



Financial Research Associates Proudly Presents

The **ONLY** conference entirely  
focused on time-based  
pricing strategy &  
implementation!

# Smart Pricing for a Smart Grid World

Tackling the key issues that affect the implementation of time-based pricing

Join utility executives, regulators, and the industry's leading experts to tackle the key issues that will affect the rate at which smart pricing will accompany Smart Grid implementation. Summit highlights include:

- Critical considerations in pricing strategy: CPP vs. PTR vs. TOU vs. RTP
- What market research and real-world experience tells us about enrollment rates
  - Opt out vs. Opt in: What you need to know about mandatory and voluntary programs
  - What are the realistic enrollment estimates by customer class under different options?
- Renewable energy and dynamic pricing: How utilities need to prepare to manage the load shape
- Hot button issues for regulators: Challenges and concerns about implementing time-based pricing

## Our All Star Speaking Faculty:

Michael Alexander, *Manager, Demand Response Policy & Evaluation*, **PACIFIC GAS & ELECTRIC**  
Sandra Baule, *Project Manager for Customer Programs*, **SAN DIEGO G&E**  
Steven Braithwait, PhD, *Vice President*, **CHRISTENSEN ASSOCIATES**  
Hung-Po Chao, *Director, Market Strategy and Analysis*, **ISO NEW ENGLAND**  
Angela Chuang, *Senior Project Manager, IntelliGrid*, **EPRI**  
Sherman Elliot, *Commissioner*, **ILLINOIS COMMERCE COMMISSION**  
Ahmad Faruqi, PhD, *Principal*, **THE BRATTLE GROUP**  
Gary Fauth, *AMI Consultant*, **HARVARD UNIVERSITY**  
Ed Fong, *Director, Customer Service Strategies*, **SAN DIEGO G&E**  
Stephen George, PhD, *Principal Consultant*, **THE FSC GROUP**  
Marcel Hawiger, *Staff Attorney*, **TURN**  
Karen Herter, PhD, *Associate Director*, **HESCHONG MAHONE GROUP, INC**  
Cheryl Hindes, *Director, Load Analysis & Settlement*, **BALTIMORE GE**  
David Hungerford, PhD, *Advisor to Commissioner Rosenfeld*, **CALIFORNIA ENERGY COMMISSION**  
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Chris King, *Program Manager*, **POWERCENTSDC™**  
Loren Kirkeide, *Principal Load Research Analyst*, **SALT RIVER PROJECT**  
Chris Knudsen, *Director, Technology Innovation Center, Strategic Planning & Architecture, Information Systems & Technology Services*, **PACIFIC GAS & ELECTRIC**  
Wilson Lau, *Senior Manager, SmartMeter Strategic Relationships*, **PACIFIC GAS & ELECTRIC**  
JC Martin, *Project Manager for Home Area Networks*, **SAN DIEGO G&E**  
Lawrence Oliva, *Director, Tariff Programs and Services*, **SOUTHERN CALIFORNIA EDISON**  
Michael Robinson, *Manager of Market Design*, **MIDWEST ISO**  
Sarah Ivy Simmons, B.Sc. (ENV), M.E.S., *Analyst, Electricity Resources*, **ONTARIO POWER AUTHORITY**  
Anthony Star, *Director of Policy and Evaluation*, **CNT ENERGY**  
Andy Tang, *Senior Director, Smart Energy Web*, **PACIFIC GAS & ELECTRIC**  
Joe Velasquez, *Director of Commercial/Industrial Customer Services*, **SAN DIEGO G&E**

**November 5-6, 2009**

**The Marines' Memorial Club & Hotel  
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## The Conference Sponsor



Financial Research Associates provides the financial community with access to business information and networking opportunities. Offering highly targeted conferences, FRA is a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Please visit [www.frallc.com](http://www.frallc.com) for more information on upcoming events.

### ***Looking for innovative solutions to meet the latest dynamic pricing strategy challenges – and practical strategies to implement them?***

**Smart Pricing for a Smart Grid World, November 5-6 in San Francisco**, is the only conference focused entirely on the challenges of designing and implementing time-based pricing and demand response for retail utility customers. FRA, LLC has teamed up with the brightest minds in the industry to provide a program that moves beyond theory and instead works to debate the real policy and implementation issues in a highly participative, point-counterpoint forum.

