

## PLMA Membership Policy

17 February 2023, V3.0

### Introduction

The membership policy sets the categories and rules for membership. It provides details of how membership operates within the structure of the PLMA By-Laws. The purpose of the policy is to:

- Develop a board structure that effectively represents the independent voices of the PLMA member organizations.
- Align membership categories with value from member organization
- Provide member dues options that match member internal rules of accounting and expenses
- Develop an outreach mechanism to colleges and academic institutions with DR and EE programs to actively participate in the PLMA
- Develop an outreach mechanism to students in DR and EE related programs to actively participate in the PLMA and benefit from the organization

### Executive Director Responsibilities

The Executive Director of the PLMA shall have the following authority with respect to the membership.

- Collection of dues from members
- Process membership enrollment and provide introduction to new members
- Determination of the membership category of an organization that desires to become a member of the PLMA:
  - Small Business Entity. The executive director may allow a Small Business Entity whose revenues or startup status may would prevent participation at the 'Category B' level to become a member at the 'Category A' level. A small business entity is generally considered to be an organization with 3 or fewer full-time employees.
  - Academic Entity. The executive director may allow a college or similar non-profit academic organization to join the 'category C' level representing their faculty and students based on the academic goals of the organization.
  - Parent Company. The executive director shall determine the registration level of companies that have subsidiaries that could be either Category A or B.
- Request the Secretary to update the membership policy to improve the policy and reduce ambiguity as necessary.

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### Membership Categories

The following membership categories are provided under this policy:

- **Category A.** Purchaser of DR Products and Services. This category includes:
  - Regulated Public and Private Utilities
  - Cooperatively Owned Utilities
  - Retail Energy Marketers to Residential and Commercial customers
  - Regulatory Commissions
  - Non-Profit Associations with utility members
  - Government Organizations including Research Organizations, Laboratories, etc.
  - End Users of DR products and solutions
  - A small business entity including individual or other entities that can document their qualification for this category

*Note: Where organizations are both suppliers and users of DR products, then they shall be in Category B.*

- **Category B.** Supplier of DR products and services. This category includes:
  - Equipment Manufacturers
  - Solution Providers
  - Consultants
  - Curtailment Service Providers
  - Other Companies that have a stakeholder interest in the DR market segment
- **Category C.** Academic institutions engaged in training DR & EE industry professionals. This category includes: Accredited Colleges and Universities. It does not include consulting firms, industry trade organizations, etc.

### Policy Guidelines

The following guidelines have been incorporated to address specific discussions.

- Each member company shall have only one registered name in the PLMA directory and membership list.
- Holding Companies. A company shall join at the level that best matches their organizational needs. A holding company may join and have the holding company name registered. A different holding company may decide to have each interested operating company have an individual membership.
- Registered Company. A company shall be categorized based on the registered name and primary business of that registered name. If a holding company has both a Category A company and a Category B company the membership category shall be defined by the registered membership name.
- Category A Sustaining Members Complementary Passes. Category A Sustaining members may purchase additional Complimentary Passes to the six (6) that come with their membership to use for Training or Conference Registration. The Complementary Passes may be requested at any time during the membership year. All unused Complementary Passes expire each year on the membership renewal date and have no rollover provision. The additional Complementary Passes are priced at \$1000 each.

### Organization Leadership

It is the policy of the PLMA that the organization shall be governed by a representative group of its members. The details of this leadership organization and responsibilities are provided in detail in the PLMA Bylaws and include the hierarchy of Officers, Executive Committee, and Board Members. The Board Members shall be representatives from members at the Advisory or Sustaining level plus At-Large Directors. The number of At-Large Director seats shall be 10% of the total number of Associate

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and Academic Members. . Elected Positions are specific to the individual, not the member organization. Leadership elections shall be held, and vacancies shall be filled in accordance with the PLMA Leadership Election Process.

### **Student Scholarship Conference Passes**

One of the PLMA's goals is to provide outreach to students interested in DR and EE programs. To support this effort, PLMA will promote attendance at its conferences to educational institutions that train students in DR and EE areas and offer complimentary conference passes. In addition, members at the advisory and sustaining member level may donate unused passes to the Student Scholarship fund. The number of passes allowed at each conference will be determined by PLMA's executive director based on the registration for the event and will take into account the limits of the event logistics (size of venue, food service, etc.).

