# SGIP CME WG MEETING MINUTES

<table>
<thead>
<tr>
<th>Meeting/Project Name:</th>
<th>Communications, Marketing, and Education Working Group</th>
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</thead>
<tbody>
<tr>
<td>Date of Meeting:</td>
<td>3-16-2010</td>
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<tr>
<td>Time:</td>
<td>4:45-6:00 ET</td>
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<tr>
<td>Location:</td>
<td>Virtual and In-person at Westfields Marriott, Chantilly, VA</td>
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## 1. Meeting Attendance

**Roll call:** Mladen Kezunovic, Anto Budiardjo, Scott Ungerer, Tim Jeffries, Rich Scholer, Mark Bello, Mike Coop, Brent Struthers, Paul Centolella, Brent Hodges, Neil Greenfield, Katherine Voss, Vicki Trees, Tariq Samad, Dave Kaufman, Perry Penderson, Kenneth Wacks, Michael Worden, Jon Hawkins, Mark Enstrom, James Matter, Randy Lowe, Kevin Hall, Jeny Dowlin, Carrie Parks

**Absent:** George Arnold, Erich Gunther, Paul Molitor, Steve Widergren, Matthew Theall

## 2. Meeting Agenda

### Topic & Actionable Outcomes

**Welcome/Roll Call/Agenda**

WG Chair stated the two-fold goal of the meeting:

1. Discuss the role of the CME WG
2. Gain feedback from the members and non-members

Formal agenda as follows:

1. Overview of the WG charter, goals, objectives, and on-going activities
2. Feedback on the documents/efforts in progress: OPMAN, General Marketing - One-Pager, SGIPweb.org, One Pager for Regulators
3. Brainstorming on:
   - WG direction
   - Importance and means of Communications
   - Importance and means of Marketing
   - Importance and means of Education
4. Solicitation of additional interest in participation
5. Summary of discussions and next steps

**Understanding the Charter and Deliverables**

Short discussion was held regarding the CME WG’s charter per the SGIPGB meeting resolution that morning:

“Promotes awareness, understanding and value of SGIP and SGIPGB activities and knowledge base to the smart grid stakeholder community by disseminating information and announcements in accordance with established operating procedures related to decisions and actions of the SGIP and SGIPGB.”

*Mladen stated the need to define the vice-chair (anyone from the membership) and the secretary (administrator). Carrie Parks from EnerNex agreed to serve as WG Secretary.*

Short-term goals of the CME WG:

1. Website maintenance (communication tactic)
2. High-level flyer about the SGIP (overall consumption)
3. High-level document for regulators (education)

Two documents of a general nature need to be developed – long-term:

1. Roadmap of this WG should be defined by June 1 (per resolution from the SGIP GB face-to-face meeting, 3/16).
2. Operations and Procedures manual (OPMAN): WG formed subgroups to deal with different aspects, define who originated the information, who approves, who delivers it, etc.

**About the CME WG Objectives (overview by Mladen)**

Mladen reviewed the different aspects of this working group and defined the roles as follows:

- Communications: exchange of information between GB and SGIP leadership (including standing committees and WGs) on one hand and SGIP members and stakeholders on the other for the purpose of facilitating SGIP participation and achieving deliverables
• Marketing: exchange of information between GB and SGIP leadership, as well as the SGIP members and stakeholders, on one hand and prospective SGIP members and stakeholders on the other for the purpose of promoting the values of SGIP efforts and assuring sustainability of the goals and objectives, including expanding SGIP participation  
• Education: Exchange of information among all parties having interest in the GB and SGIP activities assuring consistency in understanding the basic goals and objectives. The focus is the most critical notion of the meaning and value of interoperability in the context of standard development and coordination, and how it all relates to successful deployment of the smart grid solutions

Summary of questions/comments from the CME WG meeting attendees:
What are the different websites available to the SGIP and what are their purposes? The TWiki, the sgipweb.org, the SharePoint site
Answer: Carrie will take the action to provide a map of the different websites and their structure.

Is the operations and procedures manual going to define how every one of the committees and WGs disseminate information to the SGIP?
Answer: Mladen stated that the OMAN will define more specifically what the WGs role is and what is in our jurisdiction; start defining the sources of information and who is the path of review and approval.

Is our role as the CME WG to define what the Smart Grid is?
Answer: Mladen stated the Smart Grid is a much larger concept than interoperability specifically. Our charge is not define what the SG is.

Who is the audience we are targeting?
Answer: Mladen stated our targets are the different stakeholder categories – which are still being developed.

Relationship of the WG actions to other similar efforts within IEEE, and other professional organizations
Comment: we should connect our CME announcements to the VirginiaTech’s SG Information Repository
Comment: We should focus on using real-world examples to illustrate interoperability concept and its value

Conclusion: Brent Hodges made a motion to make the CME WG open – where membership is available and open to all SGIP members, instead of only SGIPGB members while the voting rights on major issues are retained by the membership originally established by the GB when CME WG was formed and members were appointed. Due to the lack of time the discussion was terminated and motion was tabled until the next WG meeting.
Mladen’s final statements: Let’s develop a roadmap, as well as operations and procedures manual to streamline the process of the CME WG.

3. Action Items

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<thead>
<tr>
<th>Action</th>
<th>Owner</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>CME Working Group Roadmap (per the SGIP GB motion on 3/16)</td>
<td>Mladen Kezunovic, Administrator and WG members</td>
<td>6/1</td>
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<tr>
<td>OMAN</td>
<td>ALL Members</td>
<td>4/20 for first draft</td>
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<tr>
<td>General Overview “What is SGIP” flyer</td>
<td>ALL Members to review</td>
<td>4/8</td>
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4. Next Meeting

<table>
<thead>
<tr>
<th>Date:</th>
<th>April 20, 2010</th>
<th>Time:</th>
<th>4:00 EDT</th>
<th>Location:</th>
<th>Virtual</th>
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<tbody>
<tr>
<td>Objective:</td>
<td>Subgroup progress reports</td>
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