

Board Meeting Minutes
27 April 2015
Spring Conference Tucson

Meeting Minutes

Call to Order: 6:00 by Rich Philip

Meeting Dismissal: 8:02 by Rich Philip

Attendance: The meeting was attended by three of the officers. There were 41 board member representatives out of 59 voting members. This constituted a quorum according to the bylaws. The meeting was run by Rich Philip Vice-Chair. The attendance list is provided below.

Decisions:

Board Minutes from Fall Board Meeting (3 November 2014)

Motion: Accept the minutes as published

Moved: Ross Malme; Second Dave Hyland

Approved via voice vote without dissent

Election Officer

Issue: Elections for Officers and at large board members will take place at the fall board meeting. The current secretary's position will be up for election and cannot act as the Election Official.

Action: Jim Armstrong of Lockheed Martin volunteered to act as the Election Officer

2015 Planned Actions:

Fall Conference. Duke Energy will host the Fall Conference in Charlotte, NC.

2017 Strategic Planning. The PLMA strategic planning process will be done between now and the next board meeting. The process is included in the notes below.

By-Laws Modifications. The By-Laws will be updated to include Non-Profit best practices, legal changes and membership policy. The process is included in the board member materials.

Elections. Elections for Officers and At Large Board Seats will be held at the fall conference meeting in compliance with the election policy.

Committee Sign Up. A committee volunteer signup sheet was passed around the room during the board meeting. Volunteers are listed in the report below. If you would like participate in a committee, working group please send your name and activity to Ed Thomas (Executive Director), Joe Childs (Secretary), any of the officers or contact the committee / working group chair.

Meeting Discussions:

Meeting agenda was covered by Rich Philip and the individual working group chairs. The Board meeting agenda and slides are at <http://www.peakload.org/?page=Policies> which is behind the member password. The Agenda is included below. Key discussions include:

- A. PLMA Policies of Confidentiality and Conflict of Interest were presented to members stating they are in effect for the meeting. Members that could not comply with the policies were asked to leave.
- B. New Members. The PLMA new members were recognized. The total membership of paying members is 83.
 - a. Advanced Load Control Alliance
 - b. Alstom Grid
 - c. Berkshire Hathaway Energy
 - d. Carrier Corporation
 - e. CPS Energy
 - f. DTE Energy
 - g. Ecobee
 - h. Hawaiian Electric
 - i. ICF International
 - j. Konkuk University
 - k. Nest
 - l. NRG Curtailment Solutions
 - m. Portland General Electric
 - n. Research into Action
 - o. Westar Energy
- C. Secretary Report. Joe Childs presented the secretary report. Content included in the slides.
 - a. At Large Board Members will be elected at fall meeting and will serve a one year term.
- D. Treasurer Report. Dave Hyland presented the treasurers reports. Content included in the slides.
 - a. Fiscal procedures Updated at the last transition of executive director.
 - b. Bank balance over \$300,000
 - c. Federal Income Tax filed in February
 - d. Reminder of Accrual Accounting
 - e. Training Finances are positive
 - f. Expected final revenue from conference is about \$42,000
 - g. Expenses and Budget are reviewed by Executive committee monthly
- E. Conference Planning.
 - a. Spring Conference Co-chairs Elody Samuelson (Consumers Energy) and Ward Eames (NTC) provided a conference summary and welcome.
 - b. Fall Conference will be hosted by Duke Energy in Charlotte, North Carolina
 - c. 2017 Conferences Hosts and Locations have not been identified.
- F. Advanced Load Control Alliance. Wendy Brummer (PG&E) provided a summary of activities and announced the meeting.

G. Committee Summaries

- a. Awards. Brian Solsbee (TVA) and Ray Pustinger (AESC) summarized the awards policy update, judges and process.
 - i. Suggestions:
 - 1. Create Branding Materials for winners to use in their marketing materials (emblems, logos, et. al.)
 - 2. Include a session in the Fall Conference to showcase previous winners build out our history. Help keep the awards prominent year round.
- b. Education. Michael Brown (NV Energy) summarized the training program progress and opened the floor for discussion on training certification. A written report was provided and posted on the PLMA website.
 - i. PLMA built and conducted training sessions: Intro to DR; DR Program Design and Implementation; DR Markets
 - ii. Certification Discussion
 - 1. Certification is complex and premature.
 - a. Partner. Profession testing organizations
 - b. Other competing organizations
 - c. Regional Level Certification vs. market mechanics
 - 2. Consider Educational Credits (CEUs) vs. certification
- c. Marketing Committee. Jason Cigarran (Comverge) provided a summary of the marketing committee activities including the annual report, Marketing Plan and search for marketing support organization.

