

POWER SMART FORUM AND POWER SMART EXCELLENCE AWARDS ANNOUNCEMENT

Over the last eight years the Power Smart Forum (Forum) and Power Smart Excellence Awards (PSEA) have seen significant growth in attendance by achieving an all time high of 1,370 attendees in 2010. These events are catalysts for helping BC Hydro (BCH) and its customers achieve aggressive energy conservation targets.

The Forum is the premier energy conservation learning event in the Province and is a key component of Power Smart's training and engagement plan for business customers. The PSEA has also grown in the last few years to encompass a broader range of categories, nominations and event attendance which has recognized our business customers for their outstanding energy conservation accomplishments.

The Forum's training and engagement and the PSEA recognition have created a successful cycle of activities to allow customers to **learn, act** and **gain recognition** for their energy conservation actions and behaviours. As the marketplace becomes more sophisticated and complex, the timeline involved in moving from idea to action has lengthened. Energy conservation projects can span multiple years and often full recognition is not possible within the timeframe of a single fiscal year. In addition, having relevant and new program content available at the Forum is critical in helping customers to learn and often new information may not be available year over year. Through market feedback and research conducted by BC Hydro for the Forum and PSEA, findings suggest that many business customers attend the Forum bi-annually which aligns with industry best practice.

With these considerations in mind, the Forum and PSEA will now take place on alternate years. This year's Forum will take place from October 17-19, 2011 and the next PSEA will be held in 2012 – date to be confirmed.

BC Hydro is confident that this change better aligns with the cycle of *learn, act, and gain recognition* as participants will be able to take what they learn at the Forum and apply it to projects that often take over a year to implement and see the results. Alternating the events will allow BCH to also balance the needs of the program with the resources available to ensure sustainable and cost effective growth. In addition, BC Hydro will be in a position to facilitate the development of a more comprehensive and robust program offering that will lead to an increased desire for customers to participate in the Forum and PSEA.

We look forward to seeing you at the PS Forum on October 17-19, 2011!

