

PRESS RELEASE



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Smart Grid Consumer Collaborative Announces Agenda for Annual Symposium

Event to gather SGCC members and more for an exploration of consumers and smart grid

ATLANTA, GA – December 13, 2011 – Smart Grid Consumer Collaborative (SGCC), a nonprofit specializing in research and education on smart grid consumer engagement, announced today that it has finalized the agenda for its second annual consumer symposium. The event, Partnering for Progress: Communicating a Consumer-Friendly, Consumer-Safe Smart Grid, will take place Monday, January 23, 2012 at the DistribuTECH conference in San Antonio, with all smart grid stakeholders invited to attend.

“We’re confident that the panels we have set for the Smart Grid Consumer Symposium will generate fresh ideas and actionable insights that will assist our attendees in their efforts to engage consumers positively on the subject of smart grid,” said SGCC Executive Director Patty Durand.

The event will begin at 1p.m. with a welcome from the SGCC Board of Directors Chairman, John McDonald, Director of Technical Strategy and Policy Development at General Electric Digital Energy. Next will come the unveiling of SGCC’s 2012 State of the Consumer Report, an expert analysis of two research projects recently commissioned by the organization, of which each attendee will receive a copy.

In an afternoon of panels ranging from explorations of customer concerns and market segmentation to a round-up of the best of smart grid consumer research in 2011, attendees of the symposium will benefit from SGCC’s commitment to listening to consumers, collaborating by trading best practices and finding breakthrough ways to educate the public about smart grid. The event will conclude at 5:30pm, with a cocktail reception networking opportunity immediately following.

“The SGCC Smart Grid Consumer Symposium 2012 is a must-attend event for everyone charged with delivering smart grid programs, products or services to the public. We think attendees will be very satisfied with their experience,” said Ms. Durand.

Admittance to the event costs \$125 for SGCC members and \$175 for non-members. Learn more and register for the symposium at smartgridcc.org.

About Smart Grid Consumer Collaborative

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart

grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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