

Board Meeting Minutes

13 November 2017

36th PLMA Conference Cambridge, MA

Meeting Minutes

Call to Order: 6:10 by Rich Philip

Meeting Adjourned: 8:00 by Rich Philip

Attendance: The meeting was attended by 4 of the 4 officers and 7 of the 8 executive committee members. There were 49 voting board member representatives out of 84 voting members. This constituted a quorum according to the bylaws. There were also 10 member at-large representatives and 24 guests attending the meeting. The meeting was run by Rich Philip PLMA Chair. The attendance list is provided below.

Decisions:

Officer Elections. Officer Elections ballots were tallied. There were 43 total ballots submitted (electronically and at board meeting). The ballot count constituted a quorum according to the By-Laws. The election results are as follows:

Michael Brown – Chair
Derek Kirchner – Vice-Chair
Dave Hyland – Treasurer
Joseph E. Childs - Secretary

At-Large Board Elections. At-Large Board ballots were tallied. There were 17 total ballots submitted (electronically and at board meeting). The ballot count constituted a quorum according to the By-Laws. The election results are as follows:

Jane Peters
Katie Panek
John Powers

There are two additional seats for At-Large Board positions. The election officer requested At-Large members to volunteer for the open positions. The executive committee will select among the volunteers for the additional positions.

Board Minutes from Spring Board Meeting (3 April 2017)

Motion: Accept the minutes as published

Moved: Approved via unanimous hand vote without dissent

Moved: Dennis Quinn

Second: Jim Richardson

2018 Planned Actions:

Spring Conference. 37th Conference in Coronado, CA on April 16-18 2018. Interest group meetings planned for Monday the 16th. ULME Meeting to be held on the afternoon of the 18th and all day the 19th. Conference Hotel is the Hotel del Coronado, 1500 Orange Ave.

Executive Committee Elections. The terms for the executive committee end after the 38th PLMA Fall Conference. All eight executive director positions will be up for elections.

Committee Sign Up. A volunteer signup sheet was passed around the room during the board meeting. Volunteers are listed in a table below. If you would like to participate in a strategic or working group please send your name and activity to Ed Thomas (Executive Director), Joe Childs (Secretary), any of the officers or contact the strategic or working group chair. PLMA Leadership Website: <http://www.peakload.org/?page=Leadership>).

Meeting Agenda:

Meeting agenda covered by Rich Philip, Officers, Working group chairs and ULME Leadership. The Board meeting agenda and slides are at <http://www.peakload.org/?page=Policies> which is behind the member password.

Introductions

- Reference to board policies
- Welcome new members
- Around-the-room introduction
- PLMA Organization Structure: Leadership, ULME, Planning Groups, Interest Groups
- Member Statistics for voting was 84 board seats for Officer Elections and 50 Associate/Academic seats for At-Large Director Positions. Need 5 At Large Directors for 10% Representation.

Election Officer Report. Reviewed the election process and announced results of the election. Announced that we need 2 additional At-Large Directors to be in compliance with the Membership Policy. Requested volunteers and stated that appointment would be done by the Executive Committee.

Secretary Report

- Approve Fall 2016 Board Meeting minutes at www.peakload.org/?page=Policies
- Officer Roles and Responsibilities. Created document describing the roles and responsibilities of the officers in preparation for 2017 election.
- Board Policy Update at www.peakload.org/?page=Policies
 - Code of Conduct. Presented policy and key elements.
 - Presenter Policy. Described process improvement changes to the policy and reference to code of conduct.
 - Fiscal Policy. Provided history and key attributes
 - Document Retention Policy. Discussed planned policy

Treasurer Report

- Budget-to-Actual Report for first three Quarters 2017. Presented budget to actuals and discussed change from membership deferral accounting. Noted that expenses for Cambridge conference have not been invoiced, so Net Income will come down. Noted that PLMA should have over \$500,000 in the bank by end of calendar year and will do over \$1 million in business during 2017. Summarized key 2017 activities: Financial Policy, Credit Card processor with reduced fees, and Electronic Check Deposit.