This is not simply another conference looking at the “big picture” – it’s a detail-focused, strategy workshop with content, layout, and speaking faculty hand-picked by our renowned advisory board.

Through a close examination of pilot and on-going programs, this one-of-a-kind event flushes out the key challenges facing utilities and regulators today as they develop pricing and Smart Grid service strategies to better serve customers:

- What is the demand response potential from time-based pricing nationally and state by state?
- What tariff/incentive options will generate the largest aggregate demand response?
- What are the strategies for customer enrollment and participation?
- Is “perfect the enemy of the good” when it comes to RTP or exposing customers to wholesale spot market prices?
- Is there greater potential from time-based pricing in the mass market or large commercial/industrial market segments?
- While enabling technology increases demand response, is it always cost effective?
- How important is information feedback and what content and delivery channel works best?
- What are the key regulatory barriers to widespread adoption of time-based pricing, and are they accurate?

This is the must-attend event for utility company executives and managers involved in pricing strategy and load analysis. Join us this November and walk away with the insight and answers you need to implement smarter pricing strategy in this drastically changing landscape. You can’t afford to miss it.

Register today! Call 800-280-8440 or register online at [www.frallc.com](http://www.frallc.com).

Sincerely,

*Kristin B. Rodriguez*

Kristin B. Rodriguez, *Conference Director*  
**FINANCIAL RESEARCH ASSOCIATES, LLC**

*P.S. Dynamic pricing is no longer a fringe topic confined to techies. With the emergence of the Smart Grid, it has entered the mainstream of the conversation about the future of the power industry. As noted in the recent FERC Assessment of Demand Response Potential, with full participation of customers, it can offset 15 percent of US peak demand ten years out. This conference will survey the leading issues in dynamic pricing and identify pragmatic solutions that can make sure it delivers on those potential benefits.*

-Ahmad Faruqi, PhD, *Principal*, **THE BRATTLE GROUP**

## Who Should Attend?

This conference is designed for utility senior executives and managers overseeing pricing strategy & business case development, including: Vice presidents, directors, managers and others involved in:

- Pricing strategy and rate design
- Product/service/program development
- Demand response and energy efficiency program implementation
- Marketing
- Market research
- Load research
- Measurement and evaluation
- Smart meter business case analysis
- Regulatory affairs

In addition, this conference will be of interest to:

- Technology vendors and developers of metering products and solutions
- Utility consultants serving utilities, regulators and vendors
- Government officials, commissioners and regulatory staff involved in:
  - Smart Meter and Smart Grid application review
  - Rate case and rate design proceedings
  - Energy efficiency and demand response program applications
  - Resource planning and cost-effectiveness analysis
  - Wholesale and retail market design
  - General regulatory policy development

## Top Reasons to Attend

1. Hear directly from utility company executives: Best practices and lessons learned from pilot programs, customer polls, and rate design initiatives
2. Discuss the impact of the 2009 stimulus package: How has it changed the landscape for Smart Grid development?
3. Examine multiple approaches to rate design and discuss with your peers: Which one is likely to produce the greatest aggregate demand reductions?
4. Assess the pros and cons of connecting wholesale and retail markets: Is this necessary & desirable?
5. Get the latest research and evidence from satisfaction surveys done in conjunction with pricing pilots: What they tell us about projecting enrollment rates
6. Take advantage of this valuable opportunity to network with your peers & the industry’s leading experts
7. Debate the issues: What are the biggest concerns and roadblocks when it comes to time-based pricing? Hear from both sides!
8. See the latest developments in information provision methodology and evaluate the pros and cons of low and high-tech options
9. Weigh the impact vs. the cost of enabling technology – You decide: Is it truly cost effective?
10. Understand the latest implications for commercial & industrial customers: How does price responsiveness vary across customers?

## Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event.

