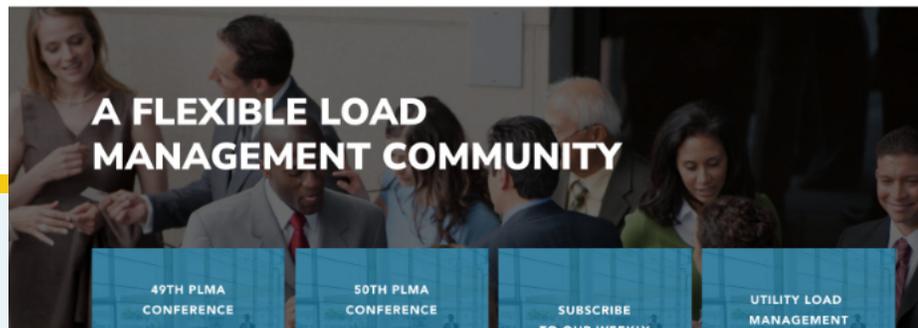
## EVENTS: A NEW SYMPOSIUM DERs as a Grid Resource

Hosted as part of DistribuTech 2025 in Dallas, TX, this one-day symposium evolved through the efforts and work of PLMA's Strategic Initiative Taskforce, "DERs as a Grid Resource."



## NEW WEBSITE & MEMBER PORTAL: FLEXLOAD.ORG

In 2025, with growing interest in and need for load flexibility, PLMA enhanced its online presence and its member service capabilities. A team of PLMA staff and volunteers made possible the introduction of a vibrant new website and member portal.



### PLMA'S PROGRAMS

[flexload.org/become-a-plma-member/#plma-program](https://flexload.org/become-a-plma-member/#plma-program)



#### CONFERENCES AND EVENTS

PLMA hosts two national conferences and two symposia annually that include a rich selection of peer-selected sessions as well as robust networking opportunities. Meetups and other events offer additional ad hoc in-person and collaborative learning opportunities.

[LEARN MORE](#)



#### WEBINARS AND PODCASTS

PLMA's 1-hour Load Management Dialogue and HOT TOPIC Conversation webinars are scheduled year-round and feature expert speakers, interactive discussions, and audience participation. Webinars are subsequently uploaded to PLMA's YouTube channel and to the "PLMA: Load Management Dialogues" podcast.

[LEARN MORE](#)



#### EDUCATION

PLMA Education, hosted both online and in-person, provides introductory as well as intermediate and advanced classes geared to professional learners. It includes a Fundamentals Class, as well as a Wholesale Markets Class and Design & Implementation Class.

[LEARN MORE](#)



#### INTEREST AND AFFINITY GROUPS

PLMA's groups share specific expertise



#### AN INDUSTRY AWARDS PROGRAM

Each Spring, PLMA invites nominations for awards that laud industry leaders from the



#### VOLUNTEER & LEADERSHIP OPPORTUNITIES

For those looking to get more involved in

### MEET OUR COMMUNITY OF FLEXIBLE LOAD MANAGEMENT SPECIALISTS!

PLMA is a collaborative community for energy load management practitioners who are dedicated to a more sustainable world through the advancement of grid reliability, resiliency, and technological innovation.



## THE 2024 PLMA AWARD WINNERS



### PACESETTER PROGRAMS



- > Evergy's Transition to TOU Rates Program
- > Ontario ISO for Save on Energy Peak Perks Program



### TECHNOLOGY PROGRAM



- > Bidgely's UtilityAI™ Platform Implemented at Avista Energy



### LIFETIME ACHIEVEMENT AWARD FOR THOUGHT LEADERSHIP



- > Mark Martinez  
Southern California Edison



Scan QR for a library of 2024 awardees' one-hour webinars.

## 2025 AWARDS OF EXCELLENCE IN LOAD MANAGEMENT



### ARIZONA PUBLIC SERVICE & ENERGYHUB

"APS' VPP & Load Shaping: Enhancing Reliability thru Customer Collaboration"



### BALTIMORE GAS AND ELECTRIC & WEAVERGRID

"BGE Smart Charge Management"



### CALIFORNIA PUBLIC UTILITIES COMMISSION & ENERGY SOLUTIONS

"TECH Clean California Heat Pump Water Heater (SGIP HPWH) Program"



### SACRAMENTO MUNICIPAL UTILITY DISTRICT & DNV

"Telematics-based Residential Managed EV Charging"



Scan QR for a library of 2025 awardees' one-hour webinars.

