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HOFFMAN POWER CONSULTING MAKES A BOLD STATEMENT IN SUPPORT OF SMART ENERGY INNOVATION

*Via Top-Tier Event Sponsorship, Communications Firm Expresses Support
for the Smart Energy Consumer Collaborative (SECC)*

Palo Alto, California, November 3, 2021. Communications firm Hoffman Power Consulting (HPC) made a strong statement today in support of smart energy innovation by announcing its highest-tier (platinum) sponsorship of SECC's 2021 Members Meeting & Fall Workshop. The move reflects HPC's commitment to enhancing awareness of smart solutions across the electricity value chain.

"At a time of rapid, fundamental shifts in the electric power industry, SECC provides vision and leadership through its collaboration of diverse stakeholders," explained HPC president and CEO Steve Hoffman. "We're proud to support this innovative organization with the highest sponsorship available for their annual event." HPC is at the top of the list of an illustrious set of ten event sponsors, which includes Itron, General Electric, Uplight, EFI, and others.

HPC's 35-year history of providing thought leadership and technical marketing content in the electric power industry makes it a perfect match for collaboration with SECC and its members. "We help everybody communicate – with words, graphics, and video," says Hoffman, "and SECC is committed to that interaction on a range of complex, sometimes disruptive, but always beneficial topics."

"Effective communication is increasingly important during this crucial time for the electric power industry," said SECC president and CEO Nathan Shannon. "We're excited to have HPC share their expertise in this area at the upcoming Members Meeting in Atlanta and are grateful to have their support as our top sponsor."

Registration remains open for SECC's Members Meeting & Fall Workshop in Atlanta on November 16-17, 2021. The in-person forum will cover the latest trends affecting energy consumers and the strategies that stakeholders can use to more effectively meet consumers' needs and wants. The 11th Annual Members Meeting will also address where SECC's consumer research and education efforts should be aligned for 2022.

Distinguished keynote speakers will include Nicole Faulk, Senior Vice President at Georgia Power, and Tim Jarrell, Vice President at Cobb EMC. HPC will also present its custom video on "Beyond Resilience in the Age of Extremes."

About Hoffman Power Consulting

Staffed with career electric power professionals, [Hoffman Power Consulting](#) (est. 1985) researches and develops custom written, graphical, and video content to help electric utilities, manufacturers/vendors, R&D organizations, and associations communicate with customers, members, and clients/prospects. Deliverables include client reports, thought-leadership white papers, infographics, live-action video, presentations, crisis communications, testimony, marketing collateral, and more.

About the Smart Energy Consumer Collaborative (SECC)

SECC is a 501(c)(3) nonprofit organization that works to learn the wants and needs of energy consumers in North America, encourages the collaborative sharing of best practices in consumer engagement among industry stakeholders, and educates the public about the benefits of smart energy and energy technology. Learn more at www.smartenergycc.org.