

## Conference Program

### Thursday, March 22, 2001

7:30 am – 8:30 am	Registration and Continental Breakfast			
8:30 am – 8:45 am	Conference Opening			
8:45 am – 9:30 am	Keynote Address: NYISO			
9:30 am – 10:15 am	Invited Speaker: NYSERDA			
10:15 am – 10:30 am	Break			
10:30 am – 11:25 am	NYISO Summer 2001 Program Overview			
11:25 am – 12:15 pm	NYISERDA Session #1A <b>NYISERDA                      Programs and                      Projects</b>	Business Session #1B <b>Automating                      Demand                      Response –                      Case Studies</b>	Business Session #1C <b>Program                      Design and                      Implementation                      – Case Study</b>	Business Session #1D <b>Economics of                      Customer                      Curtailment</b>
12:15 pm – 1:15 pm	Lunch			
1:15 pm – 3:00 pm	Vendor Exhibit Area			
3:00 pm – 3:55 pm	NYISERDA Session #2A <b>Thermal                      Storage for PRL</b>	Business Session #2B <b>Strategies for                      Residential                      Customers</b>	Business Session #2C <b>What Are                      Customers                      Looking For In                      PRL Programs?</b>	Business Session #2D <b>Tracking the                      Load – Metering                      and Information                      Systems</b>
3:55 pm – 4:45 pm	NYISERDA Session #3A <b>Residential                      End-Use                      Technologies                      for PRL</b>	Business Session #3B <b>Strategies for                      Institutional                      Customers</b>	Business Session #3C <b>PRL Program                      Design</b>	Business Session #3D <b>Panel                      Presentation –                      Making PRL                      Work</b>
4:45 pm – 6:00 pm	Reception			



**Price-Responsive Load Management: A New Opportunity in New York State Electricity Markets**  
**March 22-23, 2001 Crowne Plaza, Albany, NY**

**Friday, March 23, 2001**

7:30 am – 8:30 am	Continental Breakfast
8:30 am – 9:15 am	Invited Speaker: Public Service Commission
9:15 am – 10:15 am	Panel Discussion – LSE-sponsored price-responsive load programs for summer 2001
10:15 am – 10:30 am	Break
10:30 am – 11:30 am	Panel Discussion – Emergency Generation: Opportunities, Challenges, and Environmental Policies
11:45 am – 12:00 pm	Wrap-up
Noon	Conference Adjourns



## Business Session Detail

### Session 1A (11:25 am – 12:15 pm)

#### ***NYSERDA Programs and Projects***

*PON 577 – Peak Load Reduction*

Lee Smith, NYSERDA

*Residential Comprehensive Energy Management Services Program*

Eric Mazzone, NYSERDA and  
John Oyhenart, DMJM Harris

### Session 1B (11:25 am – 12:15 pm)

#### ***Automating Demand Response – Case Studies***

*Enabling Technologies for Advancing Real Time Demand Response Programs*

Andrew Bakey, Powerweb  
Technologies

*Utilizing Electronic Forward Markets for Price Responsive Load*

Jim Verna, Automated Power  
Exchange, Inc.

### Session 1C (11:25 am – 12:15 pm)

#### ***Program Design and Implementation – Case Study***

*Summary of NYPA's 2000 Peak Load Management Program*

Helle Maide, New York Power Authority,  
Stephen Carlson and Curt Puckett, RLW  
Analytics, Inc.

### Session 1D (11:25 am – 12:15 pm)

#### ***Economics of Customer Curtailment***

*The Rationale for Market-Based Customer Curtailment*

Miles Bidwell and Carl Pechman,  
Powereconomics, Inc.

*Real Prices, Real Responses: Results from a New York Real Time Price Program*

Tom Michelman, Xenergy Inc.

### Session 2A (3:00 – 3:50 pm)

#### ***Thermal Storage for Price-Responsive Load***

*Real Time Pricing and Thermal Storage – Still Relevant After All These Years*

Michael Tennis, Tabors Caramanis  
& Associates

### Session 2B (3:00 – 3:50 pm)

#### ***Strategies for Residential Customers***

*Electric Submetering, Dual System, Integrated Building Control System*

Herbert E. Hirschfeld, P.E.

*Air Conditioner Load Control Using Wireless On-site Communications*

Michael Marks, Applied Energy  
Group, Inc.

**Session 2C (3:00 – 3:50 pm)**

***What Are Retail Customers Looking For in PRL Programs?***

*Great Expectations vs. False Hope – Price-Responsive Load Programs Must be Designed From the End-User's Perspective to be Successful*

James Brew, Brickfield, Burchette, Ritts & Stone, P.C.

*Strategies and Needs for Implementing Demand Responsiveness for Retail Customers – Creating a Virtual Utility One Store at a Time*

Mark Breuker, Service Resources, Inc.

**Session 2D (3:00 – 3:50 pm)**

***Tracking the Load - Metering and Information Systems***

*Performance Metering in the Deregulated Environment*

Paul Golden, Power Measurement USA

*On a Need-to-Know Basis: Why Information is Key to A Successful PRL Program*

Dan Garvey, Lodestar Corporation

**Session 3A (3:55 – 4:45 pm)**

***Residential End-Use Technologies for PRL***

*Residential End-Use Technologies: The WaterSaver Residential Heat Pump Water Heater*

Karl Mayer, ECR International

*Wireless RF Thermostat in Residential Load Management*

Kurt Schultz, ENERNET Corporation

**Session 3B (3:55 – 4:45 pm)**

***Strategies for Institutional Customers***

*Load Management Performance Contracting For Institutional Customers*

Barry Holt, Xenergy Inc.

*Transforming Data into Energy Cost Reductions: Strategies for Managing and Procuring Energy in a Deregulated Market*

Terry Sick, eBidenergy, Inc.

**Session 3C (3:55 – 4:45 pm)**

***PRL Program Design***

*Price-Responsive Load Management: An Essential Risk Management Strategy for ESCOs*

Ashley Houston, Xenergy Inc.

*Economics of Price Responsive Load*

Peter Blom and Larry Zanis, ConEd Solutions

**Session 3D (3:55 – 4:45 pm)**

***Panel Presentation – Making PRL Work***

*Making Price-Responsive Load Management Markets Function – From Different Points of View*

Chair: Ruben Brown, The E-Cubed Company, LLC