

## *Demand Response Boosts ISO Certification*

Participation in EnergyConnect, Inc's demand response programs can help meet ISO 14000 standards for environmental stewardship. The International Organization of Standardization, or ISO, administers a set of technical standards for various industries. The standards can provide long-term economic benefits to those that implement them.

There is general recognition of ISO 9000 standards set for manufacturing quality. Catching on, are the ISO 14000 standards for the environment. Specifically, the ISO 14001 standards deal with environmental management systems, including energy management. The 14001 standards help companies manage the impact of their business activities on the environment. For many companies in the United States and the European Union, ISO 14001 certification is a contractual requirement.

To proceed with ISO certification, several steps are needed:

- Determine which ISO standards apply to your organization
- Develop a quality management system that meets ISO standards
- Audit internally to see if the quality management system is working
- Audit externally with an accredited professional
- Obtain ISO accreditation and certification

The standards support the policy of continuous improvement characterized by the phrase "plan-do-check-act." Accordingly, demand response participation is consistent with ISO continuous improvement policies for environmental management systems.

One way demand response participants may continuously improve is to increase the amount of load made available for peak load management. Another practice of continuous improvement is to expand the frequency of supplying load into demand response markets managed by EnergyConnect to earn increasing levels of revenue and cost savings.

Tens of thousands of companies around the world are registered for the ISO 14001. Many are incorporating energy management practices, such as IBM, Cisco and Boston's Copley Square Hotel. Some, such as IBM, Ford and GM, require their vendors to become ISO 14001 certified also.



One EnergyConnect participant and ISO 14001 company is Castwell Products, a ductile iron foundry located in Skokie, IL. Charlie Hoffman, President of Castwell, explains: "We put a high value on the fact that Demand Response participation is entirely consistent with our ISO 14001 certification. Under ISO 14001, we are committed to reducing our impact on the environment, and we see working within EnergyConnect's Demand Response solutions as an excellent way of doing that."

To learn more about ISO standards, visit the International Organizations for Standards at [www.iso.org](http://www.iso.org).

### *Facts Connect*

<i>Region</i>	<i>Peak Day Ahead Wholesale Electricity Prices (\$/MWh)</i>		
	<i>July</i>	<i>June</i>	<i>May</i>
Mid-Atlantic	\$209	\$185	\$144
Metro Chicago	\$142	\$114	\$117

## *EnergyConnect Helps Flatten the World*

The early 21st century will experience a revolution in how we live and work, according to the New York Times best-selling book *The World is Flat*. Christopher Columbus proved that the world is round, physically. Thomas Friedman, the author of the book, argues that we now have a flat world, technically and socially, and it is one of the most profound changes in history. In a similar sense, the growth of demand response is one of the more profound changes in the electricity world.

Friedman came to his conclusion while visiting India and meeting technology leaders in the outsourcing industry. What impressed him was how people collaborated from multiple locations around the world in real-time and virtual networks. He found: "It is now possible for more people than ever to collaborate and compete in real-time with more other people on more different kinds of work from more different corners of the planet and on a more equal footing than at any previous time in the history of the world – using computers, e-mail, fiber-optic networks, teleconferencing and dynamic new software."

He identifies ten forces that flattened the world. Six of them are new forms of what he calls "collaboration," including "uploading," "outsourcing," "offshoring," "supply-chaining," "insourcing", and "in-forming." He ranks the importance of the convergence of these forces on a par with the invention of the printing press and creation of electricity.

Outsourcing means taking some specific, but limited, function that your company was doing in-house and having another company perform that exact same function for you and then reintegrating their work back into your overall operation. Insourcing allows another organization to come into your organization to analyze its operations and design a more efficient and effective system.

He uses UPS as an example of both, when it provides to its customers various transportation services on an outsourced basis, and redesigned supply chain management on an insourced basis. Both require a much more intimate and extensive kind of collaboration.

EnergyConnect is facilitating a flattening of the electric utility world. The demand response services from EnergyConnect help level the playing field of energy supplies from central generation.

The need for EnergyConnect services continues to grow as the electricity world becomes more complex

due to many more participants, and more urgent, with more time dependent rates. For energy consumers to act as effective participants in this complex world, requires close collaboration not only within their own organization, but also increasingly, between organizations.

EnergyConnect serves as an outsourcing resource allowing participants to play in the complex world of electric supply and demand. Through its Network Operations Center, EnergyConnect provides the outsourced tools for participants to earn revenue in time dependent energy markets.



EnergyConnect also acts as an insourcing agent for participants. EnergyConnect will come into an organization to analyze electric use, evaluate options, and create a plan for participation in demand response markets. Moreover, EnergyConnect can embed itself, virtually, within a participant, by assuming responsibility as the "agent" for bidding and dispatching resources into electricity markets.

Friedman writes that for organizations to be successful in the flat world of the early 21st century, such collaborative relationships will be essential. To learn more about EnergyConnect collaborative services to flatten your energy world, check with one of our account managers.

### *EnergyConnect Team Profile: Brian Gallagher*

Brian Gallagher, based in Chicago, is Vice President of EnergyConnect. Brian joined EnergyConnect in May 2005 and is responsible for marketing and sales in the Midwest region. Brian has signed on numerous participants, including Castwell Products, highlighted on the first page, as well as facilities such as Motorola and the Sears Tower. Brian previously worked for Chicago's leading accounting, law, real estate and energy firms.

Brian has a broad and interesting educational background. Brian started as a CPA after graduating from Bradley University. Brian later earned a law degree from John Marshall and an MBA from the Kellogg School at Northwestern University. Brian is married with 2 children, who are at University of Illinois and Indiana. Favorite past-times are biking, running, and enjoying non-controversial discussions about religion and politics

What Brian likes best about EnergyConnect is working with creative people to develop collaborative solutions for earning revenue in the increasing complex world of energy. He may be reached at [bgallagher@energyconnectinc.com](mailto:bgallagher@energyconnectinc.com).

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