SGIP CME WG MEETING MINUTES

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

Date of Meeting: 5-20-2010 Time: 4:00-5:00 Eastern

Meeting Facilitator: Mladen Kezunović, WG Chair Location: Virtual

1. Meeting Attendance

Roll call: Mladen Kezunovic, Paul Centolella, Paul Molitor, Steve Widergren, Mike Coop, Mark Enstrom, Michael Worden, Jeny Dowlin, Vishant Shah


2. Meeting Agenda

Topic & Actionable Outcomes

In general, this meeting’s key objective was to present the status of each subgroup in preparation for the face-to-face meeting on May 27.

Reminder of CMEWG’s Open Membership Policy

• Membership in CMEWG is open to all interested SGIP members (CMEWG resolution passed unanimously)
• Leadership team assembled by the WG Chair to manage and subgroup coordinate activities

Upcoming WG dates were also announced:

• June 21, 2010, virtual
• July 9, 2010, virtual
• Nov 30-Dec 2 (F2F at Interop meeting)

On-going Action Items and Deliverables

Status of current WG deliverables:

1. Operations and procedures manual (OPMAN): Mladen presented the initial outline for the OPMAN and preliminary discussion was held. Full draft of OPMAN is due July 17th. In general, group was in agreement on how the team was proceeding.

2. Communications Subgroup’s first task is to provide improvements to the SGIP electronic sites by July 1. Key objective is to provide continuity between the SGIP message and the public interfaces, namely the world wide web, as well as ensuring that the content is usable/readable. Team is planning to solicit member participation via the “Help Wanted” page on the NIST Smart Grid Collaboration site (a.k.a. the TWiki page), and establish a working team

3. Marketing Subgroup presented their proposed marketing deliverable which included a bimonthly newsletter, press releases, international marketing communications focus and SGIP flyer updates. The team also developed a preliminary timing schedule for such publications. Roadmap deliverable was scheduled for delivery on June 1.

4. Education Subgroup has been working on a brochure aimed at federal, state and local regulators. An initial draft was provided to the group for review and feedback. It was noted that Vishant Shah of EnerNex and Chris Hickman of Innovari Energy have joined the effort.

Other Items Of Interest

• First deliverable from group – the “What is SGIP?” flyer-- has been printed and was distributed at Distributech as well as ConnectivityWeek.
  • Flyer is posted to the CME WG page on the TWiki for others to print or share. Please note, the Administrator has about 500 copies remaining from the first run – contact Jeny at Jeny@enernex.com if you wish to receive an allotment.
  • Lockheed Martin has agreed to handle the printing costs of 5,000 additional flyers.

• One discussion focused on coordination regarding CME issues with DEWGs, PAPs and other SGIP committees and WG on Cyber Security. Chair conveyed that an invitation would be extended to all SGIP groups to designate a liaison with CME WG to help push out CME information to the general SGIP membership.

3. Action Items

<table>
<thead>
<tr>
<th>Action</th>
<th>Owner</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CME Working Group Roadmap</td>
<td>Marketing Subgroup, Leads are Tariq Samad and Brent Hodges</td>
<td>June 1</td>
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<tr>
<td>Operations and Procedures Manual (OPMAN)</td>
<td>OPMAN Subgroup, Leads are Mladen Kezunovic and Steve Widergren</td>
<td>July 17</td>
</tr>
<tr>
<td>Improvements in SGIP websites project</td>
<td>Communications Subgroup, Leads are Paul Molitor and Matthew Theall</td>
<td>July 1</td>
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Flyer for regulators project

| Subgroup meetings: All subgroups should hold at least one virtual subgroup session prior to the next meeting. | All Subgroups | By June 21 |

### 4. Next Meeting

<table>
<thead>
<tr>
<th>Date:</th>
<th>May 27, 2010</th>
<th>Time:</th>
<th>10:30 AM Pacific</th>
<th>Location:</th>
<th>Face-to-Face</th>
</tr>
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**Objective:** Subgroup progress on deliverables