H. Interest Groups

- a. Grid-Interactive Water Heater. Gary Connett (GRE) and Steve Koep (Vaughn Thermal) summarized the activities of the GIWH group.
- b. Women in Demand Response. Elody Samuelson (Consumers Energy)
- c. Thermostat Interest Group. Brian Doyle provided an update for the Thermostat Interest Group.
 - i. Discussion
 - 1. Need to create process for transition of Interest group chairs.
 - a. How long should a single chair run and interest group?
 - 2. Brian is looking for a replacement to him on the committee

I. Executive Director Update. Ed Thomas provided an update. Content included in the slides.

J. Chairman's Comments. Rich Philip provided the chairman's comments

- a. 2015 Strategic Vision. The status of the 2015 strategic vision goals was presented by the goal managers.
- b. 2017 Strategic Plan. Rich Philip outlined the process for the planning process of the 2017 Strategic Plan.

Open Floor Discussion Items:

1. Broader Adoption of DR

- Create PLMA branded white papers for publication
 - Energy Central – Forward Looking DR (example)
- Promoting Acceptance by Regulators
- PLMA Index

Communication to C-Level

How do we bring the next generation into DR?

How DR integrates with Markets, Renewables, and Storage

2. 2017 Strategic Vision. Some of the comments about planning for the future are provided below:

Create a catalog of blocks of knowledge or inventory of expertise.

AESP – DR Survey. Participate in this survey to understand market and customer transformation

Internet of Things is coming. We need to get ahead of the curve.

Need to expand out of our current DR Silo

Distributed Energy Business

Storage

Caution. PLMA needs to be careful and choose our growth. We need to take on only as much as we can execute effectively.

Create Additional Interest Groups

Winter DR

Distributed Resources

Document Comments and Change Log

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

Person /Date	Comment/ Note	Resolution
J. Childs 30 April 2015	Initial Document Draft	
J. Childs 5 May 2015	Second Draft including notes from Tiger Adolf	
J. Childs 8 May 2015	Added committee / working signup sheet names and final board attendance list.	
	Executive Committee Review and Comment	
	Minutes uploaded to PLMA website	

PLMA Board Dinner Meeting Agenda

Monday, April 27, 2015, Hilton Tucson El Conquistador, 10000 N Oracle Rd., Tucson, Arizona 85704

Reports are available online at www.peakload.org/group/board

5:30 p.m. Dinner Buffet opens

6:00 p.m. Introductions

- Reference to board policies
- Welcome new members
- Around-the-room introductions

6:15 p.m. [Secretary Report](#) - Review/approval of previously distributed report, to include:

- [Fall Board Meeting minutes](#)
- [By-Laws Update](#)
- Timeline for At-Large Executive Committee and Officer Elections

6:25 p.m. Treasurer Report - Review/comment on previously distributed report

6:35 p.m. Committee and Interest Group Reports - Review/comment on previously distributed from:

- Conference Planning, Elody Samuelson and Ward Eames
- [Advanced Load Control Alliance](#), Wendy Brummer
- [Awards](#), Ray Pustinger and Brian Solsbee
- Education, Michael Brown
- [Marketing](#), Jason Cigarran
- [Grid-Interactive Water Heating](#), Gary Connett and Steve Koep
- [Women in Demand Response](#), Elody Samuelson
- [Thermostat](#), Brian Doyle and Lee Hamilton

7:05 p.m. [Executive Director Update](#) - Review/comment of previously distributed materials

7:15 p.m. Chairman's Comments - Review/comment on previously distributed materials on [Strategic Vision 2015 initiatives](#):

- Create Brand Awareness, Jason Cigarran (see Marketing Committee Report)
- [Increase Membership](#), Joe Childs
- [Drive Adoption of Demand Response](#), Stuart Schare
- Partnerships with Peer Organizations, Dennis Quinn
- Double Current Revenue, Dave Hyland

Open floor discussion of Proposed 2017 Strategic Vision Process and Focus

8:00 p.m. (approximately) Adjourn

[A PLMA-hosted Member Reception will take place immediately following the meeting at poolside on hotel property. All Board Members as well as Conference registrants are welcome to attend.](#)

Proposed 2017 Strategic Vision Process

April 2015

- 2015 Strategic Vision Leaders present status of “their” initiatives to Board in Tucson
- Board conducts open floor discussion to provide guidance to Officers and Executive Committee on 2017 Strategic Vision process and focus

