

# ELCON *PRESS RELEASE*

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Statement of John Anderson, President of the Electricity Consumers Resource Council (ELCON), in Response to FERC's Issuance of Order 745 on Demand Response, March 15, 2011

Kudos to FERC Chairman Jon Wellinghoff and the three other FERC Commissioners who supported Order 745 on Demand Response. For years, many have identified greater utilization of Demand Response as low-lying fruit that can both save energy and save consumers money. Now – finally – some of that fruit can be tasted.

Order 745 is a long overdue fix for one of the more egregious design flaws in the so-called “Organized Markets.” Generators have long fought efforts to realize the potential of Demand Response, because they knew it would almost assuredly reduce their profits while lowering consumers’ electric bills. Now those generators will face some serious degree of competition.

Large and small consumers should applaud FERC for standing up to the generators who fought this Order from the beginning. The day-ahead and real-time energy markets will now be subject to competitive market forces which will reduce the clearing price in the Organized Markets and mitigate the need for new generation – both of which are in consumers’ best interests.

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ELCON, established in 1976, is the national association of large industrial users of electricity from virtually every manufacturing sector. ELCON members seek a reliable supply of electricity at competitive prices and have long supported federal and state efforts to achieve that objective. More information about ELCON is available at ELCON’s website, [www.elcon.org](http://www.elcon.org).