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Utilimetrics: New Office, Full-Time Staff Working for You

It's been a while since we last reported to you that Utilimetrics is transitioning to a new stand-alone association, now complete with a new office location and dedicated staff working full time for you.

"We have a bold new management team behind Utilimetrics that cares about its members," said Joel Hoiland, first full-time Utilimetrics chief executive officer. "This is the first-ever office for Utilimetrics, staffed with professionals who are dedicated to the mission of education, collaboration and advocacy for utility technology solutions."

"Utilimetrics has an experienced team with vast association experience poised to build out this great organization and to leverage the opportunities in the marketplace. We are looking forward to collaborating with the Board, committees and members to move Utilimetrics to its next strategic level," Hoiland added.

The first-ever Utilimetrics business plan covers three years. The first transition is to move from a third-party management company to become a stand-alone operation. The Board voted Jan. 29 to make this move based on studies demonstrating that stand-alone trade groups achieve greater engagement, dedication and commitment among staff who serve them and the members who belong to them.

Several other changes are coming. These include:

- New quarterly magazine to make its debut at Autovation
- New & improved Web site with greater functionality
- Weekly e newsletters
- Weekly Public Policy Reports (continued)
- More Webinars
- An education research foundation

The new Utilimetrics office is strategically located just minutes from O'Hare International Airport. The address is 1400 E. Touhy Ave., Suite 258, Des Plaines, IL 60018. The phone number remains the same: (847) 480-9628.

Meet the Staff

Joel Hoiland, a certified association executive, is the first Utilimetrics full-time chief executive officer. He previously was part-time CEO for Utilimetrics, and also has run a number of

national/international trade groups including the Window & Door Manufacturers Association, the International Warehouse Logistics Association, the National Association of Electrical Distributors and several other industry organizations over the past 30 years. Hoiland is a graduate of the Institute of Organization Management, University of Delaware, and has a bachelor's degree from Bemidji State University, Bemidji, Minn.

Kelley R. Chrouser, Ph. D., is education & research director. She is an education, organizational development, instructional design and communications specialist with more than 18 years of professional experience. She has worked with a variety of organizations including consulting, healthcare, non-profits, legal and legislative groups. Chrouser earned her Ph.D. in communication & rhetorical theory from the University of Nebraska – Lincoln; a master's degree in interpersonal communication from Mankato State University; and a bachelor's degree in speech & history from University of Wisconsin – Eau Claire. She also is an adjunct faculty member at Argosy University, Chicago.

Karen J. Cioni is events director responsible for managing logistics for the annual conference and exposition. She is a seasoned meeting professional experienced with small to large trade and professional association conventions, conferences and expositions. Cioni has recently managed events for the Association of Legal Administrators, Society of Independent Show Organizers, and the Women's Jewelry Association. She has completed core management programs and various courses for meeting and exhibit management and belongs to several professional associations.

Joel Mendes is marketing & member services director. He is an association professional with extensive experience in membership services, chapter relations, customer service, strategic planning, budgeting and development and management of meetings and events. He has worked for the American Public Works Association, the Council of Residential Specialists, and the CCIM Institute, all in Chicago. Mendes has a master's degree in history from Loyola University, Chicago, and a bachelor's degree in history from Roosevelt University, Chicago.

Anne O'Connell is communications director. She has a long tenure as a marketing/communications professional and has been involved with several professional associations during her career. Most recently, O'Connell was marketing director at Lake Forest Hospital, Lake Forest, Ill. She also has worked for both regional and municipal governments. O'Connell has a master's degree in journalism from Roosevelt University, and a bachelor's degree in English and journalism from Northern Illinois University, DeKalb, Ill.

Blair Gersten is membership coordinator. She recently graduated with a bachelor's degree in communication studies and entrepreneurial management from the University of Iowa, Iowa City. Gersten has completed internships with the Iowa City/Coralville Jaycees and the Extend the Dream Foundation.

Rachel Gunderson is events coordinator. A recent graduate of Loras College in Dubuque, Iowa, Gunderson has a bachelor's degree in Spanish and public relations and a minor in international studies. She graduated Magna Cum Laude and has work and internship experience with Ronald McDonald House Charities and the American Cancer Society.

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Educational Mobile Home Drives Oncor's Smart Meter Rollout

By John R. Johnson
Contributing Writer

Oncor Electric Delivery Co. is relying on a unique consumer education program to assure a smooth rollout for the aggressive smart metering initiative it announced in May. Oncor plans to outfit 3.4 million customers with smart meters by the end of 2011. The company has already installed 200,000 new meters.

