**via email & posted for interested parties, February 10, 2017**

**TO: Board Strategic Plan Ad Hoc Task Force:** Cade Burks, James Cargas, Debbie McKeever, Dave Darnell, Valerie Crockett, Richard Kruse, Mark Stultz, **Michael Desselle,** Chris O’Hara, Roy True, Mark Lauby, Lorraine Cross, Timothy Simon, Terry Thorn, Sue Tierney

**cc:** NAESB Board of Directors, NAESB Advisory Council, Jonathan Booe, William Boswell

**FROM:** Rae McQuade

**RE:** Announcement and Agenda for the February 16, 2017 Conference Call & Web Cast from 10:30 am to 12:00 pm Central

Dear Ad Hoc Task Force Members –

We have scheduled a conference call and web cast for the Board Strategic Plan Ad Hoc Task Force. The specifics of our call on Thursday, February 16, 2017 are shown below, including the agenda and work papers.

| **Topic** | **Information/Requests** |
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| Charge | * On September 5, 2013, the Board of Directors asked that a group consider the development of a strategy recommendation that also addresses segment structure and resource requirements. Mr. Desselle noted that he would form a group to develop a recommendation to the board for its consideration. On September 11, 2014 the Board of Directors adopted a report developed by the task force that recommended a number of actions including the adoption of the standing Board Strategic Plan Ad Hoc Task Force.
* The mission statement of the Board Strategic Plan Ad Hoc Task Force can be found through the following hyperlink: <https://www.naesb.org/pdf4/naesb_board_strategic_plan_adhoc_taskforce_mission.pdf>
* Materials for this group are posted on the NAESB web site on the following website: <https://www.naesb.org//board_strategic_plan.asp>
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| Call for Thursday, February 16, 2017 conference call & webcast from 10:30 am to 12:00 pm C, Call-in information | * Call-in information for attendance by phone: Conference number: 866-740-1260, Access code: 7133562, Security code: 3991
* Web cast: http:// [www.readytalk.com](http://www.readytalk.com), and use the same participant access code and security code above
* Please feel free to provide comments if you are unable to attend
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| Draft Agenda | 1. Administrative – Welcome, Antitrust Guidance, Introduction of Task Force Members and Attendees, Adoption of Agenda, Adoption of the Minutes
2. Receive status update and review the progress of the development of proposed metrics to support the 2017-2019 NAESB Strategic Plan
3. Discuss next steps
4. Other Business and Action Items
5. Adjourn
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| Meeting Materials | * **Agenda Item 1:** Administrative: <http://www.naesb.org/misc/antitrust_guidance.doc> (antitrust), <https://www.naesb.org/pdf4/board_strategic_plan_adhoc_taskforce_members.pdf> (roster), <http://www.naesb.org/pdf4/bd_strategic_021617a.docx> (agenda), <https://www.naesb.org/pdf4/bd_strategic_112916mn.docx> (November 29, 2016 Notes)
* **Agenda Item 2:** Metrics Development Work Paper: <https://www.naesb.org/misc/bd_strategic_metrics_021617.doc>
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| Background & Reference Materials | * Board Strategic Plan 2017-2019: <https://www.naesb.org/pdf4/naesb_strategic_plan_2017_2019.pdf>
* Board Strategic Plan 2015-2017: <https://www.naesb.org/pdf4/naesb_strategic_plan_2015_2017.pdf>
* Board Strategic Plan Report: <https://www.naesb.org/pdf4/board_strategic_plan_task_force_report_adopted_091114.docx>
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| Standing Action Items | 1. The presentation concerning standards drafting should be offered to the quadrant executive committees every two years.
2. The next NAESB industry survey should be distributed after the April 2018 board meeting, so that the results can be reviewed during the September 2018 board meeting. A straw man survey should be developed by the task force prior to the April 2018 board meeting.
3. A review of the organization’s Strategic Plan and the organization’s activities should be conducted by the task force annually, prior to the September board meeting
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