

Changing the Electric Utility Paradigm

Ray Beavers

CEO

United Cooperative Services

Cleburne, TX

Industry in Flux

We are on the front row of some staggering changes

We are eyewitnesses

Utilities should feel compelled to educate and empower consumers to be less wasteful.

The Saturation Point



\$4 gas was a saturation point and led to behavioral changes.

Will brownouts and blackouts be our saturation point...

Is it Hopeless?

Many consumers feel powerless in their ability to control energy costs.



We're the experts. We must engage and empower consumers to be players in creating successful solutions.

Conflicting Paradigms at a Crossroads

**Supply-Side
Driven**

OLD PARADIGM

**Use All You Want,
We'll Build More.**

**INCREASED
COSTS**



**CAPACITY
CONSTRAINTS**

**New Capacity
Raises Her Rates.**

**Volatile Fuel
Prices**

NEW PARADIGM

**Consumer
Involvement is a
Necessity.**

The Little Old Lady Exists.



Bridging the Paradigms

Conservation

Education

Innovative Rates

**Supply
Side**

**Demand
Side**

ENERGY INNOVATION

Efficiency

DG

Consumer
Engagement

Renewables