As part of the initiative, the Dallas, Tex.-based utility is undertaking an aggressive consumer education campaign, relying on a 1,000 square-foot traveling mobile home with a fully equipped kitchen to drive home the benefits of smart meter technology to its customers. Dubbed the Mobile Experience Center, the traveling trailer has been making the rounds in Texas since 2008. Its goal is to provide customers with hands-on demos about how they can save on their energy bills by knowing exactly how much energy their appliances use.

"We take that mobile home out ahead of our smart meter deployment schedule to explain to consumers exactly what these meters can do for them, how they work, and how they can give them control over their utility bill," says Carol Peters, a spokesperson for Oncor.

The smart meter rollout will cost Oncor approximately $690 million, and is part of a $3 billion overall investment in smart grid technology. Smart meter provider Landis+Gyr, based in Switzerland, will provide the advanced metering systems for Oncor in a deal the *Wall Street Journal* estimates to be worth $360 million. Oncor is charging its customer base a surcharge of $2.21 per month to supplement the smart meter rollout. The surcharge will remain in place for 11 years. Oncor defends the surcharge by noting that by having the money available up front, the company can buy smart meters in bulk, thereby saving ratepayers money in the long run.

"Our rollout is a complete state-of-the-art deployment," says Carol Peters, a spokesperson for Oncor. "It is not a pilot and is not a test, which makes this unique in the United States." She adds that the deployment is one of the broadest to date in the U.S.

Florida Power Electric is also in early stages of deploying advanced wireless smart meters in Miami Dade County in a project called Energy Smart Miami. That rollout will deliver smart meters to about 1.4 million South Florida homes and businesses. The program also calls for pilot programs involving renewable energy integration, deployment of plug-in hybrid electric vehicles and consumer technology trials of in-home energy displays and home energy controllers.

Peters says that Oncor consumers who have advanced smart meters installed stand to save

approximately 10 percent on their monthly energy bills. Oncor's ongoing education campaign will help consumers to understand how to utilize the real-time data they receive on energy usage, as well as which appliances are the most costly to operate. Consumers will also learn about the option of using certain appliances during off-peak hours, another way to decrease their utility bill. Oncor will benefit by being able to read meters remotely, as well as having the ability to automatically connect and re-connect customers.

"Our customers will be able to see how much electricity they use throughout the day and, using that information, make smarter decisions about how they consume electricity and when, in order to save money on their electric bills and reduce their energy consumption," says Oncor CEO Bob Shapard. "With AMS technology and monitoring equipment … consumers will have the ability to get real-time information about how they are using electricity. It's essentially an electricity speedometer that puts control in the hands of consumers. More efficient use of electricity will also reduce the need for new generation plants and help keep our air cleaner."

The new smart meters will also help the company to deal with power outages, such as the mid-June storm that left 820,000 customers without power in the second worst weather event in Oncor history. Smart meters will help Oncor track exactly who has power and who doesn't, and when power was restored to certain homes. By having that knowledge, Oncor can speed power restoration in the future by knowing where to deploy repair crews.

Eventually, the deployment of advanced metering technology will allow Oncor to tie into a state-mandated plan to move wind power from West Texas to Oncor's customer base. With the availability of inexpensive renewable energy, the information gleaned from smart meters could encourage consumers to use energy during off peak hours.

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Interview with Daniel Burrus, Autovation Keynote Speaker

By John R. Johnson
Contributing Writer

At Autovation® 2009, Keynote Speaker Daniel Burrus -- one of the world's leading technology forecasters and business strategists – will tackle many topics related to smart metering technology. Burrus spoke with Utilimetrics about Autovation® topics, as well as the technology challenges and opportunities utilities will face in the future.

Why is the timing right for smart meter technology?

"The concept of making things more intelligent is something that utilities have been discussing for a long time, but the timing has never been right. Now, the timing is right. Energy costs are rising, but the cost of intelligence is decreasing, and the power of intelligence is increasing rapidly. So it's the perfect dynamic for being the right time for smart metering technology."

When you look ahead to a future where most utilities are utilizing smart meters, what is most exciting to you?

"We are traveling down a road into an amazing phase of processing power and what it can do for us. We have the potential to empower customers with information and communication, as well as knowledge, which is far more valuable. So what we are doing with smart metering is adding a consultative value rather than just providing data or information. This means that homeowners and business owners can receive information about how much it costs them to run their air conditioner or to re-charge their smart car."

