SGIP CMEWG MEETING MINUTES

Meeting/Project Name: Communications, Marketing, and Education Working Group

Date of Meetings: 4/12/2022
Time: 4pm Eastern
Meeting Facilitator: Mladen Kezunović, WG Chair
Location: Virtual

1. Meeting Attendance

Roll call: Mladen Kezunovic, Steve Widergren, Paul Boynton, Scott Ungerer, Randy Wedin, Tanya Brewer, Amanda Stallings, David Milenthal, Mike Coop, Paul Centolella, Kenneth Wacks, Cherry Hudgins, Leonard Tillman, Jeny Dowlin, Janet Roark


2. Meeting Agenda: Status & Action Items

The meeting covered the following items:

- Report from Charlotte – CME Sessions and Stakeholder Workshop
- Report on Value Proposition
- Report on Survey to Date
- Status of On-going CMEWG efforts
- Next steps/next meeting agenda

- Report from Charlotte
  - Group discussed the Business Sustainment Plan (BSP) status and the connection with the CME
  - Stakeholder workshop – good discussion re: F2F meetings, SGIP, value proposition

- Report on Value Propositions
  - Revised Positioning Statement – see page 2
  - Scott Ungerer indicated that the statement is sufficient to move forward, will be presented to full membership with two-week comment period
  - BSPWG will outline the mechanics of getting the new organization up & running
  - Member outreach with include a broader reach to the regulatory community
  - PR campaign will be put in place

- Report on Member Survey
  - Launched on April 4, will close on April 30
  - Covers Voting Rights and Communications questions
  - Results will be presented to the Governing Board by Bob Saint during the May GB meeting
  - Current results indicated a good level of satisfaction in the membership

- On-Going Activities
  - Will continue to work on the SGAC, DEWG and Value of Interoperability fliers
    - SGAC: Tanya Brewer will remind Eric Simmon once more of submitting draft. Jeny Dowlin will contact Technical Champion Stephan Amsbary to also assist Eric on this project.
    - Value: Amanda Stallings will reach out to colleague Benjamin Dunton on status.
    - DEWG: David Milenthal will contact Jerry FitzPatrick within next month to resurrect work on the DEWGs.
  - Flier distribution is a continuous process and includes all major industry events
  - SGIP will have a booth at Connectivity Week in May

- Next Steps/Meeting Agenda
  - David Milenthal will present initial messaging pieces for the membership campaign; Administrator team to assist.
  - Report on the survey results to be ready; Bob Saint schedule to present at 5/17 Governing Board meeting.
  - Update on the on-going efforts

3. Next Meeting – Virtual

Date: May 7
Time: 4:00pm EST
Location: Virtual
Objective: Review on-going activities
Overall Positioning Statement REVISED

Our electric industry is now investing $400 billion to revamp and modernize our electric system and develop a digital security blanket to protect our nation from cyber terrorism. Federal and state governments and industry are looking to the Smart Grid Interoperability Panel (SGIP) to identify key standards by which components of the system can work together - from generation, to transmission, to distribution, to the electric end user. To truly develop a seamlessly interoperating Smart Grid, the Members of the SGIP assume the ultimate responsibility to resolve standards coordination issues and gaps between different organizations. By focusing on standard identification and their interoperability, the SGIP accelerates the digital modernization of the grid and expands dependent markets. As a Member organization, you have an equal seat and valued voice in shaping the standards that directly impact your organization’s ultimate success and your career.

- SGIP is the central organization that Federal and state governments and industry look to in order to identify, shape and close the gaps in standards so that a seamless interoperable Grid can be put in place.
- SGIP is cited by the Federal Energy Regulatory Commission (FERC) as the venue that all stakeholders should look to for guidance on the standards to be used in developing the modern grid. It is the place with the ultimate information across all segments of the power system and will provide members the knowledge to compete effectively in the marketplace.
- SGIP is the only organization with the full spectrum of industry group members that meet together to build an official consensus around interoperable standards. All seven integrated domains of the power system---customers, markets, service providers, operations, bulk generation, transmission and distribution are represented by a total of 22 different industry segments that must work together to coordinate standards to build a modern, efficient grid.
- SGIP is the primary organization that brings federal and state regulators and the industry together to informally discuss all aspects of Smart Grid standards development and the appropriate economics to make the Smart Grid a reality. A special Advisory Council of State Regulators will be formed to work closely with the industry to accelerate standards for the affordable implementation of the Smart Grid.
- SGIP is the authority in identifying standards for the Smart Grid through its Catalog of Standards; the definitive guide to the standards that are embraced by the overall Smart Grid industry in order to achieve interoperability.
- SGIP is the only organization with the member capacity to build guidelines for a credible peer-to-peer certification process that assures the effectiveness and capability of products and services to be truly interoperable.