



## Board of Directors Meeting Summary December 12, 2017

### CAC Board Meeting Participation

#### **IN-PERSON**

***President, Steve Briscoe (Independent Compressor Partners, Inc.)***

***Vice President, Ram Kondapi (National Grid)***

***Treasurer, Dan Ryan (Compressed Air & Gas Institute)***

Airleader, Jan Hoetzel

CLEAResult, Sean Williams

Efficiency Vermont, Matt Dooley

End-user Representative, Joe Ghislain

Sullair, LLC, Brian Tylisz

Tennessee Valley Authority, Jeromy Cotten

Tracey Kohler, CAC Executive Director

#### **BY PHONE**

U.S. Department of Energy, Sandy Glatt

Frank Moskowitz, Advisory Committee/Instructor Representative

#### **NOT PRESENT**

Manitoba Hydro

Northwest Energy Efficiency Alliance, Geoff Wickes

NYSERDA, Todd Baldyga

Pacific Gas & Electric, Carolyn Weiner

### CAC Action Item Highlights

- Reach out to Iowa State University to check on the CEU pricing (T. Kohler)
- Add the year individuals joined the Board to the listing (T. Kohler)
- Updated evaluation form with new question (T. Kohler)
- Work with web team to create conference landing pages (T. Kohler)
- Create a training "how to" for individual conferences with landing pages highlighted (T. Kohler)
- Create a one-pager for instructors highlighting what needs to be promoted (T. Kohler)
- Create instructor "spotlights" in monthly newsletters (T. Kohler)
- Research and register for Globalcon (T. Kohler)
- Work with CEE and CAGI to plan a L1 training prior to Industry Partners meeting (J. Ghislain)
- Work with Plant Services to promote and launch awareness training (J. Ghislain)
- Create a standard instructor invoice form (F. Moskowitz and T. Kohler)
- Schedule Instructor Management call to discuss AM+ royalty and incentives (T. Kohler)
- Reach out to Bill Scales to discuss options for the BPM (J. Ghislain and T. Kohler)
- Scheduled Training Strategy Advisory Call (S. Briscoe and T. Kohler)

## CAC Executive Committee Meeting Summary – December 11, 2017

The CAC executive committee met in Washington, D.C. on December 11<sup>th</sup> in advance of the Board of Directors meeting. Tracey Kohler reviewed the agenda and Dan Ryan reviewed the proposed budget. The executive committee discussed several elements of the proposed budget in detail including the future of the *Best Practices for Compressed Air Systems* manual (BPM) and the funds allocated toward new training development.

Steve Briscoe noted the importance of highlighting the investment committed for new training in 2018 for the sponsors and that there will be a mid-year evaluation of the training programs, specifically with respect to whether more funds will be needed to develop the CAGI training. They also discussed the idea of creating a new BPM that would be a smaller, less technical version of the current manual. The group agreed to bring the idea up with the full board.

The executive committee then discussed the CAC's participation in conferences as an element of the organization's outreach strategy. Ram Kondapi suggested that the CAC consider Globalcon in Boston, which is scheduled for March 2018. Ms. Kohler said she would research the pricing and options. The group talked about the current booth signage and materials and suggested three banner panels and a table cloth as the ideal set-up. Mr. Briscoe described the proposal from Rod Smith at Compressed Air Best Practices magazine for their inaugural conference and said he would circle back with him to see about getting registrations included as well.

Lastly, Mr. Briscoe suggested that the CAC may want to consider some kind of incentive for promoting new sponsors. For example, a special new sponsor discount for dues. The executive committee concluded that perhaps for the near-term, special exceptions to the dues should be covered on a case-by-case basis.

## CAC Board of Directors Meeting Summary – December 12, 2017

The CAC Board of Directors meeting kicked off early on December 12<sup>th</sup> with a welcome from Steve Briscoe. Mr. Briscoe established a quorum and the Board members introduced themselves. As a result of introductions, the Board concluded that it would be nice to have the year that individuals joined added to the Board list. Tracey Kohler agreed to make the addition. Mr. Briscoe reviewed both the advisory committee structure and membership as well as the annual report for 2017. He then opened up the floor for a sponsor roundtable to get feedback on the past and future direction of the CAC in an attempt to help shape the day's discussions.

With regard to the advisory committees, the Board discussed the possibility that at some point advisory committees may dissolve, shift, or merge. For example, the training materials advisory committee has a very specific set of goals. Once complete, that group may merge with the curriculum review advisory committee.

