



North American Energy Standards Board

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via email

TO: NAESB Retail Structure Review Committee and Managing Committee Members, and Posting for Interested Parties

FROM: James Cargas, NAESB Deputy Director

RE: Notes from Retail Structure Review Committee Conference Call on July 19, 2005

DATE: July 20, 2005

Dear NAESB Retail Structure Review Committee and Managing Committee Members,

A Retail Structure Review Committee (RSRC) conference call was held on July 19, 2005. The following notes and assignments resulted from the meeting.

Retail Structure Review Committee:

Tuesday, July 19, 2005

- Administrative:
- Mr. Cargas reviewed the anti-trust warning and took roll-call.
 - The draft agenda was adopted by consensus.
- Reports on New Retail Requests:
- The following new requests and their ability to attract new members was discussed:
 - R05013 by Energy Window requesting development of a retail electric contract was assigned to REQ/RGQ Contracts Subcommittee.
 - R05016 by Wal-Mart Stores requesting development of electronic retail billing was assigned to REQ/RGQ Business Practices Subcommittee.
 - A Green Energy request is still under development. Its exact scope has not yet been determined.
 - The consensus was that R05013 would generate the most interest in the short term given the popularity of the WGQ Base Gas Contract. However, it was noted that it would have limited value in non-competition states and would still be a supplier-supplier wholesale contract, and not a true retail supplier-end user contract.
 - It was suggested that we should consider other potential retail contracts, like a general interconnection contract, that would have a broader application and appeal in traditional non-competition jurisdictions.
 - The consensus was that R05016 would generate the broadest based interest in the Retail Quadrants since it has applications in all jurisdictions. Its success, however, will depend on the continued participation of Wal-Mart and its peers in the retail/end user community. The Committee members welcome the participation of Wal-Mart and its peers in the retail industry. Greater participation will lead to better standards and possibly increased membership.
 - The consensus was that the draft Green Energy request should have its scope finalized before its value as a recruiting tool could be understood. At a minimum, it could have appeal to jurisdictions with green-energy programs.
 - The consensus was that without these projects moving forward, the option of obtaining significantly more memberships in the retail quadrants will be
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very difficult based on the current focus. Mr. Novak will attend the August 27, 2005 EC meeting to push for adoption of these projects. This is our current hurdle in our critical path – i.e. without adoption of the expanded focus the structural options will in all likelihood be needed.

Coordination with Board Resources Committee:

- Both Mr. Boubonnais and Mr. Koogler participated in the Resources conference call on July 15. Mr. Novak and Ms. Kiselewich have joined Resources. More volunteers from the Retail Quadrants are still needed if we are going to focus on this process to improve Retail membership levels.
- Mr. Novak submitted comments on the membership materials providing a clearer message for potential retail members and updating information.
- It was agreed that RSRC members would assist with follow up calls needed for the Resources Committee's end-user outreach efforts.
- RSRC members were encouraged to participate in the next Resources Committee conference call (August 11, at 1:00pm CST).

Discussion of Draft Final Report:

- Mr. Bourbonnais explained that the report was drafted in the event retail membership does not increase and the Committee needs to make a structural change recommendation. Since this is a backup strategy, the consensus was that there is no need to edit it now. Mr. Bourbonnais will develop the attachments as time permits so this is close to ready for review if, and when, we need it.

Other Business:

- The testimonials being collected by the Resources Committee were discussed, especially since they already contained positive statements and examples of how NAESB standards benefit companies operating in non-competition states. Mr. Novak offered to draft an e-mail to Retail EC members requesting additional testimonials.
- The August 12 conference call was cancelled since it is prior to the August 27, 2005 EC meeting which is the next item on our critical path. The next conference call will be September 7, at 1:00pm CST, and the main agenda items will be review of the August EC meeting result effect on our work plan and preparation for an interim report to the Board at its September 22 meeting.

Action Items:

Action Items:

- Mr. Bourbonnais will look into other potential retail contracts, like a general interconnection contract, that would have a broader application and appeal in traditional non-competition jurisdictions.
- Mr Novak will attend the August joint Retail EC meeting to push for the expanded retail focus.
- RSRC members agreed to assist with follow up calls needed for the Resources Committee's end-user outreach efforts.
- RSRC members are encouraged to participate in the Resources Committee conference calls. The next one is August 11, at 1:00pm CST.
- Mr. Novak will draft an e-mail to Retail EC members requesting additional testimonials. Mr. Cargas will handle its distribution.
- The August 12 RSRC conference call was cancelled.



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Attendance:

	Name:		Organization:	Quadrant(s):
1	William Bourbonnais		WPS Resources	REQ, RGQ, WEQ, WGQ
2	James Cargas		NAESB	
3	David Koogler		Dominion	REQ, RGQ, WEQ, WGQ
4	Mike Novak		National Fuel Distribution	WGQ, RGQ