



## North American Energy Standards Board

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**TO:** NAESB Board Resources Committee Members  
**FROM:** Jonathan Booe Meeting/Project Manager, and Denise Rager, Membership Administrator, NAESB  
**RE:** Notes from Resources Committee Meeting on December 13, 2007  
**DATE:** March 21, 2008

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Dear Resources Committee Members,

A Resources Committee meeting was held on December 13, 2007. The meeting was called to order at 8:30 am, Mr. Brown presided over the meeting and Mr. Booe served as the counsel for the meeting. The notes below serve as the record for the meeting.

### December 13, 2007 Notes for the NAESB Resources Committee Meeting

- Administrative
- Mr. Brown welcomed the participants to the meeting. The participants in the room and on the phone introduced themselves. Mr. Booe gave the anti-trust guidance. Mr. Brown stated that he would like to add discussions concerning the open board seats, targets for 2008, and a copyright update reminder to the agenda. The amended agenda was adopted by consensus.
- Status Towards Goal of 30 Net New Members
- Mr. Brown reviewed the change to membership status since the last Board Resource meeting.
  - New members, 109; Home page access, 6; Resignations, 78; Progress = **Net 31**
  - Mr. Brown noted that the goal of attaining 30 net new members for the year was achieved last quarter, but since that meeting, the organization had lost 4 WGQ memberships and only gained 1 WEQ membership. The participants discussed the net loss and noted that two of the membership losses were due to company consolidations.
- Update on DSM/EE Membership Activity
- Mr. Brown stated that he and Mr. Koogler gave a NAESB membership pitch at the last DSM/EE meeting. Ms. Kiselewich suggested that the group identify the most active non-members involved in the effort and contact them directly concerning membership.
  - Ms. Rager undertook to create a spreadsheet of the frequent non-member participants so that Ms. Kiselewich and Mr. Brown could identify the participants they wish to contact. Mr. Brown stated that once a contact list is developed, a letter informing the participants of the benefits of membership could be distributed before making a follow up phone calls.
  - Mr. Novak suggested that the letter highlight the importance of maintaining the DSM/EE standards once they are developed.
- Update on Correlating Membership Reminders with Budget Cycles
- The participants discussed the importance of correlating membership reminders with the budget cycles of the members. Mr. True suggested that Ms. McQuade send a line item reminder of the NAESB membership fees in July, followed by a reminder letter in September listing the benefits of membership. Mr. Smead recommended the group also focus on informing the current members of the benefits of multi-quadrant membership. Mr. Brown suggested that a list of multi-quadrant prospects be developed.
- Open Board Seats
- Mr. Brown noted that there is a lot of opportunity for leadership at the retail level, especially given the at-large seats. He stated that the group should focus on this when discussing membership with potential members, as it is a real selling point.



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### December 13, 2007 Notes for the NAESB Resources Committee Meeting

- Targets for 2008
- Mr. Koogler stated that he and Ms. McQuade met with Commissioners Kerr and Ervin and they suggested that a NAESB representative be included on the agenda for future NARUC meetings. Mr. Brown stated that a NAESB representative should also be attending WECC and APPA meetings during 2008. The participants discussed the potential for membership in the WECC due to expansion. Mr. True suggested that the group also include Alcoa in Indiana to the prospect list. Mr. Brown suggested that the members continue to develop leads and bring them in during 2008.
- Adjournment
- The meeting was adjourned at 9:35 am Central

### Attendance

<b>Name</b>	<b>Organization</b>	<b>Attendance</b>
Jonathan Booe	NAESB	In Person
Scott Brown	Exelon Corporation	In Person
David Huffman	NAESB	In Person
Ruth Kiselewich	BG&E	In Person
David Koogler	Dominion	In Person
Mike Novak	National Fuel	In Person
Denise Rager	NAESB	In Person
Charles Severance	WPSA	In Person
Rick Smead	Navigant	In Person
Veronica Thomason	NAESB	Phone
Roy True	Aces Power	In Person
Charles Yeung	Southwest Power Pool	In Person