Reminded Interest Groups and Planning Groups to submit budgets for 2018 immediately after conference.

Committee and Interest Group Reports

- Conference Planning (Paul Wassink, Mark Sclafani, and Brett Feldman): Thanked the over 30 people that helped score the Cambridge conference abstracts. Invited board, at large members, and guests to the networking social event on Monday night and the social event after the Sponsor cocktail party on Tuesday. Introduced the location for the Spring Conference in Coronado, CA. Made a request identify hosts and cities for the fall 2018 and spring 2019 conference locations.

- Awards (Dain Nestel, Paul Miles, and Nick Corsetti): Noted that award winners had held DR Dialogues in 2017, Utility Dive produced an article about the awards and winners; and Distributech 2018 will have a “mega session” on the PLMA award winners. Showed a graph of the history of the program (Nominations & Awards) over the period 2013-2017. Presented the schedule for the 2018 awards process.

- Utility Load Management Exchange, Wendy Brummer, Brian Doyle and Sarah Chatterjee. Summarized activities and announced a record 50 utility personnel will be attending the meeting and a Tuesday breakfast meetings to start introduction of people for meeting starting on Wednesday afternoon.

- Grid-Interactive Behind-the-Meter Storage, Gary Connett and Steve Koep Communicated that Behind the Meter Storage interest group is merging with the DER interest group. 65-75 people attended the working group meeting on Monday. Announced the formation of the Beneficial Electrification Interest Group.

- Thermostat, Justin Chamberlain and Olivia Patterson Summarized working group session including presentation and discussion on data mining, Thought Leadership paper on BYOT perspectives. Partnered with Women in Demand Management on a webcast. Received suggestions on good topics for next meeting.

- Women in Demand Management (Melissa Knous, Erika Diamond) Summarized Oct 26 Webinar (and noted recording is available on PLMA portal). Have kicked off Mentorship Pilot with 5 mentors and mentees. Plan to have parties meet this week. Plan to foster other mentorship in PLMA. Working on Mission Statement creation.

- Distributed Energy Resources, Richard Barone and John Powers
Described DER Interest Group Synergy and how they fit in Utility market paradigm. Held a roundtable discussion – 4 storage vendors. Discussed challenges, opportunities, and business models. Planning to have a field trip at next conference.

- Retail Pricing, Clayton Engel and Evan Pittman
Working Group attendance was between 35-40 people. Working to make pricing sessions in conference.

- Customer Engagement, Andrea Simonsen, Meridith Nierenberg and Sharyn Barata
Had a full room for the working group meeting. Discussed the five trends in customer engagement and broke into small groups to discuss marketplace and customer journey.

Executive Director Update (Ed Thomas)

- Three primary topics presented (details in the slide deck): Enhancing Member Engagement, Refining Strategic Alliances, and Reinventing and Leveraging Efforts.

Strategic Vision 2017 Final Update (Rich Philip)

-Rich summarized the status of the 2017 Strategic vision and how we have successfully completed the firm objectives in the plan. Each Strategic Vision Element leader presented the results of the five objectives. Slides are included in the board meeting presentation materials under separate cover.

- Develop a Comprehensive Process to Build on PLMA's Position as a Thought Leader in the Peak Load and Demand Response industry, Jason Cigarran with Stuart Schare and John Powers

- Establish a strategy to grow PLMA training in quality of program and quantity of users, Mark Martinez and Christine Riker with Michael Brown, Ray Pustinger, and Joe Childs

- Identify, develop and implement policies and practices to ensure financial sustainability, Heather Manypenny, Ruth Kiselewich, and Dave Hyland

- Review, Refine and Develop Processes and Practices to that enhances the value and increases membership, Joseph Childs

Strategic Vision 2019 Kickoff

Rich summarized the strategic planning process and meeting held this past summer including the results of the 2017 member survey, SWOT analysis and the creation of Our Story.

