

Manke, Adam P

From: Alexander, Lisa
Sent: Monday, September 22, 2014 2:08 PM
To: Garcia, Martha; Kristjansson, Sue; Chawkins, Ken D; Willmore, Lovell; Caudle, Sylvester Ron; Morales, Kirk; Ahmed, Abdullah
Cc: Rendler, Daniel; Minter, George I; Muse, Trisha; Peacock, Tanya
Subject: T24 SMT Update
Attachments: Title 24 SMT Update v6.pptx

All -

Dan and I took 7 minutes to present to SMT this morning. We went straight to the Action Plan and outlined the three strategies (see attached). We have Dennis and Bret's validation that Title 24 represents a significant risk to our business, and have both their support to execute the action plan. Dennis asked that we identify who is the key owner of each of the three strategies in the action plan and that we make sure to leverage SMT member contacts where appropriate to advance our case.

They asked how they can help: We identified that the execs should have talking points relating to T24 for speeches in appropriate venues and noted that we'll work with Trisha's team, and also George's team, to get those talking points embedded. Dennis identified his upcoming Oct 8 CEC meeting, and Bret his Oct 1 UC Davis presentation as examples, in addition to an upcoming AGA board meeting. I've touched base with Tanya Peacock who is working on prepping them for those appearances to ensure the T24 themes are getting addressed. We also mentioned the 2015 Res Growth strat initiative "ask" as critical to continuing to fight ZNE.

Ongoing, we should continue to stay close with George and Trisha on upcoming speaking opportunities to tie ZNE/T24 into. I'm on Trisha's SCG Positioning team which seeks to identify things like this, and will continue to represent and also dig in a bit deeper as opportunities arise.

Gillian asked who the consultant is and Jim Kelly's name got a few nods. We said he's here for the immediate term T24 work, and that we'll evaluate most appropriate resource (possibly him as well) for the ongoing ZNE work.

We have support to continue to execute. Let us know what support is needed.

Please forward to anyone internal I may have inadvertently left off.

Onward!!!

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