**via email & posted for interested parties, November 10, 2017**

**TO: Board Strategic Plan Ad Hoc Task Force:** Cade Burks, James Cargas, Debbie McKeever, Dave Darnell, Valerie Crockett, Richard Kruse, Mark Stultz, **Michael Desselle**, Roy True, Mark Lauby, Lorraine Cross, Timothy Simon, Terry Thorn, Sue Tierney

**cc:** NAESB Board of Directors, NAESB Advisory Council, Jonathan Booe, William Boswell

**FROM:** Rae McQuade, President & COO

**RE:** Announcement and Agenda for the November 17, 2017 Conference Call & Web Cast from 10:00 am to 11:30 am Central

Dear Ad Hoc Task Force Members –

We have scheduled a conference call and web cast for the Board Strategic Plan Ad Hoc Task Force. The specifics of our call on Friday, November 17, 2017 are shown below, including the agenda and work papers.

| **Topic** | **Information/Requests** |
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| Charge | * On September 5, 2013, the Board of Directors created a group to review the existing quadrant and segment structure of the organization and the organization’s overall strategic direction and make related recommendations to the Board of the Directors for consideration. On September 11, 2014, the Board of Directors adopted the first report developed by the group and voted to make the Board Strategic Plan Ad Hoc Task Force a standing task force of the Board of Directors.
* The mission statement of the Board Strategic Plan Ad Hoc Task Force can be found through the following hyperlink: <https://www.naesb.org/pdf4/naesb_board_strategic_plan_adhoc_taskforce_mission.pdf>
* The information and materials concerning the task force’s activities are posted on the NAESB web site on the following website: <https://www.naesb.org//board_strategic_plan.asp>
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| Call for Friday, November 17, 2017 conference call & webcast from 10:00 am to 11:30 am C, Call-in information | * Call-in information for attendance by phone: Conference number: 866-740-1260, Access code: 7133562, Security code: 3991
* Web cast: http:// [www.readytalk.com](http://www.readytalk.com), and use the same participant access code and security code above
* Please feel free to provide comments if you are unable to attend
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| Draft Agenda | 1. Administrative – Welcome, Antitrust Guidance, Introduction of Task Force Members and Attendees, Adoption of Agenda, Adoption of the Minutes
2. Review the Proposed 2018 Annual Plans for the WEQ, WGQ and RMQ to Ensure Consistency with the 2017-2019 NAESB Strategic Plan
3. Discuss Process for the Development of the 2018 NAESB Standards Development Survey
4. Discuss Activities of Retail Structure Review Committee
5. Other Business and Action Items
6. Adjourn
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| Meeting Materials | * **Agenda Item 1:** Administrative: <http://www.naesb.org/misc/antitrust_guidance.doc> (antitrust and other meeting policies), <https://www.naesb.org/pdf4/board_strategic_plan_adhoc_taskforce_members.pdf> (roster), <http://www.naesb.org/pdf4/bd_strategic_111717a.docx> (agenda), <https://naesb.org/pdf4/bd_strategic_041917mn.docx> (April 19, 2017 Notes)
* **Agenda Item 2:** Proposed 2018 Annual Plans: <https://naesb.org/pdf4/bd_strategic_111717w2.docx> (WEQ 2018 Annual Plan); <https://naesb.org/pdf4/bd_strategic_111717w1.docx> (WGQ 2018 Annual Plan); <https://naesb.org/pdf4/bd_strategic_111717w3.docx> (RMQ 2018 Annual Plan)
* **Agenda Item 3:** 2016 NAESB Standards Development Survey: <https://naesb.org/pdf4/bd_strategic_2016survey_063016.pdf>
* **Agenda Item 4:** Board Retail Structure Review Committee: <https://naesb.org//retail_structure_review.asp> (November 3, 2017 Agenda)
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| Background & Reference Materials | * Board Strategic Plan 2017-2019: <https://www.naesb.org/pdf4/naesb_strategic_plan_2017_2019.pdf>
* Board Strategic Plan 2015-2017: <https://www.naesb.org/pdf4/naesb_strategic_plan_2015_2017.pdf>
* Board Strategic Plan Report: <https://www.naesb.org/pdf4/board_strategic_plan_task_force_report_adopted_091114.docx>
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| Standing Action Items | 1. The presentation concerning standards drafting should be offered to the quadrant executive committees every two years.
2. The next NAESB industry survey should be distributed after the April 2018 board meeting, so that the results can be reviewed during the September 2018 board meeting. A straw man survey should be developed by the task force prior to the April 2018 board meeting.
3. A review of the organization’s Strategic Plan and the organization’s activities should be conducted by the task force annually, prior to the September board meeting
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