Jan Hoetzel initiated a discussion regarding the changing landscape of the compressed air industry. He highlighted the importance of staying current and updating the method in which we disseminate and deliver our training materials. He said we needed to look at the Internet of Things (IoT). Joe Ghislain seconded the idea and discussed his participation in the Smart Industries conference as evidence to the need to stay ahead. The Board all agreed that the true market opportunity falls within what we do with the education data – how do we collect the information from our attendees. Ms. Kohler said that she's been working with the web team to develop an online evaluation tool. The Board asked that she add a question regarding how attendees heard about the training. The Board also suggested creating separate

landing pages directly linked to conference participation as a means to track the success of the outreach efforts. Ms. Kohler also agreed to create a very succinct “how to” for hosting and participation in training programs as a giveaway at conferences.

Ram Kondapi highlighted the importance of getting the utilities on board for the initial investment. He also noted the importance of both production and air consumption data collection and suggested that the CAC should really evaluate how this relates to the organization’s training efforts.

Mr. Briscoe brought up the idea of creating a new BPM that would be about half the size of the current BPM and focus on topics that go beyond the fundamentals. The Board agreed to discuss options for the BPM later in the day.

The Board discussed the difficulty of follow-up with training attendees and the need to develop strategies that incentivize sharing success stories from the CAC trainings. Mr. Hoetzel said this type of feedback will be critical to building the content for the LinkedIn page and suggested that this be a near-term priority for the Marketing and Social Media Advisory Committee.

Ms. Kohler noted the importance of ensuring the support and buy-in from the instructors as well and said she would create a one-pager for instructors regarding what they need to promote and share with attendees. The Board discussed the idea of highlighting the instructors as a “spotlight” in the monthly newsletter to help with content. They all agreed and Ms. Kohler said she would incorporate the idea for 2018. The Board discussed whether there was a need to add a specific instructor seat on the Board of Directors and concluded that instructors could be invited to the meetings, but that the engagement should take place at the advisory committee level.

Dan Ryan then presented the current and proposed budget and reviewed the projections for the end of year income and expenses. Ms. Kohler reviewed the turnkey services she provided for some of the training hosts and the level of administrative effort required. Currently, the CAC charges a 5 percent fee for the service, but discussed the idea of increasing it to 10 percent.

***Mr. Ryan moved to increase the turnkey fee for training to 10 percent. Mr. Ghislain seconded the motion and the motion carried unanimously.***

Ms. Kohler also agreed to mail the CAC Sponsor invoices before the end of the year. She said she will send the draft invoice package to the Executive Committee for review. Ms. Kohler then provided a brief administrative update for the Board. She reviewed the website and discussed the launch of the new logo. She shared the 2017 training calendar and provided an overview of BPM sales. Finally, she asked that the Board please sign the 2018 conflict of interest statements.

The Board then shifted the discussion to the Marketing and Social Media Advisory Committee work. Jeromy Cotten suggested putting together a strategy session with the advisory committee members and members of the TVA/Lockheed Martin marketing team. Ms. Kohler reiterated how integral it is to the marketing and development of advertisements and suggested inviting them to participate on the next call scheduled for December 19<sup>th</sup>. Mr. Cotton said he would reach out to see about their availability.

The Board discussed the value of participating in conferences and engagement strategies. They suggested that the pitch might be the training as an “engagement tool.” Mr. Ghislain brought up the idea of incorporating the CAC training in advance of some of the conferences and the Board suggested that CAGI and CEE may be willing to partner on a L1 training in advance of the Industry Partners meeting. The Board discussed several other conferences including AESP, E-Source, ACEEE and NASEO in

addition to Globalcon, AICD, and the Compressed Air Best Practices Magazine's inaugural conference in September. They concluded that Globalcon would serve as a good test to incorporate new marketing efforts early in the year and then reevaluate future participation. They also agreed that the Compressed Air Best Practices Magazine's inaugural conference would be another good option if Mr. Briscoe is able to negotiate conference registration as part of the free partnership. Matt Dooley and Mr. Ghislain both agreed to check their schedules regarding potentially representing the CAC at Globalcon in March.

***Mr. Briscoe moved to approve registration for the Globalcon conference with the estimated investment between \$5-6K. Mr. Ryan seconded the motion and the motion carried unanimously.***

Mr. Cotten highlighted the key areas of focus for the strategic planning with regard to marketing, which included: an overall social media strategy with an initial focus on LinkedIn; creating a new advertisement for the January/February issue of the Compressed Air Best Practices magazine; and, developing an overall conference strategy that includes pre-conference outreach, onsite booth set-up and giveaways, and coordinated follow-up.