He then presented the 2019 Initiatives and initial team leaders. (Details are provided in the board materials). Rich asked PLMA members to consider contributing to one or more of the objectives. Volunteers noted in table below.

A – Establish PLMA as the primary resource and catalyst for driving DER adoption and integration through practical applications for grid management

Initial Team: Michael Brown, Dave Hyland, Joe Childs

B – Continue enhancing the PLMA Education Strategic Initiatives by developing: new delivery channels of training, improved industry-relevance

Initial Team: Mark Martinez and Christine Riker with Ray Pustinger, John Powers

C – Outreach to Utility Executives to engage with PLMA through focused actions

Initial Team: Derek Kirchner, Rich Philip, (Ruth Kiselewich to provide support on specific items)

D – Accelerate PLMA Thought Leadership Through More Aggressive Pursuit of Speaking Opportunities and Regular Creation of Meaningful Content

Initial Team: Rich Philip, Jason Cigarran (Derek Kirchner and Stuart Schare to support on specific items)

E – Realign the PLMA Mission Statement, Branding, and messaging to reflect changing energy industry landscape

Initial Team: Ray Pustinger, Ruth Kiselewich, Stuart Schare

Meeting Discussions:

PLMA should establish an internal Wiki to allow better collaboration and tracking of edits on white papers, etc.

Need to make sure that we monitor and quickly respond to issues that affect DR. For example the DOE NOPR on generation. Be proactive like we were for the 745 ruling, court rejection, and appeal.

Job posting is a nice added value. The service should be expanded to a Job Center.

Training. Consider responding to industry events and provide training (PLMA knowledge transfer) on topics that topical and might not be long term. Include Hot Topics, Fundamental

Training (DR Fundamentals, markets, design). Breaking News Outreach. Here is what you need to be aware of. Fast changing stories.

While PLMA is not a lobbying organization, consider identifying those organization types and help them understand DR issues. Comments included that any association with lobbying would severely impact utility participation on PLMA and taking a position creates concerns of conflicts of interest.

Board Meeting Attendance

PLMA Officers, Executive Committee and Staff
<i>Officers:</i>
Richard Philip - Duke Energy
Michael Brown – Berkshire Hathaway, NV Energy
Dave Hyland - Schneider Electric
Joseph Childs - Eaton
<i>Executive Committee:</i>
Jason Cigarran – Comverge
Ruth Kiselewich - ICF
Steve Koep – Vaughn Thermal Corp.
Ray Pustinger - AESC
Stuart Schare – Navigant Consulting
Brian Solsbee - TVA
<i>Absent Executive Committee</i>
Derek Kirchner – DTE
<i>Staff:</i>
Ed Thomas
Tiger Adolf

Board Members in Attendance:

