**via posting**

**TO:** NAESB Board Strategic Plan Task Force Members and posting for interested industry parties

**FROM:** Jonathan Booe, Vice President, NAESB

**RE:** Meeting Notes from theNAESB Board Strategic Plan Task Force Conference Call – February 27, 2014

**DATE:** February 27, 2014

Dear Task Force Members,

A Strategic Plan Task Force conference call was held on February 27, 2014. The meeting was called to order at 10:00 am Central. Ms. Crockett and Mr. Desselle presided over the meeting. The notes and attachments below serve as a record for the meeting.

| **Notes from the February 27, 2014 NAESB Board Strategic Plan Task Force Conference Call** |
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| **Administrative:** | Mr. Desselle welcomed the participants on the phone and Mr. Booe provided the antitrust guidance and called the roll of the Task Force. Quorum was established. Mr. Desselle reviewed the draft agenda posted for the meeting with the participants. Ms. Crockett moved to adopt the agenda as drafted and Mr. Thorn seconded the motion. The motion passed without opposition. Next, Mr. Desselle reviewed the December 4, 2013 draft meeting notes with the participants and asked if there were any proposed changes. None were offered. Mr. True made a motion to adopt the notes as drafted and Ms. Crockett seconded the motion. The motion passed without opposition.  |
| **Discussion Regarding the Draft Surveys** | Mr. Desselle reviewed the draft member and non-member survey with the participants. He noted that the recommendation of Mr. True to include an item concerning the proposed transition of some identified NERC standards in the survey will be clarified in the next draft. Ms. Tierney noted that green house should be one word in item 6 of possible standards development projects and recommended that energy exports be a standalone item for possible development projects. Ms. R. Davis noted a typo in the first paragraph of the survey to the word through, and recommended that cybersecurity and social engineering be separated into individual items. Mr. True recommended that the acronyms included in item 10 for possible standards development projects be spelled out. Ms. Tierney made a motion to adopt the survey, incorporating the changes made by the participants, and distribute it to the members and non-members. Ms. Van Pelt noted a missed spacing typo on page one of the survey. Ms. McQuade asked how long the NAESB office should provide for responses. The participants agreed 30 days would be appropriate beginning on March 1st. Ms. Tierney asked how non-members would be provided with the survey and Ms. McQuade noted it would be given to the trade associations and distributed to the nearly 6,000 contacts NAESB maintains. Mr. Thorn confirmed that instructions for accessing the survey through Survey Monkey would be included in the distribution email. Mr. Stanzione asked what would constitute a successful return rate. The participants agreed that a 30% return rate would exceed expectations. Ms. McQuade stated that the NAESB office could request a response from any individual companies that the Task Force participants would like to identify. Mr. Simon confirmed that the NAESB office would distribute a reminder about the survey after the initial dissemination. Mr. Cargas recommended that the participants distribute the survey to their contacts in addition to those of NAESB. Mr. True noted that the surveys are identical and asked if there is a need to have a separate member and non-member survey. The participants agreed that two separate surveys would be unnecessary. Ms. Tierney and Mr. True accepted that typo correction and the consolidation of the two surveys as a friendly amendment to their motion and second. The motion passed without opposition.  |
| **Discussion Regarding the Communications Plan** | Next, Mr. Booe provided an update of the communications strategy posted for the meeting and discussed during the previous meeting. He noted that NAESB staff has continued to carry out external communications through the development of the items included in number five of the work paper, including an increase in the number of press releases made in the last few months and publication in the Natural Gas and Electricity trade magazine in February. He also noted that as part of the strategy the Revenue Committee will have a standing agenda item to discuss communication efforts going forward. Ms. Crockett noted that during the February 8, 2014 Advisory Council meeting, participation by NAESB in the NARUC educational courses for new state commission members was suggested. Mr. Simon stated that an item concerning NAESB standards had already been added to the next NARUC course and had been coordinated with Ellen Shapiro. Ms. Tierney suggested that the Committee consider how communications concerning NAESB activities could result in revenue to the organization and recommended that NAESB reach out to the National Association of State Energy Officials in addition to NARUC. Mr. Simon recommended the same for the National Association of State Utility Consumer Advocates. Ms. McQuade supported the recommendations and noted that a few state energy offices and consumer advocates are already NAESB members. Mr. Cargas recommended that the Press Release web page on the NAESB web site be updated. Mr. True recommended that NAESB offer a one day NAESB update for new FERC Commissioners. Mr. Connor stated that all of the efforts discussed so far and included in the communications strategy are activities that NAESB staff is already doing. He asked if NAESB should consider other options. Mr. Booe stated that he understood that the Task Force was seeking to increase the current efforts of staff to increase external communications. Mr. Gardner recommended including a footnote referencing the NAESB standards included in publications that license the use of NAESB standards. The participants supported his recommendation and discussed how that could be applied to the Green Button context. Mr. Minneman also recommended that NAESB staff focus on coordination across forums. Ms. Crockett made a motion to adopt the communications strategy and Ms. Tierney seconded the motion. The motion passed without opposition.  |
