

**Jim Brands Memorial Scholarship Application**  
**For the 44th Annual Utility Energy Forum**  
**April 22-24, 2026**

Jim Brands of Efficiency Services Group (ESG) was a committed professional who devoted a thirty five year career in the electric utility industry helping people manage their energy use and reduce their energy costs. Through his work in partnership with Northwest Public Power Association, Northern California Power Agency, Southern California Public Power Authority and numerous public and private utilities, Jim was a well known and respected business associate and friend to many. Jim was a long-time supporter and participant at the Utility Energy Forum (UEF) and served on the UEF Planning Committee for 4 years. This scholarship is named in his honor for all of his years of service to the utility industry and his work with the UEF.

Name:

Title:

Company:

Address:

Email:

Phone Number:

1. Have you ever attended the Utility Energy Forum in the past?      Yes      No  
If yes, what was the most recent year?

2. Is anyone else from your organization attending the Utility Energy Forum this year?  
Yes      No

3. Please briefly tell us why you would like to attend the Utility Energy Forum this year.

**If selected for the scholarship, please provide additional information for registration:**

4. Do you have any dietary restrictions or other accommodations that are needed?

Yes

No

If yes, please specify:

5. Will you be bringing a guest at an additional cost to you to attend meals and networking receptions? See [www.utilityforum.org/registration](http://www.utilityforum.org/registration) for costs.

Yes

No

If yes, specify guest's name

6. If you receive a scholarship, will travel plans require you to arrive on Tuesday (at an additional cost to you)? See [www.utilityforum.org/registration](http://www.utilityforum.org/registration) for cost.

Yes

No