

Board Meeting Minutes
18 April 2016
Spring Conference San Francisco

Meeting Minutes

Call to Order: 6:00 by Rich Philip

Meeting Dismissal: 8:00 by Rich Philip

Attendance: The meeting was attended by 4 of the 4 officers and seven of the eight executive committee members. There were 45 voting board member representatives out of 59 voting members. This constituted a quorum according to the bylaws. There were also 16 member at large representatives and 7 guests attending the meeting. The meeting was run by Rich Philip Chairman. The attendance list is provided below.

Decisions:

Board Minutes from Fall Board Meeting (4 November 2015)

Motion: Accept the minutes as published

Moved: Approved via voice vote without dissent

2015 Planned Actions:

Fall Conference. 17th Fall Conference in Delray Beach Florida on November 8th & 9th. Interest group meetings planned for Monday the 7th. ULME Meeting following the conference. Conference Hotel is the Marriott Delray Beach.

2017 Strategic Planning.

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. PLMA Leadership Website: <http://www.peakload.org/?page=Leadership>).

Meeting Discussions:

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.

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 100.
 - a. BPL Global
 - b. Comcast
 - c. Engie
 - d. Entergy
 - e. MidAmerican Energy Services
 - f. Nature & People First
 - g. Oklahoma Gas & Electric
 - h. Opinion Dynamics
 - i. San Diego Gas & Electric
 - j. Sensus USA
 - k. Silver Springs Networks
 - l. UC Berkeley
 - m. Yardi
 - n. Zeuthen Management
 - o. Murata Energy Solutions Americas
- C. Secretary Report. Joe Childs presented the secretary report. Content included in the slides.
 - a. Heater Manypenny Approve, Ross Malme Second. Approved by unanimous hand vote.

- D. Treasurer Report. Dave Hyland presented the treasurers reports. Content is included in the board materials
- E. Conference Planning. Brad Davis & Robin Maslowski
- F. Awards Program. Brian Solsbee and Ray Pustinger
- G. Utility Load Management Exchange (ULME). Wendy Brummer, Brian Doyle, Clayton Engel
- H. Grid-Interactive Behind the Meter Storage Interest Group. Gary Connett, Steve Koep
- I. Thermostat Interest Group. Lee Hamilton, Jenny Roehm
- J. Women in Demand Response. Robin Maslowski, Gwen Resendes
- K. Distributed Energy Resources Interest Group. Brooke Reilly, John Powers
- L. Executive Director Update. Ed Thomas provided an update. Content included in the slides.
- M. Chairman's Comments. Rich Philip provided the chairman's comments

Open Floor Discussion Items:

1. Next Generation. Need a formal activity for the next generation. Does the vision and mission have enough content?
2. We need to address logistics for multiple interest groups to allow expansion without dilution.
3. Suggest the creation of a Consumer Engagement Interest Group.
4. PLMA provides a great place to gather ideas from each other. Great ideas are shared here. No other organization gets DR except us.
5. Reach into deeper into your individual organizations. Get a broader involvement into PLMA from your organization.
6. We need to continue to keep our training courses relevant and up to date. We need to add fresh topics like DER.
7. We need to consider Smart Electric Power Organization. Differentiate ourselves from SEPA. Continue to explore relationship and see how we can work together.
8. What is the proper length of life of an interest group, commitment of co-chairs. Executive committee needs to continue to work on defining life cycle, roles, and plans.
9. We need to continue to think bigger. Think about more inclusion. We can have longstanding interest groups and long as there is the energy and intensity driving them. AESP has long term segments.
10. We need to remember that all companies have two Customer Segments: The consumer of our products and our internal customers. We need to include both in our discourse.
11. We need to continue to engage other parts of our organizations like Operations, System Engineering and Planning. Nimble organization. We need to engage operations, etc.
12. We should consider an interest group around the Value of Demand Response. Metrics for both internal and external value (markets).

13. PLMA core strength “PLMA is where the rubber meets the road. Other organizations are policy focused.
14. We need to develop specific services around where “DR meets the road”. Where DR provides value.
15. Think about an elevator speech for PLMA. What we do well. How we provide value. Share those ideas and stories.

Board Meeting Attendance

PLMA Board Meeting Attendees
<i>Officers:</i>
Richard Philip, Duke Energy
Elody Samuelson, Consumers Energy
Dave Hyland, Schneider Electric
Joseph Childs, Eaton's Cooper Power Systems
<i>Executive Director:</i>
Ed Thomas
<i>Executive Committee:</i>
Michael Brown – Berkshire Hathaway Energy
Jason Cigarran – Comverge
Steve Koep – Vaughn Thermal Corp.
Heather Manypenny - New Hampshire Electric Cooperative
Paul Miles – PECO
Jay Pustinger - AESC
Stuart Schare – Navigant Consulting
<i>Absent Officers / Executive Committee</i>
Dennis Quinn – Joule Assets

Board Members in Attendance:

