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## **Smart grid, consumer engagement and social media**

*SGCC Director Patty Durand to moderate Oct. 4 panel discussion at GridWeek*

**ATLANTA – Sept. 25, 2012** – Engaging consumers through evolving social media channels is one way of driving awareness and acceptance of smart grid. At GridWeek 2012, Smart Grid Consumer Collaborative (SGCC) Executive Director Patty Durand will moderate and participate in a panel discussion of industry experts working toward this goal.

The session takes place at 1:30 p.m., Thursday, Oct. 4, at the Walter E. Washington Convention Center in Washington, D.C. Durand joins a panel including:

- Gail Allen, Senior Manager of Customer Solutions, KCP&L
- Robin Carey, Co-Founder and CEO, Social Media Today
- Patrick Charles, Smart Grid Customer Solutions Manager, San Diego Gas & Electric
- Andy Zetlan, Vice President, Aclara

“The smart grid transformation is empowering consumers to manage their energy consumption as never before,” said Durand. “Social media, a transformation of its own, is a major part of this shift, and utilities across the U.S. are using social platforms to communicate with customers and provide value in new ways. This panel will provide multiple stakeholder insights into the many opportunities of bringing consumer engagement to a whole new playing field.”

Panelists say they look forward to sharing the ways in which social media has impacted their operations.

“At KCP&L, we are offering an energy management portal in our smart grid project that uses a goal-based methodology to help customers with behavior changes that can lead to energy savings,” says Gail Allen. “The Tendril platform provides actionable, relevant recommendations in the social component of the portal that are tailored to each customer.”

Says Andy Zetlan of Aclara, “Consumer engagement for utilities continues to mature both in terms of content and the channels that are in use, ranging from print to web and now leveraging mobile technology and social media, and utilities are gaining experience and are evaluating the impact of these various offerings and the resulting changes in consumer behavior.”

Robin Fray Carey of Social Media Today adds, “Other industries have a lot to teach the utilities sector about improving customer service, using data effectively and creating lasting impact with social media. I’m looking forward to informing attendees about the insights that our bloggers are sharing around this important subject.”

GridWeek, October 2-4, 2012, is the only national event that attracts the complete diversity of global electric-industry stakeholders to explore smart grid's impact on the economy, utility infrastructure, consumers and the environment. Now in its sixth year, GridWeek is planned by a representative committee of 11 industry stakeholder groups to ensure the agenda is focused on the most pressing industry topics.

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**About the Smart Grid Consumer Collaborative**

The Smart Grid Consumer Collaborative (SGCC) is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly and consumer-safe smart grid. Learn more at [www.smartgridcc.org](http://www.smartgridcc.org).