



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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CABA Signs Memorandum of Understanding with the Peak Load Management Alliance

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The Continental Automated Buildings Association has entered into a memorandum of understanding with the Peak Load Management Alliance (PLMA).

The purpose of the PLMA, a not-for-profit organization, is to foster a community of expertise focused on demand response and its role in creating efficient electricity markets.

Unlike other commodities, the demand for electricity is inelastic. As a result, in times of short supply, the price for electricity has increased nearly 4,000 percent in some areas of the United States. This has resulted in great financial burdens for some electric suppliers who have a contractual obligation to continue supplying electricity to their customers at a fixed price despite the tremendous price increase on the wholesale electricity supply markets.

Through the Alliance, participating companies can bring forward useful information on price responsive loads, market structures and market rules. This includes information on market participants' roles, customer needs and actions and enabling technologies.

"Given the current direction of regulatory reforms, we believe it is important that those who demonstrate a commitment to expertise in this industry formalize their commitment," said Elliot Boardman, Executive Director, Peak Load Management Alliance. "This is why we have entered into an agreement with CABA."

Under the agreement the organizations will establish forums and openly exchange information in order to benefit a wide range of stakeholders including the utility industry; regulatory organizations; energy, building automation, telecommunications, controls and information technology vendors; technology companies; consumer groups; and government and non-governmental organizations.

"This memorandum of understanding provides greater visibility and recognition concerning the integration of smart grid and building automation technologies," stated Ronald J. Zimmer, CABA President & CEO. "We are extremely excited to be working with the Peak Load Management Alliance (PLMA) to strengthen and enhance building technologies that limit price fluctuations in the electricity market in order to make energy more affordable and business processes more productive."

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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