How might the adoption of smart meter technology change the way utilities operate in the future?

"In the information age we spent our time informing. Now, with the advent of smart meters in the communication age, we're actually creating dialogue with customers. Utilities need to consider developing communication-age strategies versus information-age strategies. There is a big difference between informing and communicating, and the use of smart meters represents the beginning of a new stage of communicating with the customer.

"Utilities must also adjust how they react to change. Change typically comes to us from the outside. Utilities react and put out fires, and tend to be crisis managers. With smart metering technology, we have an amazing opportunity, but we don't want to manage it and have it turn into a crisis or a problem. So utilities need to anticipate the problems ahead of time and pre-solve the issues that could occur."

We are well aware of the benefits of smart meter technology. Are there drawbacks?

"Well, there is certainly the potential for drawbacks, as is the case with implementing any kind of new technology. For starters, people could be concerned with privacy issues. There are privacy issues and all kinds of things that could represent a quagmire of problems that could slow the growth of the smart grid as well as smart metering if we don't actively help people to understand what it is. Secondly, unless utilities educate consumers about the technology, they will likely under-utilize it."

How can the industry avoid that?

"It's important for the utilities industry to actively change how their commercial and residential customers think, and to empower consumers to better manage their energy. They need to know that utilities can help them by giving them guidance, but that they can still make their own

decisions. We are giving them the ability to manage when their air condition is turned on, and the advantages of turning it on now versus waiting half an hour."

What type of privacy issues might be raised by consumers?

"Data integrity is extremely important. Customers might worry that the data from smart meters isn't accurate. Also, they may be concerned that hackers might alter or change their data stream so that they pay more for their electricity while the hacker pays less. The industry needs to anticipate these fears and questions. I'd like to see the industry create a list of things that people might object to, and then come up with answers before we go with widespread adoption and then all of a sudden we are faced with public outcry."

Does the industry need to consider putting regulations in place to guard against privacy invasions?

"That might help. Smart metering will allow utilities to be much smarter in getting to know their customers. In the past, we didn't know our customers at all. But with smart metering, we will know them a lot better. As a utility, I could know exactly when you take as shower, when you water the plants or wash the dishes. I could figure out how exactly how much water or electricity you use at any point in time, and probably figure out what you are using it for. So we could get to know our customers extremely well – in some cases too well. A lot of people haven't thought of this aspect of smart metering yet. So yes, we'll likely need to set some guidelines in terms how we manage that information and make sure that our customers are comfortable with the fact that we could know an amazing amount about them."

Autovation® 2009, the Utilimetrics Smart Metering Conference and Exposition, will take place Sept. 13-16 at the Colorado Convention Center in Denver. To learn more about the event or to register, click here.

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Autovation® News

Have you registered for Autovation® 2009, September 13-16 in Denver, CO.? If not, be sure to ***register today.***

The Utilimetrics Program Committee knows budgets are tighter than ever this year and has planned an agenda that will provide maximum value for your registration fee. Regardless of

whether your utility is just in the planning stage or already fully deployed, you'll find numerous educational programming and networking opportunities throughout the conference.

If you haven't received the Preliminary Program in the mail, you can ***find a PDF on the Website***.

Autovation® 2009 highlights include:

- Sixteen pre- and post-Autovation® courses designed to provide in-depth training on subjects ranging from implementing a smart meter project to developing prepayment programs.
- Big Picture sessions focusing on smart energy vision, smart policies and smart water Utility Peer Roundtables—always popular and always helpful. If you represent a utility don't miss them!
- Educational sessions on pre-deployment, operations, water, quality, strategy, demand response, energy efficiency, telecom, policy, smart grid, AMI and smart grid, home area network, security and meter data management.
- Networking receptions.
- Innovation Showcases
- Exhibit Hall packed with the most up-to-date technology
- Keynote Speaker Dan Burrus, one of the world's leading technology forecasters and business strategists.

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Association News

Webinar Series Continues

The next Utilimetrics Webinar, "Building a Technology Roadmap to Smart Grid," is July 28 at 1 p.m. Central. The purpose of this Webinar is to help participants understand the importance of developing a technology roadmap, its value and use. Participants will also learn how multi-criteria analysis can be used to define and direct capital investments. The instructors will explain

how road mapping is linked to ARRA funding requests. This Webinar will be presented by Steve Hadden and Mark Gabriel from RW Beck. For more information, ***click here***.

