Energy Market Information Exchange Technical Committee
Minutes for Thursday, 12 May 2011, 11:00am EDT

Agenda

1. Call to Order
2. Roll Call
3. Approve minutes of 28 April 2011
4. Schedule and milestones for the next months
5. Update on WS-Calendar and Energy Interoperation work
6. Marketing and promotion of EMIX
   6.1. Examples and white papers planning
   6.2. Promotion of Public Review 2
7. Clarifying our issues
8. Post 1.0 discussion
9. Adjourn

Attendees  Member / Company (* = voting)

Bruce Bartell*   Southern California Edison
Toby Considine*  University of North Carolina at Chapel Hill
William Cox*     Individual
Phil Davis*       Schneider Electric
Anne Hendry*     Individual
David Holmberg*  NIST
Joshua Phillips  ISO/RTO Council (IRC)
Aaron Snyder*    NIST

Minutes

1  Call to Order
Bill C: Call to order.

2  Roll Call (Anne H)
Voting Members: 7 of 10 (70%)  
Members: 8 of 43 (19%)  
Meeting achieved quorum.

3  Approve minutes of 28 April 2011
Toby C: Move to approve minutes.
Aaron S: Second.
Discussion/objections:
Joshua P. notes he was not listed as attending when in fact he did. Minutes should reflect this.
Bill C: Move to approve minutes with amendment showing Joshua P. in attendance.
Anne H: Second.
Minutes approved with amendment as noted.
Schedule and milestones for the next months

Bill C:
The Public Review was announced last night (11 May):
End of the Public Review comment period is 27 May (end of Connectivity Week).

The goal is to get all TC input done early to allow for rapid turnaround, ideally processed a week later. That would allow a 3rd public review soon. Fair game for comments are areas that have changed since the last public review. Need to work quickly to get the following public review (03) out by the end of June. This will work well with the SGIP Governing Board meeting on July 12.

We can do additional working drafts if we want to during the public review period, but cannot do another Specification Draft or Public Review draft until after this public review has concluded.

Update on WS-Calendar and Energy Interoperation work

Toby C:
Earlier comments were 'This needs to be simpler to use.' so have tried to address that with updates to WS-Calendar. Now we have a much simpler schema with much less on the side and no recursion in intervals.

Marketing and promotion of EMIX

Bill C:
We will have to promote this release without WS-Calendar for public review.
We'll have WS-Calendar for PRD 03.
Aaron S:
Does OASIS have a MarCom group? Technical groups are often not as proficient in marketing.
Bill C: Yes, but only one person. We figure out what needs to be said then hand off to them.
Toby C:
OASIS has a different business model than other SDOs – it doesn't sell it's standards, they are free. It doesn't do press releases, per se. When final specifications are released they will get quotes from primary members and issue a press statement. If anyone here wants to be quoted in that statement, then you should talk to membership because it depends on your membership level.
Phil D:
Look at who the consumer of the standard will be: large energy producers or deliverers. I've been somewhat disappointed by the lack of participation by those groups (utilities, etc). With Schneider, we usually looks to the IEC, ASHRAE, EPRI, and similar industry groups. The best marketing OASIS could do is to the groups the standard was intended to speak to.
Toby C:
OASIS hinted they'd do seminars, webinars, etc. We could do several for different groups, some best speaking to utilities, some best to buildings, ...
Phil D:
Conferences like CS Week, Distributech, Autovation – good targets for promotional events. Sponsors are companies like IBM, Oracle, HP, and usually the higher end decision makers are present. The heads of IT shops are other good targets as would be Customer Service – especially important in the utility world. There are about 6,000 attendees looking at security, management, and now smart grid distinct tracks. Relatively new Enterprise Architects. These people are issuing
RFPs to do the types of things EI and EMIX support. Open ADR, for example – it's what is out there right now. They would love to know about a couple of standards that would allow them to do more on the demand side. Does OASIS do booths at shows?

Bill C:
OASIS deliver standards, but not set up with a regular marketing group. Some TCs have parallel marketing committees. We can talk offline more about possible direct marketing opportunities.

Joshua P:
How is this getting implemented? What about working with vendors – Google, MS, IBM, Oracle?

Bill C:
Some of those companies are paying attention (as observers, for instance) but do not get directly involved. Then there is a group doing an open source implementation of EMIX, for instance, and also project groups (eg. MultiSpeak) that are doing demos funded by DOE using EMIX. The focus has been on getting technology implemented so people can use it.

Toby C:
The challenge with private industry is they tend to watch and comment, but don't tend to be first to the table – waiting for a technology to be proven so they can say they picked the right horse. A lot of people in this group are representing a much larger constituency than is obvious.

Bill C:
We should have a separate marketing and outreach discussion in the near future. I'll send a note to set that up. Any other thoughts in this area?

6.1 Examples and white papers planning

Bill C:
We've talked about and done sketches but not a significant paper showing how to apply and use EMIX to address issues raised in Paul Centolella's (PUCO) comments. One thing we need are to make sure the examples (which have been posted) work with prd02. Ed? with help from AnneH/ChrisK? Anne will follow up.

6.2 Promotion of Public Review 2

Dave H:
I'm putting together a paper to go to the ASHRAE Journal crowd (facility managers) that includes EMIX. I'll also be speaking at several utilities, at Honeywell, and at the OpenADR UG meeting in mid-June.

Bill C: There will also be some presentations at Connectivity Week.

Toby C:
Everyone probably has at least 20 people in their email lists that have not yet received the announcement. Forward to people in your mail list that have not received it.

Aaron S:
I appreciate we might want to do this, however that type of announcement was the basis of a couple of formal complaints we've had on use of PAP lists so be careful what you put out to those groups.

Dave H:
Announcing to our own PAPs should not be a problem. I think the issue only arose when one organization spammed all the PAP lists.
7 Clarifying our issues

Bill C: Get issues posted to Jira well in advance of the end of the Public Review period.

8 Post 1.0 discussion

Bill C:
Thinking of post-1.0 issues keep in mind the question “Is it usable way it is?”. The PAP Working Groups need to know. Changes should be getting smaller. By 2nd of June (the meeting after Public Review is over) we should have a revision so plan on a vote for Public Review 3 at that meeting. We may need to push that vote to the following week (8 June). The goal is to have all reviews, including PRD 03, finished by the end of June. Comments from SGIP, SSWG, etc, should all be in hand in a timely way to process by the end of the review cycle. That’s the goal for prd 2 and prd 3.

The deadline for delivery to the SGIP governing board is 5 July 2011.

Toby C:
We could get a couple of different types of reviews: small editorial, medium editorial, and major feature. We should plan a few more meetings (eg. Monday after review closes?). It will all go more smoothly if comments come in early.

Bill C:
Yes, this is a stretch goal. But is achievable depending on the extent and nature of the comments. We already know there are major changes with respect to vocabulary (WS-Calendar) and that's what we have to keep focused on.

Anne H:
This brings up the issue on delineation on scope between EI and EMIX (and WS-Calendar). There was a Jira issue a while back on this and I don't think that discussion has been completed. I'll look for the issue and repost a pointer.

Bruce B:
Is there a decision on whether or not to post the EMIX announcement to the pap03 mail list?

Bill C: I will send a decision to the appropriate people (including you).

9 Adjourn

Anne H: Move to adjourn.
Toby C: Second.
No objections/discussion.
Adjourned 12:01 EDT.