Revenue Committee Efforts

- Delineation of Membership Benefits
- Access to Materials for Members
  - All information available to members from the web site, which requires use of individual NAESB user id and pass code for materials
- Access to Materials for Non-members
  - 30 days most current information available to non-members, no individual NAESB user id and pass code required
  - If non-members access information that is more than 30 days old, a message will appear that they should contact the NAESB office
Revenue Committee Efforts

- Delineation of Membership Benefits

- Access to Meetings
  - All members have access to all meetings at no charge
  - Non-members will be charged to attend all EC related committee, subcommittee, task force meetings
    - The charge will be $100 for meetings scheduled for 4 hours or less, and $300 for more than 4 hours,
    - or
    - A $1000 fee for a subcommittee access for one year for an individual
Delineation of Membership Benefits

Access to Distribution Lists & Notifications

- Only members can be placed on meeting notification distribution lists for subcommittees and exploders for subcommittee online discussions
- Ease of participation and monitoring of activities and development including reminders is provided to members based on inclusion in distribution lists and notification lists
- Exploders are used by members to communicate with each other regarding development activities.
Delineation of Membership Benefits

- Costs of Work Products to non-members
  - Cost of a version of standards remains at $900 for non-members.
  - All contracts have increased from $50 to $250 for non-members. Addendums remain at $50 for non-members.
  - Individual sets of standards has increased from $100 to $250 for non-members.
  - Certification for non-members has increased from $5000 to $8000 assessed biannually for the WGQ work products, (member fee is $1000).
  - Certification for Authorized Certification Authorities (WEQ PKI Standards) has been set at $8000 for non-members on an annual basis (member fee is $1000).
Revenue Committee Efforts

- Delineation of Membership Benefits – Status of Actions
  - Managing Committee Approval via email and Review by Board at the June 2012 Meeting
  - For all actions except the subcommittee annual fee option
  - Programming of the web site is nearing completion and testing should begin by the office later this month
  - Managing Committee Approval via email and presentation for consideration of approval by Board at the Sept 2012 Meeting
  - Subcommittee annual fee option – which was discussed and proposed for inclusion at the June 2012 Board meeting
Delineation of Membership Benefits – Status of Actions

Timing

- Home Page Access Fee for non-members – option no longer available (10 accesses are outstanding through 2013)
- If testing is successful, the web site changes will be implemented in late October after notification is provided later this month
- Once the web site changes for access to materials are implemented the fees for non-member attendance at meetings will be implemented
Membership Profiles

Dues and related membership fees

- $6500 for members annually – all employees of the member company are considered members. This does not apply to affiliates, partners or others not included as direct employees of the member company
- $150 for affiliates of members to have access to a copy of standards (not access to the web site – access is specific to a copy of a version of a given quadrant’s standards)
- $500 for regulatory agencies and consumer advocates to join
- Dues last increased from $5000 to $6500 – determined in September 2008 and applied for memberships beginning January 2009
North American Energy Standards Board
Revenue Committee Efforts

- Membership Profiles – Member Resignations
  - Lags in replacements exceed 6 months – so that replacement memberships are a minimum of $3000 per member – and can contribute to a net loss of more than $100K per year in revenue
  - Members have resigned so that their interests can be represented by trade associations – this does not allow for the resigned members to have access to copyrighted materials or the intellectual property of NAESB
  - Members have resigned so that their interests can be represented by their corporate membership – this does not allow for the resigned affiliate members to have access to copyrighted materials or the intellectual property of NAESB
  - Members have resigned as it is more financially advantageous for them to follow NAESB as non-members
Revenue Committee Efforts

Revenue Committee Actions:

- Better delineate member versus non-member benefits, which should:
  - Nominally increase revenues based on non-member fees collected
  - Encourage membership as non-members determine the need to participate
  - Maintain existing membership
Revenue Committee Efforts

Revenue Committee Actions -- Dues:

- Last increase in January 2009 - $1500 per member (30% increase) to increase dues from $5000 to $6500.

- In light of realized revenue decreases, expenses have been decreased – in comparison to July 2011, the expenses are 7% lower ($79K) and are 7% lower ($68K) than the 2012 budget YTD. In comparison of estimated 2012 YE to 2011 YE actuals, the expenses are $109K less.

- These 2012 expense decreases have been accompanied by an increase in the number of meetings – a measure of the activity of the organization – of 21% in comparing YTD August activity to YTD August activity of 2011.

- Consider nominal dues increases of $250 per year for 2013 (3.8%) and 2014 (3.7%) to address negative retained earnings along with increased activities of the organization.