

Wisconsin Public Utility Institute Executive Board Meeting Minutes Friday, September 23, 2005

Room 201 Fluno Center for Executive Education 601 University Ave., Madison, WI

Present were: Leslie Durski, Paul Fuglie, Wendy Grapentine, Jordan Hemaidan, Tom Kilkenny, Lynn Hobbie, Dave Benforado, Terry Nicolai, R.J. Pirlot, Brian Rude, Neal Siikarla, Charlie Higley, Carrie Cox, Adrienne Ramirez for Rep. Tony Staskunas, Rodney Stevenson, Dan Schooff for Dan Ebert, Todd Stuart for Senator Cowles, Scott VanderSanden, Brian Zelenak

1. Call to Order, Introduction, and Agenda Review

Scott VanderSanden convened the meeting at 8:05 a.m. and asked the attendees to briefly introduce themselves. Scott asked for any additions to the agenda. There were none.

2. February 18, 2005 Minutes

Scott asked for any changes to the minutes from our last Board meeting. It was moved, seconded and unanimously approved to accept the minutes without changes.

3. Director Updates

Program Summary

Wendy reported on the income and attendance for the eight programs we held in 2004-2005. Overall attendance was 417 people, up 63% from 2003-2004. Income was \$60,880. A detailed summary is on page 9 of the Executive Board packet.

Summary of Other 2004-2005 activities

WPUI Operations

1. Wendy reminded the board of our February board meeting where she reported that WPUI has increased the number of programs we are offering. This spring the Institute reached the point where programming was outstripping staffing—running five programs in one six week period.

Late this spring one of the professors here at the UW mentioned the availability of Project Assistants and highly recommended a student. After researching how PA's work and crunching the numbers, Wendy realized it would be an affordable way for us to get help on programs while at the same time helping a student gain experience and strengthening WPUI's ties to other entities on campus.

The person she found is an exceptional woman named Sanya Carleyolsen. She is a candidate for her masters in Urban and Regional Planning in May of 2006 here at UW-Madison and has a concentration in Energy Analysis and Policy through the UW's EAP program.

Sanya has been working to develop the content for our Power Lunch programs; researching the issues and experts and then submitting a format and speakers to me for approval and presentation to the Electric Program Advisory Committee

2. Wendy reported that she is looking into moving away from the CASB accounting system and consolidating our finances all within the UW system. This should make it easier to get a quick, clear picture of our financial situation. We currently have to integrate three different accounting systems to get the same picture.
3. We are looking into handling registrations through the UW's Pyle Center. There is some concern about not having personal service for our members, but the efficiencies are very attractive. Wendy and Diane are exploring if this is a positive direction for the Institute to take.

Programming Development

1. Wendy reported she is working on two potential custom programs, one energy and one telecom.
2. The AGA program has been at UW for more than thirty years and has always been under the purview of Prof. Jerry Weygandt in the School of Business. Professor Weygandt is cutting back his work load and took Wendy up on her offer to run the program. She has met with Cynthia Marple of AGA and shown her the Fluno Center. No word yet on whether they will stay at UW and whether they'll allow WPUI to run the program. If we do, all of the profits minus a nominal per person fee to AGA, will go to WPUI.
3. We are working on a Reporter Boot Camp in conjunction with the Wisconsin Newspaper Association. The new Director of WNA is confident he can get financial support and attendance from their members.

University Activities

1. Wendy assisted CASB in securing a contract for custom programming with CMS Energy out of Michigan. She has also been consulting on content and potential instructors
2. Wendy served as co-chair of the Search and Screen Committee for a new IT Manager for Executive Education
3. Wendy has been teaching Professional Presentation Skills/Business Writing for NRECA, the School of Business, CASB and School of Engineering
4. Ted Beck is leaving the UW to take a position with a private foundation in Colorado. The search is underway for his replacement.

Cluster Hire

Still no hire that Wendy is aware of. She was told it's coming soon.

Rod Stevenson reported he hasn't heard anything further regarding cluster hire.

4. FY05 Financial Report

Wendy went over the numbers and notes. In general we are doing quite well. Energy Basics continues to sustain a large portion of our budget. We budgeted to make \$50,000 in program revenues and came in at \$60,880. That is all due to Energy Basics doing better than expected.

Membership dues came just short of what we budgeted but because program revenue was up and expenses were down slightly, we had a net income of \$16,000. Our current cash position is \$22,263 to the positive.

5. Scholarship Status and Usage

Total scholarship contributions for 2005 were \$3267. With a negative balance of \$858 from the end of calendar year 2004 and \$70 used for scholarships, 2 for the Rate of Return program, 1 for the RTO program and 1 for the Governor's Energy Task force the fund balance is \$2,339 for 2005. Six people have requested full scholarships for the upcoming Energy Utility Basics program and 1 person has requested a partial scholarship.

6. Membership Committee Report

The WPUI Membership Committee met on Wednesday, September 14 to discuss possible changes to the structure of our membership levels as well as to the membership fees.

Committee members present included: Terry Nicolai, Carrie Cox, Tom Kilkenny, Jordan Hemaidan, Brian Zelenak and Scott VanderSanden.

Committee Chair, Tom Kilkenny provided handouts and a report on the committee's discussion. Tom started out by discussing the levels of membership. The proposal is; increase the dues there hasn't been an increase in 5 years. Simplify the membership levels; sustaining rate would be \$7,000 rather than \$6,000 contributing would be \$3,500 rather than \$3,000, standard and associate would be merged and the rate would be \$1,250.

A lengthy discussion ensued with many different points of view, and the Board decided to hold off on any decisions in this matter until the FY 2006 budget was discussed (see below).

7. FY06 Budget

Motion by Lynn Hobbie, second by Terry Nicolai, to modify the Program Revenue portion of the draft FY 2005 WPUI budget to \$50,000, the Staffing Expenses to \$146,000, the Total Expenses to \$163,000, and to set the dues for FY2005 as follows:

- Sustaining \$7,000
- Contributing \$3,500
- Associate \$1,750
- Standard \$875

Motion carried.

8. 2005-2006 Program Plan

Wendy went over the upcoming slate of programs.

9. Next Board Meeting/Concluding Remarks

We agreed our next Board meeting will be on either Thursday, February 16th or Wednesday February 22nd from 9:00 a.m. – 12:00 noon with only a half hour break and then the Annual meeting to follow. The Board Adjourned at 11:55.