Mr. Ghislain asked that Ms. Kohler wait to register to allow him some time to reach out to AEE as follow-up to a strategic partnership opportunity that may provide more exposure and/or discounts on the Globalcon registration. Ms. Kohler said she would research the availability and timeline for registration. Mr. Hoetzel said that there may be an opportunity for a free speaking opportunity on the exhibit floor. Ms. Kohler said she would inquire about the opportunities available. Mr. Ghislain offered to join the Marketing and Social Media Advisory Committee.

Next, the Board moved to the Strategic Partnerships Advisory Committee update. Mr. Ghislain said the focus was initially targeted toward CEE, CAGI and the IACs. He reiterated that the partnership with CEE is going well and that he would work with them and CAGI regarding the possibility to host a pre-Industry Partners L1 training. He also reviewed his outreach with Plant Services and said they are willing to allow for monthly advertising and have one of their issues dedicated completely to compressed air. He said he specifically discussed working with Plant Services to help promote and launch the compressed air awareness training. The Board agreed that he should pursue that partnership.

Mr. Cotten asked the Board for their thoughts on developing a new advisory committee focused on business development for the CAC. He suggested that the group could help to formalize the investments with the returns. The Board discussed the pros and cons of a separate committee and concluded that for the time being, this responsibility should fall under the Board of Directors.

During a working lunch, Sandy Glatt provided an update by phone on the U.S. Department of Energy's (DOE) efforts with regard to tools and training. She reiterated that the DOE is focused on creating one suite of tools on a singular platform, <https://energy.gov/eere/amo/software-tools>. She said they expect that the AM+ tool will be complete in late 2018/early 2019 and that they are still working out the rights to the software with Washington State University. She said that if they do not come to an agreement, the DOE will simply create a new AM+ tool on their own.

Ms. Glatt said they are moving away from certification and was pleased to hear about the progress and plans with regard to the certifications being developed by CAGI. Mr. Ghislain said he'd like to coordinate with DOE on the rollout of the awareness training and how it might fit in with the Better Buildings/Better Plants training.

The Board then transitioned to the Instructor Management Advisory Committee proposals. Ms. Kohler reviewed the proposed updates to the instructor policies beginning with allowing instructors to charge for travel (exact proposal below).

***Instructor Travel Proposal:*** Remove the restriction prohibiting instructors from the ability to charge for travel time and replace with the following language: “Instructors have the option to include travel time in their proposed expenses at one half the allowable hourly instructor labor rate of \$156.25 up to and not to exceed 4 total hours or \$625.00.

***Justification:*** Hosts always have the option to negotiate the travel costs or choose an instructor that will not charge for travel; however, historically CAC instructors have been able to negotiate their individual contracts with the hosts and returning to this policy should not affect the training program.

The Board suggested creating a standard estimate and invoice form for all instructors to use. Ms. Kohler agreed to work with Frank Moskowitz to create a document for review and approval by the committee.

***Mr. Briscoe moved to accept the travel proposal under the condition that the instructors use a standard form invoice. Mr. Ryan seconded the motion and the motion carried unanimously.***

Next Ms. Kohler presented the instructor fee proposal (exact proposal below).

***L2 Training Proposal:*** Remove the current policy reducing the instructor rate to \$1,000 per instructor for classes under 20 attendees and return to the standard policy of \$1,250 per day per instructor.

***Justification:*** The instructors are still doing the same amount of labor and the reduction of \$250 per day/per instructor has not demonstrated a change in the number of L2 trainings annually.

Ms. Kohler reviewed the number of L2 trainings and noted that there was not a significant change as a result of the lower fees. Mr. Moskowitz reiterated that the instructors are doing the same amount of work regardless of the class size. Mr. Ghislain said he felt that the savings for the hosts was critical to moving forward with the trainings and said that he was opposed to the proposal.

***Brian Tyliz moved to accept the instructor fee proposal as presented. Mr. Kondapi seconded the motion and the motion carried by majority.***

Next, Ms. Kohler presented the AM+ labor proposal (exact proposal below).

***AM+ Proposal:*** Move forward with the Board approved \$6,000 for instructor labor for the complete delivery of the AM+ (including pre-workshop homework, webinar, training, after hours assistance, exam, and grading). Host will be responsible for assigning a proctor to distribute the identification numbers to attendees (magic decoder ring), email communication with pre-workshop assignments, webinar set-up (unless otherwise agreed to), and collecting and scanning exams in order to distribute blind copies to the instructors for grading. The instructors and the CAC will be responsible for providing the names of the participants that pass the exam to the U.S. Department of Energy. Additional administrative details will be coordinated between host and instructors.

Mr. Briscoe moved to the AM+ labor rate proposal. Mr. Ghislain seconded the motion and the motion carried unanimously.