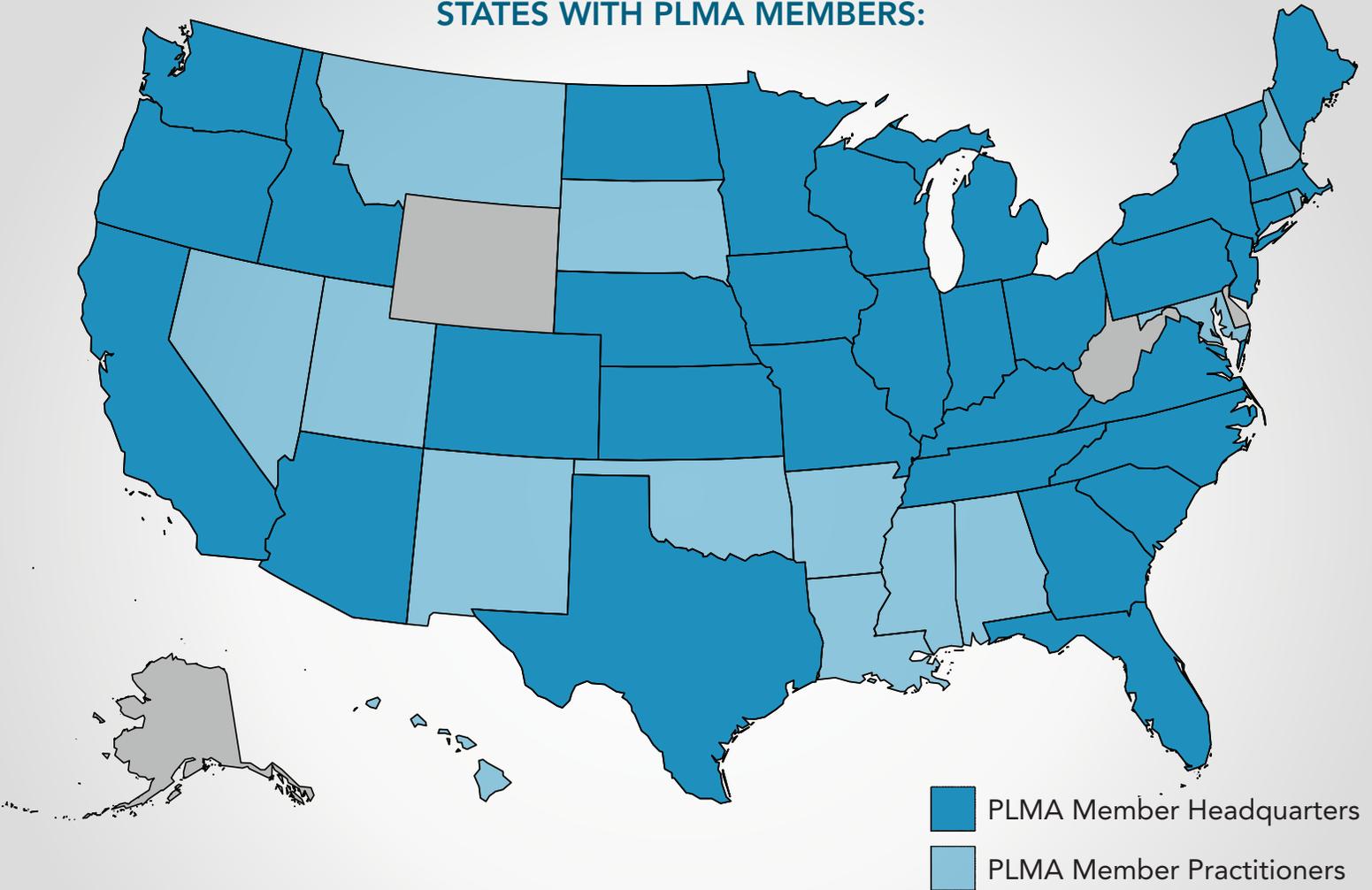


1. 75F, Inc.
2. ACEEE
3. ADM Associates, Inc.
4. Advanced Energy
5. AESP
6. Alliant Energy
7. Alternative Energy Systems Consulting
8. Ameren
9. American Municipal Power, Inc.
10. American Public Power Association
11. Apex Analytics
12. APTIM
13. Aquanta
14. Arizona Public Service
15. Armada Power
16. Austin Energy
17. Ava Community Energy
18. Avangrid
19. Avista Utilities
20. Baltimore Gas and Electric Company
21. Banyon Power
22. Base Power Company
23. Bellawatt
24. Benton P.U.D.
25. Berkshire Hathaway Energy
26. Bidgely
27. Bonneville Power Administration
28. Brattle Group
29. Brightline Group
30. Budderfly
31. C+C
32. Cadmus
33. California ISO
34. Calpine Community Energy
35. Camus Energy
36. Cascade Energy
37. Central Hudson Gas & Electric
38. ChargeScape
39. Choice Digital Corp
40. City of Tallahassee Utilities
41. CLEAResult
42. CloudHQ
43. Codibly, North America
44. Commonwealth Edison
45. Connected Energy
46. Consolidated Edison
47. Consumers Energy Company
48. Copeland
49. CPS Energy
50. Dairyland Power Cooperative
51. Demand Side Analytics
52. Derapi, Inc.
53. DNV Energy Services USA
54. Dominion Energy
55. DTE Energy
56. Duke Energy
57. Dunsky Energy + Climate Advisors
58. Duquesne Light Company
59. Dynamic Organics LLC
60. E Source
61. Eaton
62. ecobee Energy
63. Edge Zero
64. Edison Electric Institute
65. Edo Energy
66. Efficiency Maine
67. Efficiency Vermont
68. Eguana Technologies
69. Electric Power Engineers
70. Elexity
71. Enel X
72. Énergie NB Power
73. Energy Solutions
74. Energy Trust of Oregon
75. EnergyHub
76. Enersponse
77. EnerVision
78. Enode
79. Entergy
80. EPRI
81. ERCOT
82. Escend
83. ev.energy
84. Evergreen Energy Partners
85. Evergy
86. Evergy
87. Eversource
88. FlexEnergi
89. Ford Motor Company
90. FortisAlberta
91. FortisBC
92. Franklin Energy
93. GDS Associates, Inc.
94. GridOptimize
95. GridX, Inc.
96. Holy Cross Energy
97. Honeywell Smart Energy
98. Hoosier Energy
99. ICF
100. Idaho Power Company
101. IGS Energy
102. Integral Analytics
103. Integrated Home Competition
104. Itron
105. Jackson EMC
106. JEA
107. Johns Hopkins University
108. Kitu Systems
109. Kraken Technologies Ltd.
110. Lastmyle LTD
111. Lawrence Berkeley National Laboratory
112. LEAP
113. Lincoln Electric System
114. Linden Clean Energy
115. Los Angeles Department of Water and Power
116. LUMA Energy
117. Lunar Energy
118. Manitoba Hydro