| **Discussion Regarding the Draft Outline**  | Ms. McQuade reviewed the draft report with the participants and the participants began answering the questions posed under VIII with the remaining time of the conference call. In response to question one, the participants agreed that it may be difficult to make an analogy between NAESB’s work and that of NERC and that a risk/reliability profile may be untenable. Ms. McQuade undertook to contact Mr. Lauby and develop a proposed response for consideration on the next agenda. In response to question two, Ms. Crockett stated that the question may require a two-part response; what would necessitate immediate change (short term) and what type of plan should be in place in the event that new areas should be developed in the future (long term). Specifically, the response should address what type of changes the Parliamentary Committee should undertake to accommodate structural changes in the future. Ms. McQuade stated that she would develop a proposed plan/bullet points to be reviewed by the Task Force under an agenda item in the next meeting. In response to question three, Ms. McQuade noted the importance of making the distinction between what is considered at the broader level and the process that is addressed by the Triage Subcommittee and Executive Committees. Mr. Thorn asked if the questions posed are for an informal review by the NAESB subject matter experts before an item is addressed by the standards development branch of NAESB. Ms. McQuade confirmed. Mr. Minneman stated that this process would only begin if NAESB was looking at standards development in new areas to the organization. Mr. Thorn and others noted that there could be financial implications to undertaking new areas of standards development. Ms. McQuade agreed to add further discussion on the item to the next agenda. The participants agreed that item four had been addressed through the communications strategy discussion. Mr. Stultz asked if additional or contract staff members had been hired as projects were approved. Ms. McQuade responded that it has not in the past, as priorities are shifted to accommodate development with existing staff. When it is noted that staffing increases are needed long term to better address increased and sustained work load, the budget is considered and approved by the Board prior to any staff hires. NAESB has hired contractors in the past.  |
| **Discussion Regarding Certification Programs** | Ms. McQuade reviewed the certification document posted for the meeting and noted that it highlights the certification activities of other organizations, and proposes two options for NAESB pursuit of a certification program. She also noted the current certification programs NAESB has in place. Ms. Crockett stated that it may be beneficial to have the Board consider a formal certification program within NAESB, managed by the organization. Mr. Gardner stated that any action taken by NAESB should be well planned. Ms. McQuade stated that the Committee could ask the Board if the organization should investigate the development of a formal certification program. The participants supported the recommendation.  |
| **Other Business** | Ms. McQuade reminded the participants the next Task Force meeting is scheduled for March 25, 2014 from 10:00 am to 12:00 pm Central  |
| **Adjourn:** | The meeting was adjourned at 11:42 am Central. |
| **Work Papers Provided for the Meeting:** | * Antitrust Guidance: <http://www.naesb.org/misc/antitrust_guidance.doc>
* Agenda & Announcement: <http://www.naesb.org/pdf4/bd_strategic_022714a.docx>
* Board Minutes: <http://www.naesb.org/pdf4/bd121213dm.docx>
* Task Force 12-4-13 Notes: <http://www.naesb.org/pdf4/bd_strategic_120413mn.docx>
* Survey and Cover Page: <http://www.naesb.org/misc/survey_members.docx> (members), <http://www.naesb.org/misc/survey_non-members.docx> (non-members)
* Communication Strategy: <http://www.naesb.org/pdf4/bd_strategic_120413w4.docx>
* Recommendation Outline: <http://www.naesb.org/pdf4/bd_strategic_120413w1.docx>
* Certification Programs: <http://www.naesb.org/pdf4/bd_strategic_120413w5.docx>
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| **Notes from the February 27, 2014 NAESB Board Strategic Plan Task Force Conference Call** **STRATEGIC PLAN TASK FORCE MEMBERS** |
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| **Name** | **Organization**  | **Attendance** |
| Cade Burks | Big Data Energy Services |  |
| Jim Cargas | City of Houston | Present |
| Valerie Crockett  | Tennessee Valley Authority | Present |
| Lorraine Cross | Cross & Company, P.L.L.C. |  |
| Dave Darnell | Systrends, USA |  |
| Michael Desselle (Chairman) | Southwest Power Pool | Present |
| Michehl Gent | Open Access Technology International, Inc. | Present |
| Richard Kruse | Spectra Energy Transmission |  |
| Mark Lauby | North American Electric Reliability Corporation | Present |
| Debbie McKeever | Oncor Electric Delivery Company, LLC |  |
| Jim Minneman | PPL Solutions | Present |
| Chris O’Hara | NRG Energy, Inc. | Present |
| Timothy Simon | TAS Strategies | Present |
| Mark Stultz | BP Energy | Present |
| James A. Stanzione | National Grid | Present |
| Terence (Terry) Thorn | KEMA Gas Consulting Services | Present |
| Sue Tierney  | Analysis Group, Inc.  | Present |
| Roy True | ACES Power Marketing, LLC | Present |
| **OTHER ATTENDEES** |
| **Name** | **Organization**  |
| Jonathan Booe  | NAESB |
| Kathryn Burch | Spectra Energy Corp |
| Pete Connor | Representative for AGA |
| Rae Davis | Carolina Gas Transmission Corporation |
| Megan Doss | Spectra Energy Corp |
| Doug Field | Southern Star Central Gas Pipeline |
| Wayne Gardner | Former Commissioner, PA PUC – Advisory Council Member |
| Trevor Horne | Accenture |
| Rae McQuade  | NAESB |
| Denise Rager | NAESB |
| Caroline Trum | NAESB |
| Kim Van Pelt | Boardwalk Pipeline |

\*Please note that attendees that did not provide their company affiliation are not included in the attendance list above. If you did attend this meeting and are not listed, please alert the NAESB office and we will update this record.