



PRESS RELEASE
July 7, 2009

**Jacquelyn Ottman
to Speak at National Town Meeting on
Demand Response and Smart Grid**

Jacquelyn Ottman, green marketing pioneer and author of *Green Marketing: Opportunity for Innovation*, will address the sixth annual National Town Meeting on Demand Response and Smart Grid. The meeting will be held on July 13-14, 2009 at the Mayflower Hotel in Washington, DC.

The focus of the meeting will be on building awareness among the general public of the benefits of moving to a Smart Grid. Ms. Ottman's talk will elucidate the links between marketing Smart Grid and marketing green products using various green marketing success strategies.

Other participants at the meeting will include representatives from House Energy and Commerce Committee, Google, the Environmental Defense Fund, the Environmental Protection Agency, General Electric, Whirlpool, National Public Radio, and National Grid.

The meeting is sponsored by the Demand Response Coordinating Committee (DRCC), a non-profit organization formed in 2004 to increase the knowledge base in the U.S. on demand response and facilitate the exchange of information and expertise among demand response practitioners and policy makers.

For more information, please visit:
<http://www.demandresponsetownmeeting.com/>

For questions, contact:

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