1. Meeting Attendance

Roll call: Mladen Kuzunovic, Scott Ungerer, David Milenthal, Mike Coop, Jeny Dowlin, Patti Webster, Paul Boynton, Randy Wedin, Cuong Nguyen, Amanda Stallings, Leonard Tillman, Tanya Brewer, Stuart McCafferty,


2. Meeting Agenda: Status & Action Items

Begun at 4:08p.m., the meeting’s focus the SGIP Value concepting and Membership Campaign to use alongside SGIP 2.0’s rollout. David Milenthal provided the group with three visual concepts for review. He reminded the group once more that the concept goals were:

- Promote and Advocate Interoperability
- Compelling Theme for Membership Recruitment
- Intriguing Arguments to Grab Attention

The three conceptual ads follow this summation. David read the ads aloud to the group. He also prepared some “Issues for Discussion” related to the concepts

- Is the Theme Compelling Enough to Bring Membership Consideration?
- Are the arguments in the value prop and in the creative interpretation of the value prop strong enough? Too strong?
- How do we get individual category information that is compelling for membership?
- What is the proper way to present our ideas to the Sustainability and Board groups—Ads? Flyers? Some other approach?
  (15 minutes have been put aside for us to present at virtual Plenary in May)
- Pin down revisions or revamping of our approach if needed.
- Talk about July F to F. What is our role?

The group overall was very pleased with the concepts. Most felt the first and second concepts were strongest. Concerns were raised:

- “energy industry” is so much related to oil & gas the word “power industry” would be clearer
- Many have a high opinion of current electrical system – usage of words like enhance and upgrade vs antiquated
- It was felt that target audiences would respond more to “carrots vs. sticks” and to reduce the fear-based messaging
  - Example: Instead of the train is leaving, you better not miss it... the train is leaving the station – where are you?

Next Steps/Meeting Agenda

- David Milenthal will report on his progress with the membership campaign
- Update on the on-going efforts

3. Next Meeting – Virtual

Date: June 4  Time: 4:00pm EST  Location: Virtual  Objective: Review on-going activities
WHAT IF THERE WERE NO INTEROPERABLE STANDARDS?

Nearly 60 years ago, President Eisenhower and a fledgling highway construction industry partnered to build our seamless, coast-to-coast, interoperable freeway system. It catalyzed the growth of our auto industry and modernized transportation as we know it.

Now, decades later, our government and energy industry are prepared to invest $400 billion to modernize our electric system. And just like the freeway system, our nation will have to assure that every component of the system will interoperate seamlessly.

The Smart Grid Interoperability Panel (SGIP) is the industry wide consortium mandated by government to shape those standards.

The interoperable standards we develop and publish will have a powerful impact on your company's bottom line. You cannot afford to sit idly by and let these new standards come to pass without your input.

Help Shape the Standards. Don’t Let the Standards Shape You.
JOIN SGIP NOW!
In the early 1920s, President Herbert Hoover – a skilled and accomplished engineer – partnered with the pioneers of electrical devices to develop today’s standard plug and outlet. Thus was the authoring of the first set of interoperable electric standards.

Almost a century later our government and energy industry are prepared to invest $400 billion in modernizing our electric system so that we can meet dramatically increased demand for reliable electricity within the capacity of our energy independence. Thousands of standards need to come together to make that system seamless, harmonious and interoperable.

The Smart Grid Interoperability Panel (SGiP) is the industry wide consortium mandated by the government shape those standards. The interoperable standards we shape and publish will have a profound impact on your company’s bottom line. You cannot afford to sit idly by and let these standards come to pass without your input.

Help Shape the Standards. Don’t Let the Standards Shape You.
JOIN SGiP NOW!
HELP AUTHOR AN INDUSTRY BEST-SELLER.

Our nation is investing $400 billion to modernize and secure our inefficient and outdated electric system from generation to transmission to distribution to the end consumer.

The Smart Grid Interoperability Panel (SGIP), an industry wide consortium of energy companies and organizations has been empowered by our government to shape the standards and specifications that will make our coast-to-coast system seamless and interoperable; and to publish those thousands of standards in the Catalogue of Standards for all to follow.

The standards we shape and publish will have a profound impact on your company’s bottom line.

HelpShape the Standards. Don’t Let the StandardsShape You.
JOIN SGIP NOW!