

PLMA Thought Leadership Group Meeting Notes, May 16, 2017

Attended: Jason Cigarran, John Powers, Ruth Kiselewich, Christine Riker, Brett Feldman, Ed Thomas, Tiger Adolf

ACTIONS:

1. Circulate to Group members the Speakers Bureau target organization/event list below:
 - DistribuTECH
 - AESP National Conference
 - Grid Evolution Summit (nee National Town Meeting)
 - E Source Forum
 - NW Demand Response Symposium
 - NRECA Tech Advantage
 - EEI Annual Convention
 - APPA Annual Meeting
 - SGCC – Member’s Meeting and Consumer Symposium
2. Ask Secretary to expand Presenter and Conflict-of-Interest Policies to include Thought Leadership content submissions, including that from non-members
3. Distribute a monthly Group email (around 15th) to preview Resource Directory submissions at least 3 business days to respond prior to publication.
4. Send Group invite for Tuesday, June 13 at 12:30pm Eastern
5. Staff to proceed to submit the “Award Winners Panel” and “Evolution of Demand Response” abstracts detailed at www.peakload.org/page/Speakers to Distributech, AESP National Conference, and 36th PLMA Conference
6. Add all Officers and Executive Committee members to the Group to keep them in the communication loop

NOTES (recording link at <https://vimeo.com/217706455> with password: peakload2017)

Quality speakers: Need processes

- How do you want to evaluate/verify the speakers are good quality
 - Starts with those opted-in to the thought leadership group
 - Have an agreement with PLMA rules/policies they must comply with if we send them out (Does the presenter policy need to be amended to address this group?)
 - Put out requests for speakers to group for monthly or biweekly update (depending on time urgency)
- Post-presentation evaluation to confirm they have done a good job
 - If events have a form, share the results; if they don't we need to provide them with a form
 - Feedback is pre-requisite of providing speaker: Speaker, Content, Topic
 - Will PLMA review the content? Representing the PLMA brand, who will review the topic?
- How to handle disputes if a speaker is not recommended and they complain - need an objective process to address those concerns

DER Interest Group is enforcing the presenter policy with its presenters

Resource Library additions

- Need a process/policy for approving things that get posted -
 - short turnaround for objections rather than approval
 - group for monthly or biweekly review

- Member news provides alternative if not appropriate for the resource page
- No review process needed for PLMA branded material
- Update no more than once a month (15th preferred)