COMMUNICATIONS, MARKETING & EDUCATION WG

Tariq Samad, Vice Chair
Agenda

- Vice-Chair Tariq Samad will be running the meeting
- Roll Call
- Approval of the August Minutes
- SGIP 2.0 Membership & Marketing Committee Update
- SGIP 2.0 Design and Website Development
- Next Meeting?
Leadership Members
Chair, Mladen Kezunovic
Vice-Chair, Tariq Samad
Vice-Chair, Scott Ungerer
Vice-Chair, David Milenthal
Secretary, Janet Roark

SGIP Leadership Members
Paul Centolella
Mike Coop
Brent Hodges
Matthew Theall
Steve Widergren

Ex-officio Members
George Arnold
Chad Boutin
Paul Boynton
Magdalena C. Benitez
Cuong Nguyen
Randy Wedin

Members
Alpesh Shah
Amanda Stallings
Anto Budiardjo
Benjamin Dunton
Brent Struthers
Cherry Hudgins
Clifford Bryan
Dan Lubar
David Elve
David Kaufman
David Mollerstuen
Debby Wadsworth
Derek Flickinger
Ed Eckert
Gail Dean
Geri Hunter
James Mater
Jaswinder Singh
Joan Ward
Jon Hawkins
Katherine Voss

Members continued
Kenneth Jones
Kenneth Wacks
Leonard Tillman
Linda Evers
Lisa Romani
Lori Towers-Hoover
Mark Enstrom
Neal Mellen
Neil Greenfield
Philip DiPastena
Randy Lowe
Sean David Baker
Shailendra Agrawal
Tanya Brewer
Tim Jeffries
Vicki Trees

SGIP Administrator Support
Erich Gunther
Stuart McCafferty
Patti Webster
Jeny Dowlin
Membership & Marketing Committee

An SGIP 2.0 Update
SGIP 2.0 Design & Website Development

David Milenthal
The Next Generation
Shape the Smart Grid Standards

Increased revenue opportunities-- webinars, expert education, member content and information sharing.
Shape the Smart Grid Standards

All reference material from official meetings.
Suggested Role of CMEWG

- Develop sales support materials for MMC
  - Membership kit
  - Expression of value props
  - Precise advertising--periodical and web
- Design and evolving function of web hub
- Convention presence
- Educational programs on interoperability
- SGIP 101
- Ongoing PR and communications of activities
  - Press, web
Next Meeting?

- Action Items:
- Next CME Virtual Meeting: Oct. 12 at 4p.m. Eastern