



**Wisconsin Public Utility Institute Executive Board Meeting  
Meeting Minutes  
June 17, 2011**

The meeting was called to order by Cara Lee Mahany Braithwait at 9:10 a.m.

In attendance: Cara Lee Mahany Braithwait, WPUI; Nathan Franklin, Dairyland Power (in Brian Rude's place); David Benforado, MEUW; Charlie Higley, Citizens Utility Board; John Imes, WEI; P.J. Distefano (chair), Deloitte and Touche; Mike Corradini, UW-Madison Engineering Physics; Barbara Nick, WPS Corp.; R.J. Pirlot, PSCW; Peter Taglia, Peter Taglia E&E Consulting; Earl Gustafson, WI Paper Council; John Schulze, PSCW; Rodney Stevenson, WI School of Business; Scott Williams, WPUI & UW Energy Institute

Excused: Robert McKee, ATC; Paul Meier, UW Energy Institute; Terry Nicolai, Alliant; Cheryl Parrino, Cheryl Parrino Consulting; Jordan Hemaidan, Michael Best & Friedrich; Jim Schubilske, We Energies; Lynn Hobbie, MG&E; David Donovan, Xcel; Dave Jenkins, WI OEI

**December Minutes**

Mike Corradini moved to approve minutes. The motion was seconded by Dave Benforado. There was no discussion. The motion was approved by unanimous vote.

**Recognition of Rodney Stevenson**

The board recognized Rodney Stevenson, the founder of WPUI, who is retiring from teaching after 30 years of exceptional service to WPUI. In Prof. Stevenson's honor, WPUI has established a fund to pay a student to work part-time at WPUI and support the Energy Hub student group.

Dave Benforado commended Prof. Stevenson's efforts to create WPUI and run it for its first 15 years, as well as the scholarly contributions that he has made to the utility industry. Dave said the board wanted to install something permanent in his honor.

Rodney expressed his gratitude for the honor and discussed the origins of WPUI, wanting to create a non-adversarial forum where various groups could come together and develop person-to-person connections rather than connections made through an institution. He noted that, even though board members and directors have changed over the years, there's been a continuation of respect and balance in WPUI's programming.

## **Nominations Committee**

Dave Benforado gave a report for the nominations committee. The nominations committee met by conference call in February. Every year, 1/3 of the board members' terms expire (with the exception of permanent members). Members who are up for renomination in June 2011 are: Cheryl Parrino, John Imes, Dave Jenkins, Peter Taglia, Barb Nick, John Schulze.

All have expressed their interest in remaining on the board. John Schulze has moved from ATC to PSCW in the Division of Water, Consumer Affairs and Compliance, and would like to serve as a board member in this capacity. Cara Lee said that she would like to keep him on the board because his position may help WPUI to expand its programming to the water utility industry. John nominated Robert McKee from ATC to fill his previous position.

Public Service Commission Chair Phil Montgomery has asked his executive assistant, R.J. Pirlot, to serve as his designee on the WPUI board. R.J. is replacing Nate Zolik, who held the same role for Eric Callisto.

Nominees from the Legislature: The three legislators who served on the board last year are no longer in the legislature. It has been difficult to get on the radar of legislators this year because of all the attention at the capitol on the budget bills.

However, Rep. Josh Zepnick (D) said he would be interested in serving on the board. He is the ranking committee member on the Assembly Committee on Energy and Utilities.

Dave Benforado made the following motion: To reappoint Cheryl Parrino, John Imes, Dave Jenkins, Peter Taglia, Barb Nick, John Schulze to 3-year terms (2011-2014); appointing R.J. Pirlot as the representative for the PSC; appointing Robert McKee from ATC to an at-large position; and appointing Rep. Zepnick (Democrat) as one of the two legislative members. P.J. Distenano seconded the motion.

The only discussion was a question on whether board members could vote for themselves, which they can. The motion passed with unanimous approval.

Cara Lee asked the board for suggestions for a Senate Republican. The charter states that the board must have two members from the Wisconsin legislature from two parties, but it is silent on whether or not the two legislative board members must be from different chambers. However, tradition has been to have one legislator from each chamber. The two Senate chairs on committees dealing with utility issues are Rich Zipperer (R) and Robert Cowles (R).

A question was raised about waiting until the August recalls to choose a second legislator, but Cara Lee said she would like to move ahead. She said that what was more important to her was that the legislative board members participate on the board, and not whether they were in the majority party.

R.J. suggested that WPUI approach Sen. Zipperer first, and volunteered to talk to him along with John Schulze. If Zipperer is unable to participate, Rep. Mark Honadel could be approached next.

## **Budget**

There is a discrepancy between WPUI's accounting and the University of Wisconsin-Madison's accounting. According to UW-Madison's budget, it seems like WPUI is \$57,000 ahead. Cara Lee and Linda White are looking into the numbers to figure out the discrepancy.