Need New Talent? Seeking a New Job? Check Out the Online Career Center

Utilimetrics members can place job postings and search for candidates on the Career Center at no charge. To see the latest postings, or to place a free posting, go to ***http://www.jobtarget.com/home/index.cfm?site_id=3942***. Members can review job openings for free.

Nominate Candidates for Utilimetrics Awards

Utilimetrics is seeking nominees for its three most prestigious awards: The Robert J. Green Distinguished Service Award, Outstanding Service Award and Ed Malemezian Utility Best Practices Award. If you have not received nomination information, please contact Utilimetrics Headquarters at ***utilimetrics@utilimetrics.org*** or +1-847-480-9628. Nominations are accepted through July 24.

Utilimetrics Quarterly

Utilimetrics is working with Naylor Publications to produce a quarterly magazine. The first issue of ***Utilimetrics Quarterly*** will be distributed at Autovation®. It will include stories on how utilities are using smart meter technology and social media to respond to natural disasters, what a utility might expect once smart metering has been deployed and how smart metering impacts different departments and the roles they play.

The magazine will regularly include industry news, Utilimetrics updates articles written by consultants and much more. Naylor representatives are currently contacting vendors and consultants about advertising opportunities.

Deployment News

One Million Smart Meters Installed in Canada

Hydro One Networks and Hydro One Brampton have installed one million smart meters in the homes and businesses of customers. Installation began in 2006. Another 400,000 customers are scheduled to have smart meters installed.

Colorado Springs Installation to be Complete by 2010

With only 80,000 smart meters left to install, Colorado Springs Utilities is in the home stretch of a 450,000 smart meter deployment. Officials hope to connect all residents by the end of this year and all businesses by the end of 2010. Colorado Springs Utilities has spent $56 million since it began installing smart meters in homes and businesses in 2006.

Over Two Million ITRON Smart Meters for SDG&E

San Diego Gas & Electric (SDG&E) is rolling out 1.4 million smart electric meters and 900,000 smart gas meters to all homes and businesses throughout its service area. Installation is scheduled to be completed throughout North San Diego County by March 2010. The Itron OpenWay meters will be installed by SDG&E and VSI Meter Services.

Caribbean Utility to Deploy Elster Smart Meters

St. Lucia Electricity Services Limited (LUCELEC) is deploying the first full-scale Elster EnergyAxis® smart metering system in the Caribbean.

St. Lucia has one power generation station and seven substations that service the entire island and 56,000 customers. The island, 238 square miles (616 sq. km) includes a mix of terrain, including high mountains, dense forests, low-lying lands, and beaches, creating a challenging environment for wireless technology. A 200-meter pilot was successful, with all meters communicating reliably on a regular basis to its operations.

Dominion Power Beta Testing Smart Grid Program

Dominion Virginia Power will beta test 46,500 smart power meters in the commonwealth's towns of Charlottesville and Albemarle. More than half of the meters have been installed, and all are expected to be installed by the end of the year.

Landis+Gyr Wins Five-year Contract With AEP

AEP Texas, a unit of American Electric Power, signed a five-year advanced metering contract with Landis+Gyr. Under terms of the agreement, AEP Texas will deploy Landis+Gyr's Gridstream(TM) advanced metering solution across the utility's Texas service territory. The Gridstream network will provide two-way communications to 700,000 metering endpoints.

Aclara Power Line Technology Chosen by South American Utility

Colombian utility Empresas de Energia del Archipiélago de San Andres S.A. E.S.P. (EEDAS S.A. E.S.P.) is deploying the Aclara Two-Way Automatic Communications System (TWACS) advanced metering infrastructure technology on the islands of San Andres and Providencia.

The project, undertaken in conjunction with the utility's net operator Sociedad Productora de Energia de San Andres y Providencia S.A. E.S.P. (SOPESA S.A.), will ultimately serve five substations, 15 feeders, and 16,300 meter services across both locations. The initial stage of the implementation will begin in 2009, followed by full deployment completion in 2010.

EPB Picks Tantalus for a Fiber Optic Smart Grid

EPB, the electricity provider for Chattanooga, TN, has signed a contract with Tantalus Systems Corp. to build a fiber optic smart grid.

EPB will utilize TUNet (Tantalus Utility Network) for automatic meter reading, outage management and other applications. The contract is part of a $220 million development by EPB for a fiber optic network throughout the utility’s service territory.