**To learn more about sponsorship opportunities, please contact Kevin Weigel: 704-341-2448 or [kweigel@frallc.com](mailto:kweigel@frallc.com).**

**To Register: Call 800-280-8440 or visit us at [www.frallc.com](http://www.frallc.com)**

## Special Appreciation to Our Advisory Board & Executive Committee Members



Steven Braithwait, Ph.D., *Vice President*, **CHRISTENSEN ASSOCIATES**



Ed Fong, *Director, Customer Services Strategies*, **SAN DIEGO GAS & ELECTRIC**



David Hungerford, Ph.D., *Advisor to Commissioner Rosenfeld*, **CALIFORNIA ENERGY COMMISSION**



Ahmad Faruqi, Ph.D., *Principal*, **THE BRATTLE GROUP**



Steve George, Ph.D., *Principal Consultant*, **FREEMAN, SULLIVAN & CO.**



Anthony Star, *Director of Policy and Evaluation*, **CNT ENERGY**

## DAY ONE: November 5, 2009

9:45 - 10:05

*Refreshment & Networking Break*

**8:30 – 9:15**

### Chair's Welcome and Overview of Key Issues

After welcoming participants, the Chairperson will set the stage for the next two days with a broad overview of the key issues that will impact the rate at which smart pricing will accompany Smart Grid implementation, including:

- The overall potential for time-based demand response
- Rate structure: CPP vs. PTR vs. TOU vs. VPP vs. RTP
- Incorporating wholesale energy and capacity costs in price signals
- How to get customers enrolled on smart pricing tariffs
- Regulatory fears and barriers
- Information provision
- Enabling technology
- Infrastructure



*Chairperson:*

Steve George, Ph.D., *Principal Consultant*  
**FREEMAN, SULLIVAN & CO.**

**Dr. Stephen George** is a Principal Consultant and head of the energy practice at Freeman, Sullivan & Co. He has more than 30 years of experience consulting to electric and gas utilities and regulatory agencies, and 33 years of experience in the energy field. His areas of expertise include pricing strategy, demand response analysis, demand-side management program design and evaluation, electric industry restructuring, strategic and marketing planning, market research, and energy demand modeling. Dr. George has held previous positions as Vice President of CRA International and PHB Hagler Bailly, Inc. (formerly Putnam, Hayes & Bartlett, Inc.), Director of Putnam, Hayes and Bartlett, Inc., and Vice President of XENERGY Inc. He holds a Ph.D. in economics from the University of California, Davis and a B.S. in economics from Santa Clara University.

**9:15 – 9:45**

### The Geography of Demand Response: Implications of the FERC National Assessment

- Examining the FERC Demand Response potential results
- What is the national potential for demand response from time-based pricing when compared to other forms of demand response?
- How does price driven demand response vary across states – and why?
- Next steps: Status of FERC's development of a National Action Plan on demand response

*Speaker:*

Ahmad Faruqi, Ph.D., *Principal*  
**THE BRATTLE GROUP**

**10:05 – 10:50**

### Time-Based Pricing for C&I Customers

- How do C&I customers respond to different pricing/DR designs -- TOU, CPP, RTP, bidding?
- How does price responsiveness vary across customers?
- How do California results compare to those elsewhere?

*Speaker:*

Steven Braithwait, Ph.D., *Vice President*  
**CHRISTENSEN ASSOCIATES**

**10:50 – 12:30**

### Critical Considerations in Pricing Strategy: CPP vs. PTR vs. TOU vs. RTP

- Do incentives produce the same average demand reductions as prices?
- Even if they do, which one is likely to produce the greatest aggregate demand reductions?
- Is real time pricing with notification just critical peak pricing by a different name?
- What other forms of alternative rates and pricing could be enabled with Smart Grids?
- What is electric service reliability to customers and how can it be better distinguished through rate design?

*Panelists:*

Cheryl Hinds, *Director, Load Analysis & Settlement*  
**BALTIMORE GE**

Angela Chuang, *Senior Project Manager, IntelliGrid*  
**EPRI**

Loren Kirkeide, *Principal Load Research Analyst*  
**SALT RIVER PROJECT**

*Moderator:*

Anthony Star, *Director of Policy and Evaluation*  
**CNT ENERGY**

12:30 - 1:30

*Networking Luncheon*

# Smart Pricing for a Smart Grid World

1:30 – 2:15

## Connecting Wholesale and Retail Markets: The Pros and Cons

- Is this necessary?
- Is it desirable?
- Does it make sense to pass through energy prices without factoring in capacity costs?
- What are the risks, the rewards and the challenges?