Mike Corradini said WPUI could survive another 6 months in reserves without any new revenue, and that the current situation is stable. Barb Nick suggested having other payment options for members (different types of discounts on programming) to increase participation.

## **Membership**

WPUI lost Dominion as a member, as they are exiting Wisconsin

Baker Tilly needs follow-up, Peter said he would do so.

Wheeler Van Sickle also needs a reminder  
Barb Nick said she will call Sandy Williams at Foley and Lardner about being members.

Dave Benforado said he will find a contact at Shaw Group to talk about membership, now that they have taken over for Focus on Energy. Barb Nick said that Carol Stemrich may know someone at Shaw to get in touch with.

Cara Lee said that WPUI did not pursue AT&T this year for membership. WPUI is not able to serve telecoms as much anymore because most of their regulation is national.

Several board members volunteered to reach out to other potential members:

- Earl Gustafson and John Imes said they will talk to Mike Potts at Orion Energy.
- Allete MN Power, which owns Superior Water, Light and Power. might be worth pursuing
- P.J. Distefano said he can reach out to ZBB, which makes large batteries.  
Nathan Franklin said that he can call someone at Wheeler Van Sickle.  
Charlie Higley will call someone at Cullen Weston Pines and Bach.  
Dave Benforado said that we should consider AEP

Other companies suggested for members included Oshkosh Trucks, Veolia and Waste Management, which may have an interest because of new vehicles that run on electricity or natural gas.

Cara Lee said that membership materials are on the website, and that's what board members should use when making their pitch. Also make sure to talk about upcoming programs, which are also listed on the WPUI website.

## **Programs**

Cara Lee Mahany Braithwait and Scott Williams gave an overview of the programs that WPUI has held so far in 2011:

- March 23, 2011 - Understanding the Nuclear Emergency in Japan
- March 29, 2011 - EPA and the Energy Industry
- April 18-20: Large Public Power Council Rates Meeting
- May 6, 2011 - Update on the Nuclear Emergency in Japan
- May 19, 2011 - Consumers, Conservation and Convenience
- June 10, 2011 - PSCW Smart Grid workshop, part 1
- Opportunity Knocks: Carbon, Energy, the Economy, and Population (4-part series)
- Opportunity Knocks: Beyond the Climate Wars (Feb. 24)

Nathan Pinney, outgoing co-chair of Energy Hub, gave a description of the student group's 2010-2011 activities and what its plans are for 2011-2012. He also asked for speaker suggestions for its "Greening the Grid" fall conference. Lauren Azar was suggested, since she has a new role in the Dept. of Energy under Steven Chu.

Cara Lee and Scott also outlined what programs are in progress for the rest of the year:

- Connections with the Energy Institute: more Opportunity Knocks programs
- Supporting Energy Hub and its programming
- EEI programs
  - Rates (EEI members only) - week of July 24
  - Transmission (open to anyone) – week of August 1
- Smart Grid/Meters Workshop Series in conjunction with PSCW
  - Planning at least two more workshops
- Utilities as Transportation Fuel Providers – July 14
  - Peter Taglia provided an overview of the program
- Energy Utility Basics – week of October 24
- Smart Meter Users Roundtable Discussion (2011 Follow-up) – September 27
- Nuclear summit (two-day program) – November 10 target date
  - Planning with Mike Corradini and Paul Wilson
- Shale gas program –September 10 target date
  - Planning with Alan Carroll, Peter Taglia and Scott Tinker (UT-Austin)
- Workforce Development Roundtable
  - Dave Benforado mentioned that the Wisconsin Technical College system tried a similar partnership a few years ago when they were applying for a federal grant, but nothing came of it when they didn't get a grant

Cara Lee stated that she is concerned that marketing materials for programs aren't always reaching the people within member organizations who could most benefit from the program discussion topics. She would like to see more effort from board members to disseminate the program announcements and make sure they're reaching the right people.

Cara Lee asked for other program suggestions.

P.J. suggested nuclear fusion, Given the UW-Madison's fusion research prowess, it was suggested that Gerald Kulcinski could give a presentation (maybe via webcast) on the state of nuclear fusion research.

It was mentioned that Chris Schoenherr, the head of energy services at the Dept. of Administration, has been tasked with developing an energy policy for Gov. Walker. will have an "energy policy" package. There may be an opportunity to participate in this process. Cara Lee will follow-up on the contact made with Chris.

Barb Nick suggested a program that would discuss which factors may be underlying the decline in use of electricity per customer. For example:

- what role codes and standards play
- how customers are using the product differently
- what the implications are for a "mature" industry
- how much of this is from price elasticity, how much from targeted efficiency/conservation programs

Meeting was adjourned at 11:50 a.m.