



National Town Meeting on DR & SG Issues “Call for Creative”

(Washington, DC – February 22, 2012) The Association for Demand Response & Smart Grid (ADS) today announced a “Call for Creative” as a follow on to its recently issued Call for Papers. Both of the issuances are in conjunction with the 9th annual National Town Meeting on Demand Response and Smart Grid occurring from June 26-28 in Washington, DC.

Members of the DR and smart grid community have witnessed a dramatic shift in the importance of engagement with consumers and stakeholders in recent years. ADS is now offering the opportunity for companies and organizations to share with the rest of the DR & SG community what they have created or commissioned.

This “Call for Creative” is a chance for marketing and communications departments, nonprofit advocacy groups, technology companies, creative agencies, public relations firms, and others to submit work that they have done or will be doing and have it be recognized by practitioners, stakeholders, policymakers, and others. ADS hopes this will also encourage groups to undertake new efforts using the ideas expressed in the “National Action Plan Communications Action Guide Part I” that ADS released in July 2011.

“As DR and smart grid have proliferated in recent years, parties have had to create innovative communications efforts to reach out to their customers,” said Dan Delurey, Executive Director of ADS. “We wanted to offer the opportunity for them to show off their creative ideas and provide examples of what has worked.”

Guidelines for submission can be found on the ADS website (www.demandresponsesmartgrid.org), and submissions will be accepted through April 16, 2012. All submissions will be published on an interactive map on the ADS website, and submissions judged to be worthy of greater acknowledgement will be shown and displayed at the upcoming National Town Meeting on Demand Response and Smart Grid (June 26-28, 2012 in Washington, DC).

The National Town Meeting’s “Call for Creative” project is being managed by To the Point.

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About the Association for Demand Response & Smart Grid

The Association for Demand Response & Smart Grid (ADS) is a nonprofit organization, originally formed in 2004 as the Demand Response Coordinating Committee (DRCC). ADS is a 501 (c) 3 nonprofit organization consisting of professionals and organizations involved in demand response and smart grid. It provides services to help its members in the conduct of their work and in the attainment of their personal, corporate and governmental objectives. ADS seeks to establish and grow a demand response “community” of policymakers, utilities, system operators, technology companies, consumers, and other stakeholders.

Group Members of ADS are Ameren, American Electric Power, American Public Power Association, Arizona Public Service, ComEd, Conservation Services Group, ENBALA, Energate, Exelon, Freeman, Sullivan & Co, ISO New England, MISO, National Grid, Navigant Energy Practice, NYSERDA, Opower, Pacific Gas & Electric, PECO, PJM Interconnection, Progress Energy, Salt River Project, San Diego Gas & Electric, Southern California Edison, Southern Company, and Tennessee Valley Authority.

More information on ADS can be found at: www.demandresponsesmartgrid.org

About the National Town Meeting on Demand Response and Smart Grid

The 2012 National Town Meeting on Demand Response and Smart Grid is the acknowledged place for those in the demand response and smart grid community to gather. Representatives from utilities, government entities, technology firms, and many other sectors within the community will gather to discuss both the present and future of DR and SG.

More information on the Town Meeting can be found at: www.smartgridtownmeeting.com

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