



Our business is providing analysis and consulting for the energy and utilities market. When we needed a website created for electric utility Pepco's PowerCentsDC demand response pilot program, we contracted with Candyce Hegstrom of Strategic Website Solutions.

The website, [www.powercentsdc.org](http://www.powercentsdc.org) was first used to facilitate the enrollment of participants into the PowerCentsDC program. The website validated customer information and stored enrollment information in a database. The enrollment period is over, but the website continues to be important as a resource that helps consumers make informed decisions about their electric usage. It also provides answers to frequently asked questions, and a video to help participants program their thermostat.

Critical to the program is the downloading and conversion of wholesale rates and display of hourly residential electric rates on the website. Critical peak rates are emphasized using red text. Hegstrom also wrote software to upload rate files to Pepco's billing system and smart thermostat program.

We are very happy with the service Candyce Hegstrom and Strategic Website Solutions provides, especially the quick response we receive to requests. When the PowerCentsDC program came to the attention of the national news media, we discovered we needed additional information on the website as soon as possible. Hegstrom responded immediately to our urgent request.

We have also found Hegstrom's knowledge of the utilities industry saves us time. We don't need to provide a lot of background information on the industry before she can begin a project. She has assisted on other Utilipoint projects, including one for the Federal Energy Regulatory Commission.

We look forward to working with Candyce Hegstrom and Strategic Website Solutions on future demand-response projects.

Sincerely,

A handwritten signature in black ink, appearing to read "Jon T. Brock". The signature is fluid and cursive, with a large initial "J" and "B".

Jon T. Brock  
President and Chief Operating Officer