

## Minutes of PLMA Board Meeting – April 23, 2013 at Hilton, Austin, Texas

**Board Member/Representatives in Attendance:** Joel Schofield (Threshold Door-to-door), Peter Weigand (Skipping Stone), Michael Brown (NV Energy), Rich Quattrini (Johnson Controls), Michael Brown (NV Energy), Paul Tyno (REGEN Energy), Joe O'Malley (Mad Dash), Dave Hyland (Schneider Electric), Jason Cigarran (Comverge), Dick Preston (MW Consulting) Ti Mougne (E Source), Ross Malme (Skipping Stone), Joe Childs (Cooper Power Systems), Bill Jackson (TVA), Rich Philip (Duke Energy), Stuart Schare (Navigant Consulting), Paul Miles (Comed), Randy Palombi (Constellation Energy), Steve Koep (Vaughn), Bill Kallock (Integral Analytics), Maria Fields (Joule Assets), Charlie Rahilly (Melrok), Dave Schrock (AutoGrid), Ed Thomas (PLMA)

**Guests in Attendance:** Elaine Johns, Enervision (PLMA guest), James Mater, QualityLogic, (Skipping Stone guest), Rebecca Schlanert (Melrok guest), Sandra Kwak (AutoGrid guest)

The meeting called to order at 6:20 p.m. with introductions of new members and guests.

**Opening Remarks.** Paul offered opening remarks about the State of the Organization and introduced Ed Thomas as the new Executive Director. Paul distributed paper copies of the Whistleblower, Conflict of Interest and Speaker Policies available online with member log-in at <https://peaklma.site-ym.com/?page=Policies>. All Board members were asked to sign the Conflict of Interest form and return to Ed Thomas. Paul also shared observations about recent conference call with FERC staff and potential for follow-on discussions to share information without lobbying for issues.

A motion for approval of the minutes from the Fall 2012 board meeting was made by Peter Weigand with Dave Hyland seconding. The motion was carried.

Ed Thomas provided an Executive Director's Update to details how the management transition has been completed, activities undertaken to enhance the organization structure and Maintain Momentum to Engage/Grow Members. Ed also shared his candid SWOT analysis of challenges and opportunities for the association.

**Committee Reports.** Peter Weigand presented a Marketing Committee Report that included discussion of website upgrade, event registration automation, conference marketing, branding and awareness and contract database. Peter reviewed how the Committee will propose that PLMA purchase, not rent, prospect lists based on keyword searches and review of a sample list data. Peter said the Committee will meet next after the Spring Conference.

Joe O'Malley asked that we offer conference attendees access to presentations for 6 months with members receiving lifetime access behind a member log-in.

Jason Cigarran asked for a Member Marketing Toolkit to share membership information with his clients.

Bill Jackson presented a Membership Committee Report to say the group is just now recruiting members to access the appropriateness of membership dues structure and benefits. Committee members include Dick Preston, Steve Koep and Mike Harrington. In particular looking for members with first-hand knowledge of member strategies of similar associations and will be working in close collaboration with Marketing Committee. Goal is to have a draft on dues structure and target audiences by 45-60 days before the Fall Conference.

Stuart Schare presented the Awards Committee Report on behalf of Greg Wikler and shared that 16 submissions were received this year. He reviewed the process for selecting the 4 awards that will be presented at the Conference. Ed Thomas offered that the nomination form proved to be cumbersome for some and next year will be more in the style of an RFP with format guidelines and ability to upload a single document with the required and optional details. The Leadership asked the Committee for a more transparent and formal structure for award submission and selection with categories announced in advance with ability to adapt based on submissions received. Stuart said he would pass along the instructions to Greg.

Mike Brown was introduced as the new Education Committee Chair. He said he will be recruiting new members during the Conference and closely coordinate with the other Committees. Mike hopes to define a Product Roadmap that is achievable and realistic that may take the form of training courses with certification, ebooks, video shorts, etc.

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Mike will consider revenue and membership goals with activities that increase traffic to PLMA website. He explained that if certification is an end-goal that it might be best to not project that upfront but rather introduce a single Intro to DR course that becomes a series of in-person or web-based seminars that leads to testing and some sort of award/designation/certification.

James Mater asked if PLMA had done gap analysis of others offering training.

Bill Jackson explained how he had taught for AESP and is teaching a course for APPA aimed at General Managers looking for strategic direction.

Paul Tyno said Gulf Coast Power Association and Florida Municipal Utilities Association are examples of regional groups that have expressed interest in partnering on training courses.

Peter Weigand said his organization has done gap analysis and would respond if PLMA did a competitive bid for training providers.

Dave Hyland said Schneider Electric might let PLMA coordinate training offerings with its Energy University program.

An open discussion touched on need for high quality with testing that builds on general knowledge, Continuing Education Units are key to certification, new NERC rules require testing, Peak Load is better name than DR.

**Officer Reports.** Dave Hyland presented the Treasurers Report to report cash on hand, 2013 budget and project revenue from the Spring Conference. Also, Dave presented policies that have been put in place to strengthen accounting practices.

Paul Tyno explained that we need a Board volunteer to assist the Executive Director to create a transparent structure for Officer Elections in the Fall. Stuart Schare offered to work with Ed Thomas to create and distribute for Board comment a proposed nomination and voting process well ahead of the Fall Board meeting where the election usually takes place.

**Fall Conference Planning.** Paul Tyno announced that Atlanta would be the location of the Fall Conference and solicited members for the Fall Conference Planning Committee and the following volunteered: Dave Hyland, Ross Malme, Jason Cigarran, Dick Preston, and Joe O'Malley. The Committee will meet shortly after the Spring Conference to begin planning. Stuart Schare suggested the event have a theme that truly serves as a common thread through the presentations. Others suggested that there be a Call for Presentations and perhaps a concurrent session to seek more presenter diversity. Elaine Johns spoke about her organization's enthusiasm to have the electric cooperatives in the Southwest participate in the Conference, and others spoke of involving public and private utilities from the region.

**Open Discussion.** With no further Open Floor Discussion, the meeting adjourned at 8:40 p.m.