

Propane Education & Research Council
February 5, 2007
Conference Call

MINUTES

Chairman John Gawronski called the meeting to order. Mr. Gawronski, who was in the PERC office, welcomed Council members participating via conference call: Mark Alexander, Doug Auxier, Curtis Donaldson, Rosie Dzanski, Ken Green, David Lugar, Bill McAdam, Sam McTier, R.C. Mills, Bill Platz, Charles Revere, Glenn Saunders, Ray Scholes, Michael Schwartzje, Jay Weinheimer, Steve Williams, and David Wunch.

Mr. Gawronski announced that new advisory committee members have been appointed – to the Consumer Education Advisory Committee (CEAC): Darren Engle, Blue Star Gas (Central Point, OR) and David Regan, Targa Resources (Houston, TX); to the Agriculture Advisory Committee: Dan Beauvais, Agland, Inc. (Lucerne, CO); and to the Research and Development Advisory Committee: Tony Dale, Ferrellgas (Austin, TX).

Strategic Plan Task Force

Mr. Gawronski introduced Michael Schwartzje, who is the chairman of the Strategic Plan Task Force. Mr. Schwartzje recommended a process to develop a revised strategic plan, which included wide engagement of the propane industry through a strategy lab and survey. He said the process is being finalized and will be reviewed by the Executive Committee. Mr. Gawronski said that Mr. Schwartzje will call on a few Council members to serve on the task force and also will ask for volunteers.

President's Report

Mr. Gawronski introduced PERC President and CEO Roy Willis. Mr. Willis announced that a presidential grant has been awarded to Energy and Environmental Analysis, Inc., an ICF International Company, to analyze propane's potential to displace conventional fuels in fleet markets. Mr. Willis gave an update on the 2006 U.S. Department of Commerce's "Residential Propane Price Analysis" and PERC's response to the report. Mr. Willis congratulated the Research and Development mission area for receiving a Distinguished Technical Communication award from the Society for Technical Communication (STC), Washington, DC chapter, for the publication "Propane Technology Review." Mr. Willis also congratulated the Agriculture mission area for their work on the January 29 live broadcast on RFD-TV, featuring agriculture technology.

Mr. Willis asked the Council to approve an amendment to the Council's bylaws stating that the most immediate past chairman, and not simply the immediate past chairman, who is a member of the Council, sits on the Executive Committee. Upon a motion duly made and seconded, the bylaw amendment was approved.

Consumer Education Advisory Committee

Mr. Gawronski introduced PERC Senior Vice President Kate Caskin. Ms. Caskin provided councilors with an overview of the 2007 advertising plan that will focus on outreach to homeowners and builders. Ms. Caskin said the integrated campaign includes TV, radio, print, and online advertising. Ms. Caskin said the campaign will be more efficient, reaching more people with fewer dollars. In addition, the industry will spend more time telling propane's story through special segments on the Do-It-Yourself Network and the "This Old House" program.

Ms. Caskin reported that the Consumer Education Advisory Committee conducted further analysis of the advertising campaign's target demographic, which is 25- to 54-year olds with an

average household income of \$25,000 to \$75,000. Ms. Caskin said the campaign, while reaching the target audience, also is influencing higher age and income groups, and delivers even more efficiently against affluent targets.

Ms. Caskin introduced **Docket 12243** to support the ongoing maintenance of the Find a Propane Retailer program. Upon a motion duly made and seconded, the docket was approved.

Docket:	12243
Applicant:	Propane Education & Research Council
Short Title:	2007 Find a Propane Retailer and Fulfillment Program
Amount Requested:	\$58,170
Action:	Approved

Industry Programs

Mr. Gawronski introduced PERC Director of Industry Programs Martha Evans. Ms. Evans directed the councilors' attention to the 2005 Rebate Task Force report, which was provided in the Council notebooks in response to a discussion at the December Council meeting. She offered councilors an opportunity to discuss the rebate process at the April Council meeting in Atlanta, GA.

Ms. Evans also gave an update on the 2005 API Survey and reported that a group of state association executives have formed a task force to look at improving upcoming surveys. Ms. Evans introduced **Docket 12227** to conduct the 2006 API Survey. Mr. Willis said he would like to meet with state executives to discuss ways to increase industry participation in the survey, and then recommendations will be brought to the Council. Mike Sloan of Energy and Environmental Analysis, Inc., an ICF International Company, said his organization would provide additional statistical analysis by looking at historical data. Upon a motion duly made and seconded, the docket was approved.

Docket:	12227
Applicant:	Propane Education & Research Council
Short Title:	2006 API Survey/Report
Amount Requested:	\$215,000
Action:	Approved

Ms. Evans asked the Council to approve a request for proposals (RFP) for an industry-wide survey on PERC's role, its mission areas, and communications channels. Mr. Schwartje recommended that the RFP be postponed until the April Council meeting after the Strategic Plan Task Force can determine what type of survey is needed. Mr. Gawronski said if there were no objections, that the RFP would be tabled until the April meeting. Hearing no objections, the request was tabled.

New Business

Assessment Task Force Chairman Bill McAdam asked when a press release would be sent to the industry announcing the Council's efforts to increase participation in the API Survey and assessment collections reporting. Mr. Willis said the release will go out February 9, and Councilors will receive a copy via email after the conference call.

Following the announcement of the next meeting, which is scheduled for April 13 in Atlanta, the Council adjourned at 3:05 p.m.