



# UTILIMETRICS

## **Utilimetrics Partners with Peak Load Management Alliance**

The Peak Load Management Alliance (PLMA) and Utilimetrics, the smart utility association, have formed a partnership to facilitate communications and information sharing.

The groups will be coordinating collaborative efforts with educational, marketing and informational initiatives that promote power-grid reliability, improved operations and effective resource utilization.

“Transforming the electricity grid into a smart grid requires the interaction of many different stakeholders,” explained PLMA Executive Director Elliot Boardman. “Access to knowledge and broad-based education will facilitate the necessary merger of multiple components enabling us to act in concert. By establishing this relationship PLMA and Utilimetrics have taken the first step in constructing that informational bridge.”

The push is to improve the reliability of the nation’s power grid, positively impact power quality and effectively manage demand while further integrating renewable resources into the system.

Utilimetrics CEO Joel Hoiland said, “The origins of Utilimetrics are in automatic meter reading (AMR) and advanced metering infrastructure (AMI) now commonly referred to as smart metering. We see this partnership as a great way to bring smart metering and peak-load experts together to promote and advocate energy-management solutions for utilities and their customers.”

The liaison between PLMA and Utilimetrics is effective immediately.

### **About the Peak Load Management Alliance**

PLMA is a diverse organization representing numerous demand response entities including utility companies, energy retailers, curtailment service providers, technology developers, equipment manufacturers, research groups and energy consultants.

For further information, contact Elliot Boardman at +1-936-271-5020 or visit [www.peaklma.com](http://www.peaklma.com).

### **About Utilimetrics**

Utilimetrics is the world’s premier smart utility association, providing advocacy for utilities and information about innovative technologies that lead to improve operations, customer service and resource utilization. Its more than 1,400 members represent hundreds of utilities and corporations in gas, water and electric industries around the world. Members develop and implement automated resource-management

technologies and participate in standardization and regulatory activities.

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