119. Manitowoc Public Utilities
120. Michaels Energy
121. Mysa
122. National Grid
123. National Renewable Energy Laboratory
124. National Rural Electric Cooperative Association
125. NCEMC
126. New Braunfels Utilities
127. New York Power Authority
128. Newfoundland Power
129. NorthBridge Energy Partners
130. Northwest Energy Efficiency Alliance
131. NRG Energy
132. NW Natural
133. OATI
134. OBM, Inc.
135. Octopus Energy, USA
136. Olivine
137. Oncor Electric Delivery
138. Onward Climate
139. OpenADR Alliance
140. Opinion Dynamics
141. Optiwatt Inc
142. Oracle Utilities
143. Orange and Rockland Utilities
144. Otter Tail Power Company
145. Pacific Gas and Electric Company
146. Panasonic Smart Mobility Office
147. Parsons
148. Pentair Pool
149. PEPSCO Holdings, an Exelon Company
150. Performance Systems Development (PSD)
151. Pipes and Wires Consulting
152. Portland General Electric
153. PPL Electric Utilities
154. Prairie Power, Inc.
155. Princeton University
156. PSE
157. PSE&G NJ
158. Public Service Company of Oklahoma
159. Puget Sound Energy
160. Qmerit
161. Rainforest Automation
162. Rappahannock Electric Cooperative
163. Recurve

- 164. Renew Home
- 165. Resource Innovations
- 166. Rheem Manufacturing Company
- 167. RMI
- 168. Rypos
- 169. Sacramento Municipal Utility District
- 170. Sage Utility Solutions Inc
- 171. Sagewell
- 172. Salt River Project
- 173. San Diego Community Power
- 174. Santee Cooper
- 175. Schneider Electric
- 176. Scope Services
- 177. ScottMadden
- 178. Seattle City Light
- 179. SEPA
- 180. Shadow Power
- 181. Snohomish County PUD
- 182. Sonoma Clean Power
- 183. Southern California Edison
- 184. Southern Company
- 185. Southern Maryland Electric Cooperative
- 186. Span
- 187. Sparus Holdings
- 188. Steffes
- 189. Tacoma Power
- 190. Tennessee Valley Authority
- 191. Tetra Tech
- 192. Threshold Installation & Outreach
- 193. Tierra Resource Consultants
- 194. Torus, Inc
- 195. Trane Technologies
- 196. TRC
- 197. Trico Electric Cooperative, Inc.
- 198. Trillium Energy Consulting
- 199. Tri-State Generation and Transmission Association
- 200. Tucson Electric Power
- 201. Uplight
- 202. Utility Energy Services
- 203. Verdant Associates LLC
- 204. Vermont Law School
- 205. Virtual Peaker
- 206. Vistra Corp
- 207. Wabash Valley Power Alliance
- 208. WeaveGrid
- 209. Xcel Energy

## PLMA'S 2025 FOOTPRINT

### STATES WITH PLMA MEMBERS:



### COUNTRIES WITH PLMA MEMBERS:

