



ASHRAE Newsletter La Crosse Chapter

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Chapter Webi-
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Upcoming Events

Feb. 17, 2010

- Energy Policy – Economics and the Environment by Kenric Scheevel

January 2010

The Future of Demand Response in Energy Markets

by Megan Mallette, Graduate Student University of Wisconsin – Madison

The Federal Energy Regulatory Commission has defined demand response as ‘changes in electric usage by end-use customers from their normal consumption patterns in response to changes in the price of electricity over time, or to incentive payments designed to induce lower electricity use at times of high wholesale market prices or when system reliability is jeopardized.’ In other words, demand response provides an opportunity for energy customers to have an impact on energy prices and system reliability. Demand response has been identified as a potential means to increase energy market competition while enhancing reliability of the bulk electric system. Enhanced reliability is of particular importance due a large push to increase the role of intermittent renewable resources such as wind power into the generation mix. Megan Mallette will be reviewing recent developments in demand response and will discuss the potential for plug-in hybrid electric vehicles to participate as demand response resources.



During the presentation we will cover the following:

1. Historical Overview of Electric Utility Regulation
2. Unintended Consequences of Recent Energy Policy Changes
3. Potential Benefits of Demand Response
4. Current Status of Demand Response on a National Level
5. Recent Changes in Midwest Demand Response
6. Remaining Barriers to Demand Response
7. Potential Future Outcomes of a ‘National Action Plan’ for Demand Response
8. Initial Infrastructure Impacts of Plug-In Hybrid Electric Vehicles
9. Benefits of Increased Plug-In Hybrid Electric Vehicle Demand Response Participation
10. Storage Opportunities for Plug-In Hybrid Electric Vehicles with Vehicle-to-Grid Technology

Megan is currently a graduate student in electrical engineering at the University of Wisconsin – Madison. She is a member of the Wisconsin Electric Machines and Power Electronics Consortium (WEMPEC) and her graduate advisor is Professor Giri Venkataramanan. Her interests include reliable transmission operations and energy/environmental policy.

Those wishing to attend this program remotely should contact Jim (JSpielbauer@trane.com).

Location: Trane Technology Center
2313 S. 20th St. Room 1A/1B
LaCrosse WI 54601

Date: Thursday, January 21, 2010

Agenda: 12:00 - 12:15 Lunch
12:15 - 12:30 Business meeting
12:30 - 1:30 Presentation

Cost: None
a la carte from Trane cafeteria

RSVP: Please sign up by 1:00 p.m.,
January 20th, 2010 at

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Update on Chapter Program Webinars

by Jim Spielbauer, Electronic Communications Chair

The December program on Waterside Heat Recovery in HVAC Systems was conducted as a live webinar. The webinar used Microsoft Office LiveMeeting for the video feed and InterCall for the audio feed. LiveMeeting and InterCall are free services that make this a very cost effective way for remote members or members who are traveling out of town to attend chapter programs.

There was interest in attending the webinar from as far away as the Middle East. Unfortunately this member was not able to access the system. I am working with them to determine what went wrong and to correct the problem.

The other members who were able to attend the webinar had positive experiences and expressed no concerns or problems with the webinar.

If you would like to attend any of the upcoming chapter programs but cannot attend in person, please contact me (JSpielbauer@Trane.com) to request a live webinar feed. Some meetings are conducted at locations without internet access and / or conference calling systems. In these instances a live webinar will not be available.



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