

## ScottMadden Leads Distributed Resources Discussion at GenForum Event

**ATLANTA, GA – (December 16, 2014)** – ScottMadden, Inc., one of North America’s leading energy consulting firms, recently joined industry leaders as a presenter at the [GenForum](#) held on December 8, 2014, in Orlando, FL. This one-day forum provided a unique opportunity to discuss the trends, technologies, and issues facing the power generation industry.

At this event, [Stuart Pearman](#), partner and energy practice leader at ScottMadden, led a presentation on, “[How I Learned to Stop Worrying and Love Distributed Resources](#),” examining the drivers and implications of business model changes due to distributed generation. There is a great deal of hype about distributed generation disrupting the traditional utility business model, but what will really happen? Is this an evolution or a revolution in the utility business? This interactive session explored what utilities should do now strategically, in the regulatory space, and in public policy advocacy.

“This was a lively discussion. Our business model analogies—Southwest, Apple, and Amazon—got everyone’s creative juices flowing. It is terrific to see the industry envisioning its future,” said Mr. Pearman.

### **About ScottMadden’s Energy Practice**

Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

### **About ScottMadden, Inc.**

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, and Corporate & Shared Services. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit [www.scottmadden.com](http://www.scottmadden.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

###

Media contact:  
Mary Tew  
[marytew@scottmadden.com](mailto:marytew@scottmadden.com)  
919-714-7628