First_Name	Last_Name	Organization	Role
Bob	Addicks	CLEAResult	Guest
James	Armstrong	Lockheed Martin	Board
Man	Bailey	Engie	Board
Sharyn	Barata	Opinion Dynamics	Board
Richard	Barone	Hawaiian Electric Company	Board
Peter	Black	ecobee	Guest
Matthew	Blackler	Power Over Time	Board
Michael	Brown	Berkshire Hathaway, NV Energy	Board
Wendy	Brummer	Pacific Gas & Electric Company for ULME	Board
Matt	Carlson	Sunnovations Inc.	Representative
Chris	Carradine	ecobee	Guest
Joseph	Childs	Eaton's Cooper Power Systems	Board
Albert	Chiu	Pacific Gas & Electric Company	Board
Jason	Cigarran	Comverge	Board
Gary	Connett	Great River Energy	Board
Julia	Dalla Rosa	ecobee	Board
Brad	Davids	Nest Labs Inc.	Board
Brian	Doyle	Xcel Energy	Board
Eddie	Eames	NTC Corporate	Guest
Laura	Elwell-Ham	Mwata Energy Solutions	Member
Seth	Frader-Thompson	Energyhub	Board
Richard	Fusco	Joule Assets	Board
Jeff	Havranek	Sensus	Member
Lee	Hamilton	Xcel Energy	Guest
Marissa	Hummon	Tendril	Representative
Dave	Hyland	Schneider Electric	Board
Scott	Jarman	Austin Energy	Representative
Blake	Jessen	Yardi / Enerliance	Board
Rahul	Kar	AutoGrid Systems	Representative
Mark	Kerbel	Encycle	Board
Robert	King	Good Company Associates	Board
Derek	Kirchner	DTE Energy	Board
Ruth	Kiselewich	ICF International	Board
Steven	Koep	Vaughn Thermal Corp.	Board
Justin	Louis	Landis+Gyr	Board

Ross	Malme	Skipping Stone	Representative
Heather	Manypenny	New Hampshire Electric Cooperative	Board
Mark	Martinez	Southern California Edison	Board
Ray	Martinez	Tucson Electric Power	Board
Robin	Maslowski	Navigant Consulting	Guest
Paul	Miles	PECO	Board
Chris	Murphy	Itron	Representative
Dain	Nestel	CLEAResult	Representative
Joe	O'Malley	Mad Dash	Board
Katie	Panek	Westar Energy	Representative
Olivia	Patterson	Opinion Dynamics	Representative
Denis	Payne	Nature & People First	Representative
Ann	Perreault	Honeywell Smart Grid Solutions	Board
Jane	Peters	Research Into Action, Inc.	Board
Richard	Philip	Duke Energy	Board
Nenita	Plorin	SDG&E	Board
John	Powers	Extensible Energy	Representative
Raymond	Pustinger	Alternative Energy Systems Consulting	Board
Christine	Quirolgico	Baltimore Gas and Electric Company	Board
Jenny	Roehm	Schneider Electric	Guest
Terry	Rohrer	BPL Global	Board
Mark	Rupnik	BPL Global	Board
Elody	Samuelson	Consumers Energy Company	Board
Stuart	Schare	Navigant	Board
Josh	Schellenberg	Nexant	Representative
Joel	Schofield	Threshold	Board
Nathan	Shannon	Smart Grid Consumer Collaborative	Representative
Craig	Sherman	Sacramento Municipal Utility District	Board
Ed	Smith	Intelligent Energy Solutions LLC	Board
Colleen	Snee	Johnson Controls	Representative
Curtis	Snyder	Comcast Cable	Board
Brian	Solsbee	Tennessee Valley Authority	Board
Paul	Steffes	Steffes	Representative
Kitty	Wang	Energy Solutions	Representative
Joshua	Warmack	EnerVision	Board

PLMA Leadership Volunteer Sign-Up

Name	Organization	Interest Group / Function
Marissa Hammon	Tendril	Training Thought Leadership
Olina Patterson	Opinion Dynamics	Smart Thermostats
Dain Nestec	CLEAResult	Smart Thermostats
Colleen Snee	JCI	Behind the Meter Storage
Sharyn Barata	Opinion Dynamics	Awards Conference Planning
Ward Eames	NTC	Consumer Engagement Usability Testing Website (Jason Carrigan)
Albert Chiu	PG&E	Consumer Engagement
Jane Peters	Research into Action	Consumer Engagement
Stuart Share	Navigant	DR Dialogue Coordination DR for Planning & Operations Interest Group
Mark Martinez	SCE	DR Emerging Technology Webinar
Rich Barone	HECO	Value of DR Interest Group
Ruth Kiselewich	ICF	Financial Sustainability
Justin Louis	Landis + Gyr	Consumer Engagement
Joel Schofield	Threshold	Consumer Engagement

Document Comments and Change Log

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

Person /Date	Comment/ Note	Date
J. Childs	Initial Document Draft	3 May 2016
J. Childs	Revised Document with Comments from T. Adolf and E. Thomas	29 July 2016