### **Policy Evaluation**

The PLMA Secretary shall conduct an annual evaluation of the membership policy and associated materials one (1) month prior to the Spring conference. The evaluation shall include a summary of proposed changes to the policy. The evaluation shall be presented to the executive committee for review and presented to the board for adoption

The following items shall be addressed:

- Value Analysis. Assess annually if member benefits are properly aligned with dues structure.
- Resolve Membership Category Conflicts. The executive committee shall review concerns regarding the member categories or other issues

**PLMA Membership Levels, Benefits and Fees**

<b>Membership Levels, Benefits and Fees</b>	<u><b>Category A</b></u>	<u><b>Category B</b></u>
<b>Associate Member Organization</b>	<b>\$1,050</b>	<b>\$2,700</b>

*Includes:*

- Conference registration/Sponsor discounts
- Opportunity to participate and for leadership role in Committees, Interest Groups, etc.
- Invitation for one designated individual to attend Board meetings without voting privileges
- Opportunity for one designated individual to be elected to Board seat as an At-Large Director with full voting privileges
- Listing on PLMA website with unlimited number of news releases posted
- Invitations to PLMA Member Meet-ups
- Pre-registration/subscription option for DR Dialogues
- Unlimited password access to PLMA website for entire organization
- Authorization to display PLMA logo

<b>Advisory Member Organization</b>	<b>\$2,700</b>	<b>\$5,450</b>
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*All above, plus:*

- One Board Seat with full voting privileges (instead of representative-at-large noted above)
- Opportunity for Leadership role on Executive Committee or as an Officer
- Two (2) complimentary passes annually to attend Spring and/or Fall Conferences (two passes annually)
  - Unused passes may be allocated to the scholarship fund to allow students to attend conferences.
- Logo Included with Membership listing on PLMA website

<b>Sustaining Member Organization</b>	<b>\$5,450</b>	<b>\$10,950</b>
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*All above, plus:*

- Four (4) more complimentary passes annually to Spring and/or Fall Conference (for a total of 6 passes annually)
  - May exchange passes for Conference Sponsor privileges (i.e. 3 conference passes equivalent to one Silver-level Sponsor)
- One paragraph description of company in Membership listing on PLMA website

<b>Academic Member Organization (Category C)</b>	<b>\$205</b>
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*Includes:*

- Conference registration/Sponsor discounts
- Opportunity to participate in Committees, Interest Groups, etc.
- Invitation for one designated individual to attend Board meetings without voting privileges
- Opportunity for one designated individual to be nominated to Board seat as a representative-at-large with voting privileges
- Listing on PLMA website with unlimited number of student resumes posted
- Invitations to PLMA Member Meet-ups
- Pre-registration/subscription option for DR Dialogues
- Unlimited password access to PLMA website for entire organization
- Authorization to display PLMA logo

## Membership Policy

### Document Revision History

Date	Version	Person	Change/ Modification Description
May 2014	0.2	Ed Thomas	Initial Draft of document for internal discussion
May 2014	0.3	Membership Committee	Presentation to membership committee for review and request comments
June 2014	.4	J. Childs Secretary	First Draft of Membership Policy; Combine comments from Executive Director, Officers, and Membership Committee
20 June 2014	.5	Executive Committee	Presentation of draft policy to the executive committee
10 July 2014	.6	J. Childs	Proposed revisions of the Executive Committee sent to Membership Committee for review and edit
17 July 2014	.7	J. Childs	Resubmit Revised Policy to Executive Committee
25 August 2014	.8	Board of Directors	Send Policy to full Board for "review and comment" period of at least 30 days
August	.8	Membership	Hire Consultant to survey targeted non-member utilities on receptivity to membership enhancements
7 October 2014	.9	Membership	Review comments from full Board and Non-member utilities and revise Policy as needed
10 Oct. 2014	1.0	Executive Committee	Submit revised Policy to Executive Committee as proposed for the Board Ballot
16 Oct. 2014	1.1	Board of Directors	Include Membership Policy proposal on Electronic Ballot with Executive Committee candidates
3 Nov 2014	1.2	J. Childs	Membership Policy approved by board by ballot vote.
11 March 2016	2	J. Childs	Policy revised. Removed items that are covered in Strategic Plan (Goals and Membership Group). Adjusted Role participation requirements for interest group chair and vice chair. Removed transition elements as period is over.
1 April 2016	2	J. Childs	Presented Policy to Officers for review.
8 April 2016	2	J. Childs	Present Membership Policy to Executive Committee for Acceptance. Approved by unanimous voice vote.
12 Aug 16		J. Childs	Presented proposal to Executive Committee to allow Category A Sustaining members to purchase additional complimentary passes. Executive Committee unanimously approved recommendation by voice vote.
6 May 2019	2.1	J. Childs	Edited policy to allow Category A members to purchase additional complimentary passes Clarify that elections shall be held and vacancies filled in accordance with leadership election policy
17 Feb 2023	3	R. Philip	Edited for 10% increase in Dues that was implemented on 1/1/2023.

Notes: Items with black font have been completed. Items with shaded font are planned.