Speakers:

Michael Robinson, *Manager of Market Design*  
MIDWEST ISO

Hung-Po Chao, *Director, Market Strategy & Analysis*  
ISO NEW ENGLAND

2:15 – 3:15

## Projecting Enrollment Rates: What Market Research and Real-World Experience Tells Us

- Opt out vs Opt in: What you need to know about mandatory and voluntary programs
- There is nothing to fear but fear itself: Evidence from satisfaction surveys done in conjunction with pricing pilots
- What are the key drivers of enrollment? Who enrolls, who doesn't?
- What are the realistic enrollment estimates by customer class under different options?
- The effectiveness of customer incentives: What works?

Speakers:

Michael Alexander, *Manager, Demand Response Policy & Evaluation*  
PACIFIC GAS & ELECTRIC

Karen Herter, Ph.D., *Associate Director*  
HESCHONG MAHONE GROUP, INC

Joe Velasquez, *Director Commercial/Industrial Customer Services*  
SAN DIEGO GAS & ELECTRIC

3:15 - 3:35 Refreshment & Networking Break

3:35 – 4:15

## Renewable Energy and Dynamic Pricing: Plug-Ins, Hybrid Vehicles, Solar, Wind

- Logistic, infrastructure, and technology challenges for the Smart Grid
- Should there be a special rate design for plug ins?
- Managing the load shape: How utilities need to prepare
- Net metering and buy-back pricing: What's next?

Speakers:

Lawrence Oliva, *Tariff Programs & Services, Customer Service Business Unit*  
SOUTHERN CALIFORNIA EDISON

Andy Tang, *Senior Director, Smart Energy Web*  
PACIFIC GAS & ELECTRIC

4:15 – 5:15

## Hot Button Issues for Regulators: Challenges and Concerns about Implementing Time-Based Pricing

- Average Rates vs. Real Time Rates: How do customers respond?
- Evaluating the impact on low income customers: Critical concerns
- Special considerations for non-residential customers

Panelists:

Sherman Elliot, *Commissioner*  
ILLINOIS COMMERCE COMMISSION

Marcel Hawiger, *Staff Attorney*  
THE UTILITY REFORM NETWORK (TURN)

Sudeen Kelly, *Commissioner*  
FEDERAL ENERGY REGULATORY COMMISSION

Sarah Ivy Simmons, B.Sc. (ENV), M.E.S., *Analyst, Electricity Resources*  
ONTARIO POWER AUTHORITY

Moderator:

*If your company is interested in moderating this panel, please contact Kevin Weigel: kweigel@frallc.com*

5:15 Day One Sessions Adjourn  
Contact Kevin Weigel to learn about sponsoring a Cocktail Reception: kweigel@frallc.com

## DAY TWO: November 6, 2009

8:45 - 9:00

## Chair's Welcome & Day One Re-Cap

Chairperson:

Steve George, Ph.D., *Principal Consultant*  
FREEMAN, SULLIVAN & CO.

9:00 – 9:45

## Information Provision: What Information do You Send, How Often do You Send It and What Channels do You Use?

- Behavioral paradigms underlying the value of information
- Day late versus real time: The pros and cons
- Getting in on the debates: Web portals vs. the push to the PC vs. permanent IHDs vs. temporary IHDs
- What's wrong with low-tech options? Multi-color orbs and the like
- Smart switches and smart thermostats

Speakers:

Sandra Baule, *Project Manager for Customer Programs*  
SAN DIEGO GAS & ELECTRIC

Chris King, *Program Manager*  
POWERCENTSDC™

9:45 - 10:05 Refreshment & Networking Break

10:05 – 11:00

## Enabling Technology: Weighing the Impact vs. the Cost

- Yes, it gives bigger impacts – but is it cost effective?
- When is enabling technology the most cost effective?
- PCTs vs switches – at twice the price and with override capabilities, are PCTs cost effective?
- Incentive based emergency DLC or price driven DR? Effecting the transition
- Lessons learned by utilities: the pros and cons of gradually transitioning to enabling technology vs. upgrading your infrastructure all at once
- What's involved? What do you do with existing infrastructure?