Ms. Kohler then presented the AM+ royalty proposal. The Board expressed some concern regarding the exact language of the text. Mr. Dooley asked the Board to consider the ultimate goals – we want to be able to use and manage the AM+ training and we want to own the intellectual property. The Board agreed that the CAC should credit the contributions of Tom Taranto, Eric Bessey, and Frank Moskowitz, but that it is important to get the agreement correct to protect the rights to the training down the road. Mr. Dooley suggested tabling both the royalty and incentive discussions until after the advisory committee has an opportunity to talk as a group with both Mr. Taranto and Mr. Bessey. The Board all agreed that the ultimate goal is to ensure that all parties are in agreement and supportive of the path forward. Ms. Kohler agreed to work with the individuals to set-up a call. Mr. Moskowitz agreed to reach out to Mr. Taranto and Mr. Bessey in advance of the call to provide a summary of the Board's discussion and goals.

Mr. Moskowitz then provided the Board with an update on the Training Materials Advisory Committee. He said that the L1 workbook is complete and now includes SI units. He noted that there are two PPTs for the L1 – one with SI units and one without. He said incorporating SI units into the L2 material would be a bigger task and that the committee would discuss a plan of action in the New Year, but that the new L2 update was near complete. Mr. Ghislain said he would work with Mr. Moskowitz to ensure the new version included his updates. Ms. Kohler said she would release the new material in January for printing in the new binding. She also said she would work with LegalZoom to complete the copyrights for the L1 and L2 material as well as a trademark for the new logo.

The Board discussed the near and long-term goals for the BPM. They agreed that the book is an important revenue stream for the CAC and that we should look at ways to continue to offer it. Mr. Moskowitz highlighted that the new CAGI certification will point largely to the CAC's training as resources to aid in passing the exam. He said that he suspects that this will lead to an increase for the training offerings.

The Board revisited the idea of an e-version as well as the idea of incorporating SI units. They concluded that at the very least, the BPM should be updated to include the new CAC logo. The Board asked Ms. Kohler to pursue trademarking the new logo in addition to continuing the process to copyright the new training material. Mr. Briscoe suggested that the Board consider investing in the development of a new BPM – perhaps tying it to the new Strategies training. Ms. Kohler and Mr. Ghislain agreed to reach back out to Bill Scales to open up the conversation about options for the BPM moving forward and provide a full report by the time of the next in-person Board meeting.

The Board then moved to a discussion regarding the Training Strategy Advisory Committee. Ms. Kohler said that she received a positive response to stay engaged from the entire group with the exception of Jim Coulter. Mr. Cotten asked the Board about the idea of reaching out to Mark Jewel to gauge his interest in potentially working with the CAC on the new Strategies training. Sean Williams said he would be willing to help on the new Strategies training as well.

Mr. Ghislain said he might be interested in serving as the chair; however, the Board agreed that chairing the Strategic Partnership Advisory Committee was a critical role for him. Mr. Briscoe offered to take the lead as Chair for the Training Strategy Advisory Committee and work with the group of volunteers on both the new Strategies training and the CAGI training for the Assessor certification. Mr. Ryan told the Board that he was working with Chris Johnson and CAGI to obtain the body of knowledge for both the first and the second exams. The Board agreed that once we have the body of knowledge, the committee should initiate work on the training for the second exam. Mr. Briscoe said he would work with Ms. Kohler to set up a call with the Committee.

Lastly, Ms. Kohler reviewed the three items that require a vote from the Board: the budget; the 2018 Executive Committee; and the contract for The Kohler Group, LLC.

***Mr. Ryan moved to approve the 2018 budget. Mr. Briscoe seconded the motion and the motion carried unanimously.***

She said that Jan Hoetzel was nominated for the position of Secretary and asked if there were any other nominations from the floor. With no further nominations, Ms. Kohler presented the following slate of candidates for the 2018 CAC Executive Committee:

- Steve Briscoe for President
- Ram Kondapi for Vice President
- Dan Ryan for Treasurer
- Jan Hoetzel for Secretary

***Mr. Tyliz moved to accept the 2018 Executive Committee as presented. Mr. Williams seconded the motion and the motion carried unanimously.***

The Board then asked Ms. Kohler to step out of the room so they could discuss her contract. She returned and was informed that the Board approved The Kohler Group, LLC contract for 2018. Mr. Briscoe and Ms. Kohler signed the contract.

***With no further business, Mr. Briscoe moved to adjourn the meeting at 3:13 PM. Mr. Kondapi seconded the motion and the motion carried unanimously.***