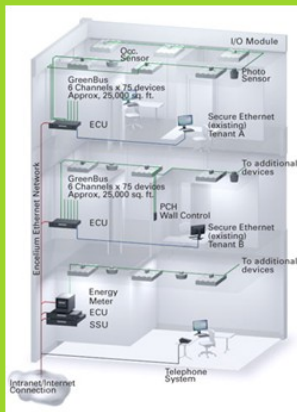


# October GPAEE Event

## Electric Expo: *Demand Control Strategies*

October 8, 2009



- Event: Electric Expo: Demand Control Strategies
- Date : Thursday, 10/8/09
- Time:
  - 11:30 AM - 12:00 PM Registration / Networking
  - 12:00 PM - 2:00 PM Lunch / Presentation
  - 2:00 PM Electrical Expo
- Location: Valley Forge Convention Center: Meeting Room GS-1  
1160 First Ave  
King of Prussia, PA 19046  
(610) 354-8212  
Website: <http://www.vfconventioncenter.com/>
- Directions: <http://www.vfconventioncenter.com/directions.htm>
- Speakers: Lance Hollner - Director of Sales for Encelium  
Jim Clark - President of Clark Energy  
Del A. Hilber - VP of Load Response for Constellation Energy
- Cost: \$30.00 for GPAEE Members / \$35.00 for Non-Members  
- If Pay @ Door: \$40.00 GPAEE Members /Non-Members
- Secure Online Registration:
  - 1) Click on the *Secure Online Registration* Icon below
  - 2) Register & Pre-pay



\*\* [Note: Continued on Page 2] \*\*

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- Non-Web Registration:

It is preferred that all Event Attendees register on-line.

However, if for some reason you cannot register on-line, then please contact Jim Harven directly (see Jim's contact info below).

- Contact:

Jim Harven, Constellation Energy  
[James.Harven@constellation.com](mailto:James.Harven@constellation.com)  
(215) 630-6507

- Meeting Background:

PJM Interconnection (<http://www.pjm.com>) is a regional transmission organization (RTO) that coordinates the movement of wholesale electricity in all or parts of 13 states and the District of Columbia. Demand response (also known as load response) is end-use customers reducing their use of electricity in response to power grid needs, economic signals from a competitive wholesale market or special retail rates. PJM's wholesale Electricity markets provide opportunities for end-use customers to realize value for reducing their demand for electricity. Demand response is an integral part of PJM's markets for energy, day-ahead scheduling reserve, capacity, synchronized reserve and regulation. In most buildings the three most common ways of reducing demand is through controlling the lighting, HVAC and generation equipment. This meeting will provide information on what strategies can be used to effectively control this equipment for maximum revenue and least occupant disruption. After the meeting, all are invited to attend the Electric Expo, which is in the same facility at no additional charge.

- Topics of Discussion & Speaker Bios:

Lance Hollner, Director of Sales for Encelium (<http://www.encelium.com>) will speak about lighting control strategies. Between his current position with Encelium, and previous roles at Lutron Electronics, he has over six years of experience in product management, sales, and business development of energy management and lighting control solutions in both US and international markets. Lance holds a BS of Chemical Engineering from Georgia Institute of Technology, and is also a LEED accredited professional.

\*\* [Note: Continued on Page 3] \*\*

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- Topics of Discussion & Speaker Bios:

Jim Clark of Energy Connect and Clark Energy (clarkenergy@comcast.net), will focus on strategies to control your HVAC equipment. Jim Clark is the President of Clark Energy, Inc. He was recently the Director of Engineering at EnergyConnect, Inc., a leading Curtailment Service Provider in Demand Response markets. In both of these roles, Jim has been responsible for identifying and implementing Demand Response Strategies to reduce customer demand for Economic, ILR, and Synchronous Reserve programs at various ISOs (regional electric grids). Customers have included universities, industrial, healthcare, and commercial properties.

Del A. Hilber of Constellation Energy (www.constellation.com) will talk about other strategies, especially as it relates to automated systems for initiating demand reductions and generating equipment. Mr. Hilber is Vice President of Load Response for Constellation Energy. (NYSE: CEG) and manages their Load Response products and initiatives marketed to Commercial and Industrial customers throughout the United States. He is responsible for the daily load response business, overseeing the product development, program management, services, and IT infrastructure. Mr. Hilber currently is the executive sponsor and program manager for an innovative, large scale Demand Side Management automation project. Prior to his current role, Mr. Hilber was Director of IT at Constellation where he lead the IT project and operations teams supporting the demand response business. This included the development of a state of art energy bidding platform for the business.

- About the Electric Expo:

The Electric Expo is a regional show that has been around since the 1930's and highlights electrical products, services and lighting to a range of industrial, commercial and residential users. There will be an emphasis on Energy Efficiency this year, with exhibits on lighting, motor control and solar PV. The show is at the Valley Forge Convention Center October 7 and 8. For more information please visit [www.electricexpo.org](http://www.electricexpo.org).