May 2015

- Executive Director Conducts Membership Survey ([2013 Survey Results link](#))

June-July 2015

- Officers and Executive Committee Conduct Retreat to draft 2017 Strategic Vision adjacent to Fall Conference Planning on-site meeting
- Officers Appoint 2017 Strategic Vision Initiative Leaders

August - September 2015

- Initiative Leaders meet independently via web calls to “flesh out” performance metrics and resource requirements

October 2015

- Initiative Leaders present preliminary plan to Officers and Executive Committee and then circulate to full Board

November 2015

- Board conducts open floor discussion to provide guidance to Officers and Executive Committee on 2017 Strategic Vision

December 2015

- Officer and Executive Committee approve 2016 Budget

Board Meeting Attendance

PLMA Board Meeting Attendees		
Officers:		
Richard Philip, Duke Energy		
Dave Hyland, Schneider Electric		
Joseph Childs, Eaton's Cooper Power Systems		
Executive Director:		
Ed Thomas		
Executive Committee:		
Michael Brown – Berkshire Hathaway Energy		
Jason Cigarran – Comverge		
Steve Koep – Vaughn Thermal Corp.		
Heather Manypenny - New Hampshire Electric Cooperative		
Paul Miles – PECO		
Dennis Quinn – Joule Assets		
Elody Samuelson – Consumers Energy		
Stuart Schare – Navigant Consulting		
Board Meeting Attendance		
Board Members		
<u>First Name</u>	<u>Last Name</u>	<u>Organization</u>
Wendy	Brummer	Advanced Load Control Alliance
Raymond	Pustinger	Alternative Energy Systems Consulting, Inc.
Ben	Easterling	Apogee Interactive
Tai	Tran	Carrier Corporation
Jason	Cigarran	Comverge
Elody	Samuelson	Consumers Energy Company
Richard	Philip	Duke Energy
Joseph	Childs	Eaton's Cooper Power Systems
Charlie	Gloeckner	EcoFactor
Joan	Collins	EnerNOC
Melanie	Wemple	Esource
John	Powers	Extensible Energy
Gary	Connett	Great River Energy
Mark	VanOrnum	Honeywell Smart Grid Solutions
Ruth	Kiselewich	ICF International
Ed	Smith	Intelligent Energy Solutions LLC
Beatrice	Gockley	Johnson Controls
Dennis	Quinn	Joule Assets

Justin	Louis	Landis+Gyr
James	Armstrong	Lockheed Martin
Joe	O'Malley	Mad Dash
Brad	Dauids	Nest Labs Inc.
Michael	Brown	Nevada Energy
Heather	Manypenny	New Hampshire Electric Cooperative, Inc.
Carl	Huppert	Nexant
Ward	Eames	NTC
Stuart	Schare	Navigant Consulting
Paul	Miles	PECO
Ed	Thomas	PLMA
Tiger	Adolf	PLMA
Mark	Kerbel	REGEN Energy
Craig	Sherman	Sacramento Municipal Utility District
Steve	Montgomery	SafePlug
Dave	Hyland	Schneider Electric
Ross	Malme	Skipping Stone
Ishtiaq	Chisti	Southern California Edison
Joel	Schofield	Threshold Marketing & Sales
Brian	Solsbee	TVA
Steven	Koep	Vaughn Thermal Corp.
Dave	Oberholzer	WeatherBug
Brian	Doyle	Xcel Energy
Member Guests		
Julia	Dalla Rosa	ecobee
Justin	Chamberlain	CPS Energy
Brett	Feldman	Navigant
Kim	Page	Nexant
Thomas	Kirk	NRECA
Denise	Richerson Smith	Tucson Electric Power Company
Jonathan	Bach	Xcel Energy
Lee	Hamilton	Xcel Energy
Katie	Panek	Westar Energy

PLMA Committee Activity Signup Sheets

Name	Committee / Working Group	Comment
Paul Miles	Strategic Planning Committee	

Justin Louis	2015 Fall Conference Planning	
John Powers	Renewables Integration Working Group	
Joan Collins	Women in DR	Mentor, Speaker, Participate
Rich Fusco	T-Stat Working Group	
Charlie Gloeckner	T-Stat Working Group	
Tai Tran	T-Stat Working Group	
Tyler Rogers	T-Stat Working Group	
Julia Dalla Rosa	T-Stat Working Group	
Jennifer Williamson	T-Stat Working Group	