First Name	Last Name	Professional Title	Organization
Board Members			
James	Armstrong	Senior Program Manager	Lockheed Martin
Chris	Ashley	VP, Utility Sales	EnergyHub
Sharyn	Barata	Sr. Vice President of Industry Engagement	Opinion Dynamics
Richard	Barone	Manager, Demand Response	Hawaiian Electric Company
Michael	Brown	DR and Distributed Energy Resources	Berkshire Hathaway Energy
Wendy	Brummer	Program Manager, Expert	Pacific Gas and Electric Company
Brian	Callnan	Director of Power Resources and Access	New Hampshire Electric Cooperative
Justin	Chamberlain	Manager, Energy Efficiency and Demand Response	CPS Energy
Joseph	Childs	Senior Program Manager, Smart Grid Network Solutions	Eaton
Jason	Cigarran	Director, Marketing and Communication	Itron
Jamie	Coffel	Product Marketing Manager	Honeywell Smart Energy
Kevin	Cornish	Vice President - Business Services	Energy Solutions
Deno	Damaskos	Sr. Vice President of Market Development	CPower
Brad	Dauids	Head of Demand Response Partnerships	Nest Labs
Brian	Doyle	Product Management	Xcel Energy
Troy	Eichenberger	Sr. Program Manager	Tennessee Valley Authority
Clayton	Engel	DSM Program Manager	Consumers Energy Company
Marissa	Hummon	Demand Management Solution Lead	Tendril
Dave	Hyland	Director, Utility DSM Solutions	Schneider Electric
Brad	Kayton	COO, Co-founder	ZOME
Ruth	Kiselewich	Strategic Programs Director	ICF
Steven	Koep	Manager, Smart Grid	Vaughn Thermal Corporation
Mark	Martinez	Program Manager, Emerging Markets and Technology	Southern California Edison
Ray	Martinez	Senior Program Manager III Products & Services	Tucson Electric Power
Paul	Miles	Manager DR & Load Response	PECO, an Exelon Company
Dain	Nestel	Senior Director, Demand Response	CLEAResult
Meridith	Nierenberg	Sr. Planning Analyst	Orange and Rockland Utilities
Jeffrey	Norman	Vice President, Industry Solutions	AutoGrid Systems
Dave	Oberholzer	VP, Business and Partner Development	Whisker Labs
Katie	Panek	Account Manager	Westar Energy
Jeff	Perkins	VP of Business Development	ERS
Richard	Philip	Manager, Products and Services	Duke Energy

First Name	Last Name	Professional Title	Organization
Raymond	Pustinger	President	Alternative Energy Systems Consulting
Dennis	Quinn	COO/Co-Founder	JouleSmart Solutions
Jim	Richardson	Director, Business Development	Landis+Gyr
Mark	Rupnik	CEO	BPL Global
Stuart	Schare	Managing Director	Navigant
Joel	Schofield	Group Vice President	Threshold
Mark	Sclafani	Senior Demand Response Program Coordinator	Central Hudson Gas & Electric
Lorie	Shellender	Manager Energy Efficient Programs	PEPCO Holdings, an Exelon Company
Craig	Sherman	Senior Demand-Side Specialist	Sacramento Municipal Utility District
Andrea	Simmons	Program Specialist	Idaho Power Company
Brian	Solsbee	Executive Director	Tennessee Municipal Electric Power Association
Mitch	VandenLangenberg	Supervisor, Load Management	Dairyland Power Cooperative
Laurie	Vaudreuil	CEO	Mosaic Power
Joshua	Warmack	Vice President	EnerVision
Greg	Wassel	Product Manager, Demand Response	Franklin Energy Group
Paul	Wassink	Senior Engineer	National Grid
Lenore	Zeuthen	Person in Charge	Zeuthen Management Solutions
At- Large Members			
Matt	Carlson	CEO	Aquanta
Steve	Cowell	President	E4TheFuture
Jeff	Havranek	Engagement Director, DR	Sensus USA
James	Jackson	Business Development Manager	Emerson
Ross	Malme	Partner	Skipping Stone
John	Powers	CEO	Extensible Energy
Brad	Rittler	Vice President, Channel Sales & Development	Encycle
Michelle	Simmons	Director Sustainability	Oglethorpe Power Corporation
Paul	Steffes	CEO	Steffes
Lynn	Stein	Sr. Advisor	E Source
Guests			
John	Arthungal		CPower
Phil	Austin		ICF
Dhruv	Bhatnagar		Hawaiian Electric Company
Joyce	Bodoh		Rappahannock

