

SEEA ANNUAL MEMBER MEETING

Charting the Demand-Side Energy Transition

Executive Summary

From Vision to Velocity · June 1–4, 2026 · Reston, VA



In early June 2026, more than 60 leaders from across the Southeast’s demand-side energy ecosystem gathered in Reston, Virginia for SEEA’s Annual Member Meeting. They came not for a conference, but for a two-and-a-half-day working session built around a single question: *how does this network help the energy transition happen well, and for the benefit of all in this region?* Over three days the room moved from imagining a shared future to committing to concrete, collaborative projects. This recap captures what was created, and why it matters to the broader industry.

The Working Session: A Three-Day Arc

The meeting was designed as a divergent-to-convergent journey, opening wide to surface what matters most, then narrowing to a select few priorities worth building together.

DAY 1

Charting the Transition

Build shared context, surface perspectives, and name the region’s “north stars.”

DAY 2

From Naming to Making

Move from naming challenges to forming collaborative projects.

DAY 3

Momentum

Decide what each of us will do — alone and together.

Day 1 — Charting the Energy Transition

The first day opened by imagining the future members are actually working toward, then setting direction on the outcomes worth chasing together. Five “north star” themes emerged for the region:

- A region that leads the transition — recognized nationally as a model for a well-managed, equitable energy transition.
- Customers and communities at the center — affordability, access, and benefit across residential, LMI, commercial, and industrial customers.
- A modernized, flexible grid — demand-side resources, storage, and coordinating technologies woven into how the region plans and operates.
- A network that moves together — collaboration over competition, solving what none could alone.
- A future-ready energy workforce — skills, training pipelines, and next-generation talent keeping pace with demand.

In a direction-setting exercise, members weighed twenty illustrative goals. Weatherizing homes drew the most energy by far, with the broadest cross-constituency backing. Yet the group didn’t simply advance the most popular outcome. Instead, members converged on the two conditions that unlock nearly everything else:

- Workforce and contractor capacity — the trade-ally network and demand-side workforce that turns program design into actual installs.
- A regional narrative shift — so demand-side resources are routinely referenced alongside supply-side options in utility integrated resource plans and legislative testimony.

Where the energy concentrated

Illustrative direction	Who showed up
Weatherize & pre-weatherize LMI homes	Broad, across the membership
Build & credential the demand-side workforce	Utilities & implementers
Mobilize public & private capital	Implementers, state offices, manufacturers
Multi-state DSR procurement framework	Broad, across the membership

These were illustrative prompts used to spark concrete action — not commitments.



Day 3 — Momentum: What We're Taking Back

SEEA will coordinate the start-up of working groups, then lead project scoping and the sourcing of funding for the work and pilots designed.

Members interested in lending time, expertise, or funding can connect with a project host or SEEA to join a kickoff. Progress will be revisited at the Southeast Energy Summit, November 16–18 in Biloxi, MS.

Why the Network Is the Differentiator



One theme ran through every session: SEEA is positioned as the one network able to convene across stakeholder types regionally — a trusted, neutral space where utilities, regulators, manufacturers, and implementers can name what's broken and turn that candor into shared solutions. As the region confronts fast-ramping data-center load, affordability pressure, and the push to treat demand-side resources as dispatchable infrastructure, the meeting made the value of membership concrete: this is where the people who rarely sit at the same table build what none of them could alone.

This is what a working network looks like when it stops talking and starts building — and it's why a seat at this table is worth having.

The 2026 Annual Member Meeting was made possible by host ICF, co-host TVA, and a generous roster of sponsors across the Southeast.