

ASSOCIATION OF CORPORATE COUNSEL
Energy Committee
Strategic Plan for 2011

In fulfilling the Committee's mission and charter, the Committee Leadership proposes the following strategic goals and objectives for 2011:

1. *Publish an article in the ACC Docket focusing on energy issues.*

The June/July 2011 issue of the ACC Docket will focus on Environmental and Energy issues. This presents the Committee with an opportunity to have an energy-focused article published. One topic with significant potential focuses on how businesses can lower or better manage their energy costs by generating their own power themselves. The bulk of the material for this article was developed in connection with the "Consumer Power Project" panel at AM10 in San Antonio. The potential authors of this article would be the panelists at the AM10 program.

2. *Develop high quality energy programs for the 2011 ACC Annual Meeting.*

The Committee will propose a number of programs which it hopes will develop into more than a handful of high quality programs for the 2011 Annual Meeting. In that regard, the Committee has reached out to other committees such as the Environmental and Sustainability Committee and the Real Estate Committee to develop and co-sponsor possible programs for the 2011 Annual Meeting. In addition, the Committee has reached out to members of the Colorado Chapter to help generate program topics which would be of interest to members of the Colorado Chapter who work in the energy field. Given the large number of energy companies based in Colorado, the goal of reaching out to these chapter members is to make programming at the 2011 Annual Meeting which will be held in Denver, more compelling and attractive to Colorado Chapter members.

3. *Present more webcasts that take advantage of the diversity of issues, backgrounds and interests of the committee's membership.*

The Committee plans to present more webcasts this year than it did last year. We will also focus on the diversity of issues, backgrounds and interests of our members. In addition, the Committee will explore the possibility of co-producing with the Real Estate Committee a webcast focusing on ways for businesses to achieve energy efficiency.

4. *Present a number of high quality and diverse Legal Quick Hits during our monthly meetings.*

The Committee has learned over the years that many members are drawn to its monthly committee meetings, because of the Legal Quick Hit (LQH) being given during each meeting. This is due to the high quality and wide variety of the LQHs offered by the Committee's sponsor, Sutherland. In 2011, the Committee plans to have at least six LQHs on various topics.

5. *Conduct Roundtable Discussion sessions on Best Practices during our monthly meetings.*

During those months when we do not have a LQH scheduled for our monthly meeting, a committee member will lead a roundtable discussion on best practices pertaining to a given topic. The goal is to enable committee members to become more involved and to foster the sharing of best practices among peers and colleagues.

6. *Conduct a member survey to generate more programming topics and other ideas.*

The Committee will conduct a survey in the first quarter of 2011 with the goal of ensuring that the Committee continues to focus its efforts on developing programs and resources that are useful to members in all of the diverse sectors that make up the energy industry.

7. *Continue developing Committee “short form” resources such Top Tens, Green House Counsel Tips, and Sample Forms & Policies.*

After working with its sponsor, Sutherland, to produce a successful and well-received InfoPak in 2010 focusing on the Federal Energy Regulatory Commission, the Committee will focus on developing a variety of resource formats that are better suited to topics that may have a shorter “shelf life” and which the Committee has not fully utilized to date.

8. *Continue to promote and facilitate use of E-Groups by Committee members for discussions other than just announcements of upcoming Committee meetings and events.*

To facilitate greater use of this resource, the Committee leaders will:

- Commit to posting at least one question or comment to the E-Group every other month.
- Solicit ideas from other Committees on how they are successfully encouraging dialogue through E-Groups.
- Remind members on each monthly call of the availability of the Committee’s E-Group for posting substantive questions.

9. *Strengthen and expand on level of member participation in the Committee.*

The purpose of this objective is to ensure that every member who wants to be engaged in the Committee’s activities will have the chance to do so. The Committee will endeavor to provide many different opportunities for Committee members to participate in activities that capitalize on the time they have available and their interest areas, such as:

- Propose program/resource topics,
- Secure speakers for programs,
- Moderate or serve as panelist on webcast, annual meeting programs,

- Work alone or on project teams or with sponsor to develop Committee resources, etc.

Members who devote time to the Committee should be recognized. Members who volunteer and participate will be personally thanked by Committee leaders and otherwise recognized to let each member know how much his/her participation is appreciated and contributes to the overall value of the Committee.

10. Build “bench strength” in the Committee’s leadership.

The Committee has had a history of a small group of active volunteers serving in leadership positions and then a practice of rotating these members through the various leadership roles up through the chair. Historically, most Committee chairs once their terms have ended, have not maintained an active role in the Committee. This may be due to fatigue or “burn out” from being part of such a small group handling the Committee’s workload.

The Committee seeks to have a larger leadership team to lead the Committee and thereby lessen the time commitment necessary of leaders, as well as develop members over a number of years for the various leadership roles by:

- Expanding the number of participation opportunities for members to allow them to acquaint themselves with the Committee’s work,
- Recruiting multiple Program/Resource chairs,
- Maintaining personal contacts with members who have volunteered on Committee programs or helped to develop resources, and
- Encouraging past leaders to continue their participation (even if not in a leadership role).