First Name	Last Name	Professional Title	Organization
Brenda	Chew	Research Analyst	Smart Electric Power Alliance
Aldo	Deiulis	Sales Manager, Energy Management Services	MidAmerican Energy Services
Scott	Delany	Program Manager	IPKeys
Erika	Diamond	VP	EnergyHub
Maria	Fields	SVP Business Development	JouleSmart Solutions
Roger	Gray	Director, Demand Response Consultant	CLEAResult
Dave	Herbert		Demand Energy
Rebecca	Kelly	Director of Marketing	Skipping Stone
Melissa	Knous	Supervisor System Administration, Duke Energy	Duke Energy
Judd	Moritz		Simple Energy
Yvette	Maskrey		Honeywell Smart Energy
Erika	Myers	Research Director	Smart Electric Power Alliance
Roch	Naleway	Developer Demand Response	Portland General Electric
Mark	Newton	Senior Director of Utility Sales	Bidgely
Steve	Nolfi	Senior VP, Sales Operations	Threshold
Olivia	Patterson	Senior Director, Data Science	Opinion Dynamics
Christine	Riker	Senior Project Manager	Energy Solutions
Mike	Smith	Senior Program Manager	National Grid
Dennis	Stewart	Director, Business Development - East	Whisker Labs
Ron	Watkins		Central Hudson Gas & Electric

PLMA Leadership Volunteer Sign-Up

First	Last	Organization	email address	Strategic Initiative	Interest Groups	Presentation/ Webinar/ other
Jim	Armstrong	Lockheed Martin	james.s.armstrong.iii@lmco.com		DER Integration	Host webinar on Storage and DR
Jobin	Arthungal	CPower	jobin.arthungal@cpowerenergymanagement.com		DER Integration	
Wendy	Brummer	PG&E	wlb@pge.com	E - Branding		
Jason	Cigarran	Itron			Thought Leadership	
Jamie	Coffel	Honeywell	jamie.coffel@honeywell.com		DER Integration	
Scott	Delany	IPKeys	sdelany@ipkeys.com		Conference Planning	
Clay	Engel	Consumers Energy	clayton.engel@cmsenergy.com		Retail Pricing	
Marie	Fields	JouleSmart Solutions	mfields@joulesmart.com			Nothing Specific
Jenna	Hermann	Bidgely	jhermann@bidgely.com		Awards; Women in DM	
Marissa	Hummon	Tendril	mhummon@tendrilinc.com		Conference Planning	Session Co-chair
Brad	Kayton	ZOME	brad@zomepower.com		DER Integration	
Rebecca	Kelly	Skipping Stone	rkelly@skippingstone.com	E - Branding		
Ruth	Kiselewich	ICF				Nothing Specific
Melissa	Knous	Duke Energy	melissa.knous@DukeEnergy.com		Women in DM	
Steve	Koep	Vaughn Thermal Crop	skoop@vaughncorp.com		Strategic Load Growth	Presentation/ Webinar
Yvette	Maskrey	Honeywell	yvette.maskrey@honeywell.com		Women in DM; DER Integration	
Steve	Nolfi	Threshold	snolfie@@weopendoors.com			Presentation/ Webinar
Jeffrey	Norman	AutoGrid	jeffrey.norman@autogrid.com		DER Integration	
John	Powers	Extensible Energy	john@extensibleenergy.com	Exec. Outreach		
Ray	Pustinger	AESC	rpustinger@aesc-inc.com	E - Branding	Education	
Dennis	Quinn	JouleSmart Solutions	dquinn@joulesmart.com		Education	
Stuart	Schare	Navigant				Nothing Specific
Joel	Schofield	Threshold	jschofield@weopendoors.com		Conference Planning	
Lorie	Shellender	PEPCO	lorie.shellender@pepcoholdings.com			Nothing Specific
Paul	Steffes	Steffes	psteffes@steffes.com		DER Integration	
Dennis	Stewart	Whisker Labs	dennis@whiskerlabs.com		all	
Greg	Wassel	Franklin Energy	gwassel@franklinenergy.com		DER Integration	host webinar, moderate, present on DER Integration, optimization, or engagement
Lenore	Zeuthen	Zeuthen Management Solutions	lzeuthen@zeutheninc.com			Nothing Specific

Document Comments and Change Log

The following summarizes the publication and change history to the document.

Person /Date	Comment/ Note	Date
J. Childs	Initial Draft of Document	4 December 2017
J. Childs	Update after review by officers	8 Dec 2017
J. Childs	Draft approved for posting by Executive Committee	16 Jan 2018
J. Childs		