GE Smart Meters Approved By Johnson City, TN

The Johnson City Power Board approved a plan recently that will bring smart electric meters to its 74,000 residential, commercial and industrial customers by the end of 2011. Each existing meter will be replaced by a new General Electric meter with the Eka Systems’ designed AMI software and hardware.

Columbia Gas to Deploy Itron Smart Meters

Columbia Gas of Ohio will deploy Itron’s smart metering technology across 1.4 million gas meters over the course of the next five years. Columbia Gas will deploy the 40GB Gas ERT modules and may implement the larger 100G series modules in selected areas.

Landis+Gyr to Provide Smart Meters in Australia

Landis+Gyr signed a multi-year contract with CitiPower and Powercor Australia to provide smart meters to more than one million Victorian electricity end users. The contract awarding Landis+Gyr the vast majority of CitiPower and Powercor Australia’s total requirement represents the single biggest smart meter rollout in Australia. The deployment of Landis+Gyr’s innovative and proven smart metering technology will begin later this year.

Ohio Utility Selects Tantalus

Midwest Electric, Inc., St. Marys, Ohio has selected Tantalus Utility Network for its smart grid communications network. Tantalus technology will support Midwest's plans for a fully automated metering solution.

Itron Begins Smart Meter Production for SCE

Itron has started production of more than four-million OpenWay ® smart meters for Southern California Edison (SCE).

Selected by SCE as part of its Edison SmartConnect ™ program, OpenWay ® is a standards-based, open-architecture smart metering solution that features two-way wireless communication to state-of-the-art OpenWay ® CENTRON electricity meters. SCE plans to have all the meters deployed by 2012.

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Industry News

R.W. Beck to be Acquired by SAIC

R. W. Beck Group, Inc., signed a definitive agreement to be acquired by Science Applications International Corporation (SAIC), pending shareholder approval. R. W. Beck will join SAIC's Infrastructure, Logistics and Product Solutions Group. The acquisition is expected to close the beginning of August.

Greenbox Technologies Names Ivo Steklac CEO Ivo Steklac has been named CEO of Greenbox Technologies. Greenbox is a provider of Web-based energy management solutions for utilities and residential energy customers. Steklac was recently global vice president of Elster Integrated Solutions. He founded Enspiria Solutions, Inc. in 2003.

Ray Gogel Appointed President and COO of Current Group

Ray Gogel joined Current Group as president and chief operating officer. Gogel was previously with Xcel energy and was responsible for the creation of the nation's first SmartGridCity in Boulder, Co.

PPL Electric Utilities Hires Gregory Dudkin as SVP Operations

Gregory Dudkin has been named senior vice president-operations for PPL Electric Utilities Corporation.

Dudkin was most recently with Comcast Corporation where he served as senior vice president of technical operations and fulfillment and as an executive consultant.. His career also includes 24 years of electric and gas utility experience at Exelon subsidiaries.

Larry Dickerman Joins KEMA as Principal Consultant

Larry Dickerman joined KEMA as a principal consultant. Dickerman was previously technology director for American Electric Power's (AEP) distribution services business unit. He also served as vice president of distribution asset management, responsible for developing asset replacement, maintenance, and enhancement programs.

Landis+Gyr Inc. Manufactures One Million Smart Meters

Landis+Gyr recently manufactured its one-millionth smart meter. The meters, known as the Focus AX-SD, are manufactured at the Landis+Gyr plant in Reynosa, Mexico.

Badger Meter's Richard Meeusen Receives Ernst & Young Award

Badger Meter Inc. Chairman, President and CEO Richard Meeusen received the Ernst & Young Entrepreneur of the Year(R) 2009 Award in the manufacturing category in the Upper Midwest region. The award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses and contributing to improving their communities.

Trilliant Names Michael Towe CFO

Michael Towe joined Trilliant as CFO. He was previoulsly with World Airways, a wholly owned subsidiary of Global Aviation Holdings, where he was CFO for the $1 billion charter passenger and cargo airline. Towe's experience includes financial reporting, acquisitions and integration, Sarbanes-Oxley compliance, information systems, and financial planning and analysis.

NV Energy Issues RFI

NV Energy is issuing a Request for Information for its 2010-2012 Southern and Northern Nevada Energy Efficiency and Conservation Programs.

The principal purpose of this RFI is to identify interested firms that have the qualifications and experience to provide implementation services for various types for Energy Efficiency and Conservation Programs for NV Energy. For information, go to http://www.nvenergy.com/company/doingbusiness/rfps/conservationrequests.cfm

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