### Speakers:

David Hungerford, Ph.D., *Advisor to Commissioner Rosenfeld*  
**CALIFORNIA ENERGY COMMISSION**

JC Martin, *Project Manager for Home Area Networks*  
**SAN DIEGO GAS & ELECTRIC**

11:00 – 12:00

## Infrastructure and AMI Implementation: Evaluating the Current Landscape

- AMI without MDMS and billing is useless for pricing – who is doing what with MDMS and billing?
- Open standards – Blessing or curse?
  - Do they open things up?
  - Or are they a barrier to rapid deployment?
- What the heck is “an evolving standard”?
- How long will it take to get a standard?
- Who owns the data?

### Speakers:

Gary Fauth, *AMI Consultant*  
**HARVARD UNIVERSITY**

Chris Knudsen, *Director, Technology Innovation Center, Strategic Planning & Architecture, Information Systems & Technology Services*  
**PACIFIC GAS & ELECTRIC**

Wilson Lau, *Senior Manager, SmartMeter Strategic Relationships*  
**PACIFIC GAS & ELECTRIC**

12:00

Conference adjourns

## The Marines' Memorial Club & Hotel, San Francisco

The Marines' Memorial Club & Hotel is in the heart of downtown San Francisco, just off Union Square, which is the most exciting part of the 'City by the Bay.' It is surrounded by unique art galleries, great shopping, fine restaurants and entertainment venues, and is just one block from the Powell Street Cable Car that takes visitors to Nob Hill and down to Fisherman's Wharf.

Built in the 1920's, this little gem of a property offers 138 tastefully appointed guestrooms and suites, a rooftop steakhouse and lounge, two spacious ballrooms and several smaller function rooms all of which have been restored to their former elegance. There is a full service health club located on site. The 2nd floor Marines' Memorial Theatre, once home to the American Conservatory Theatre, is a 650-seat commercial theatre featuring touring and local Broadway productions to the delight of our guests and the local community.

## Important Information

### To Register:

Fax: 704-341-2640  
Mail: Financial Research Associates  
18705 NE Cedar Drive  
Battle Ground, WA 98604  
Phone: 800-280-8440  
Online: [www.frallc.com](http://www.frallc.com)

### Smart Pricing for a Smart Grid World

November 5-6, 2009

### Marines' Memorial Club & Hotel

609 Sutter Street  
San Francisco, CA 94102  
415-673-6672

**Room Reservations:** Room availability is not guaranteed. Should you require overnight accommodations, please contact the club at least **30 days prior** to the conference date. Advise them that you are attending the Smart Pricing for a Smart Grid World conference to receive the negotiated conference discount rate. Within 30 days of the conference, prevailing hotel rates may be quoted, as the conference rate is no longer guaranteed. **Book early—the club will sell-out!**

All room rates include a full American breakfast served in our rooftop restaurant daily, two hours of hosted cocktails served in the restaurant lounge each evening and entrance to Club One Fitness, located on property with an indoor lap pool and state of the art equipment. The fourth floor business center is available to guests 24/7 without charge. All guestrooms include plush robes and high speed Internet access, along with many other amenities.

### Fees and Payments:

The fee for attendance at **Smart Pricing for a Smart Grid World** is:

Government and Academic:	<b>\$600.00</b>
Utility companies, Academic & Government Agents:	<b>\$1100.00</b>
Standard Registration:	<b>\$1495.00</b>

Please make checks payable to Financial Research Associates, and write code B735 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later October 29, 2009.

### Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Kathie Eberhard: 704-341-2439 or [kheberhard@frallc.com](mailto:kheberhard@frallc.com)

### Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$175 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$175 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

**Please Note:** For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

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  - \$1495 standard registration**
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Conference Code: B735



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The **ONLY** conference entirely  
focused on time-based  
pricing strategy &  
implementation!

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Tackling the key issues that affect the implementation of time-based pricing

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