ATS
Advisory Committee Meeting
October 6, 2010

The ATS Advisory Committee Meeting was held October 6, 2011 at Wilmington, NC. The following ATS staff was present:

<table>
<thead>
<tr>
<th>Name</th>
<th>Cooperative</th>
<th>State</th>
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<tbody>
<tr>
<td>Scott Woodward</td>
<td>ATS</td>
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<td>Scott Tolbert</td>
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<td>Lisa Edwards</td>
<td>ATS</td>
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<td>Kim Szymansky</td>
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<td>Mark Holder</td>
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<td>Darlene Gainus</td>
<td>ATS</td>
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<td>Jennifer Orrock</td>
<td>ATS</td>
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<td>Mary Jo Smith</td>
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<td>Darlene Caley</td>
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<tr>
<td>Rocky Allen</td>
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The following utilities were present:

<table>
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<tr>
<th>Utility</th>
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<td>Adams-Columbia</td>
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<td>Bailey County</td>
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<td>Black River</td>
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<td>Cullman</td>
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<td>Hancock Wood</td>
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<td>Jay County</td>
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<td>Jones-Onslow</td>
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<td>Laurens</td>
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<td>Meriwether Louis</td>
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<td>Mountain Parks</td>
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<td>New River L &amp; P</td>
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<td>Pitt &amp; Greene</td>
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<td>South Central</td>
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<td>Talquin</td>
<td>FL</td>
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<td>Wright-Hennepin</td>
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AGENDA I. Roll Call

Carrie Peters called the meeting to order at 8:40 am and asked for a roll call. Carrie mentioned there is a sign-up sheet going around and for everyone to please sign in. Carrie stated she was excited to see everyone and to learn today.

AGENDA II. AAC Refocus

a. Scott Woodward to provide and ATS update

Scott Woodward said that he wanted to bring everyone up to date on the FL operations, stating we closed the office to focus on our software operations.

Scott Woodward stated that at the last AAC meeting, it was decided we were to hire a strategic planner. Denise Harrison from the Center for Simplified Strategic Planning was hired and will be leading our meeting up until 12:30 today.

b. Introduction of Denise Harrison from CSSP (Center for Simplified Strategic Planning).

Denise Harrison stated this meeting is all about you; we will be looking for a few things that are the most important and getting them done. The easy part about strategic planning is saying yes, but the hardest part is saying no. We want to focus on the Future-Trends:

- Brainstorm Projects
- Screen Projects
- AAC Structure
- Implementation

We will be looking at how to implement our plan.

i. Industry Trends – Group Input

Why look to the future?
Survival but also to grow and be successful.

Denise divided up everyone into 5 groups. The groups will spend 20 minutes for each discussion topic. First topic will be to discuss key trends. Where do you see your Coop in the next 5-10 years with technology?

Responses were as follows:
- Employee access to application from any device
- Customer access to application from any device
- Stronger focus on security for the application
- Coop employees not sharing passwords
- More integration with other Vendors
- Stronger flexibility with application (update rates)
- Custom attributes
- Mobile workforce
- Deregulation
- Real time pricing – Flex rate
- Energy efficiency
- Education Information
- Cyber security
- Customer service
- ATS OpenOne Structure with integration
- Power cost challenges
- Green energy
- Do more with less – employee or integration
- Energy conservation
- Smart metering
- Social media – ways to communicate with customers
- Communicate to sub-stations
- Customer Self service
- Payment kiosks or other payment methods
- Pre paid billing
- Smart grid
- Members selling power back to the Coop
- Renewable energy
- Compliance - regulatory ( RUS – PCI – Red Flag)
- Peak time rebates
- Downsize management
- Paperless operation
- Succession planning - retirement of key employees
- Automation of new connect/reconnect process
- Focus groups
- More technology with less costs
- Flexible and efficient use of technology

AGENDA III. Break

AGENDA IV. Begin Discussions on ACC Tasks

i. Projects – Screening
Next topic: What are the top 3-5 projects for the ATS OpenOne software you would like to see?

- Integration between applications
- Platform for independence – Coop – Member – Employee
- Focus on security
- Automation - do more with less
- Mobile apps
- Media – text – email real time communication
- Regulatory
- Steering committee of Coop reps and ATS employees to identify 3rd party vendors to get group pricing
- Application Security with 3rd party integration
- Customer Self-Serve – Portal
- Prepaid
- FIS

Denise took all of the ATS OpenOne projects and had each person vote as to what projects they thought were the top 3. Attached to these minutes is her report called *Perceived Opportunities – Page 4.4*

After the voting was completed, a discussion ensued regarding the list as some people felt Kiosk and Prepaid were part of the same project.

Denise stated that this gave us some general goals and from the top 3 on this list ATS will know where to focus.

Scott Tolbert stated that we will always have side projects going. This plan is a 1-3 year plan.

Scott Woodward stated his goal in having Denise here is to have a plan of what the next big projects need to be. From this information he feels that FIS and Mobile Data are the next big projects.

Scott Tolbert stated that Kiosk could be taken off the list because that project is almost complete.

Greg McKelfresh stated that he would like to see an approach to enhancing the 3rd party integration. The tight relationship that ATS has with Exceleron would be great to have with other Vendors or have a preferred vendor list that ATS would recommend. Get a group reduced price if all Cooperatives would go with that Vendor.
ii. **Discussion of AAC Structure**

Denise stated we will break into groups again for everyone to come up with a restructure plan for the ACC.

The following is a list of ideas from each group:

- Limit number on the committee
- Limit term – make it staggered so not everyone is new
- Each coop would still have a vote
- Definition needs to be defined before 3-5 year plan is developed
- Steering committee - as a visionary approach
- Define a mission statement
- Full AAC meeting at the UC each year – move meeting to first day of conference
- Steering committee for each project
- Discuss the strategic plan so every Coop is represented
- All Cooperatives represented – taking Ownership/Accountability
- ACC committee - needs to be high level focus – get experts in the Coop involved so the representative knows the needs of their Cooperative

iii. **Presentation of Action Plan Process**

Attached is the document *6.2 Goals* from Denise Harrison.

Scott Woodward stated that he felt like maybe he had let everyone down with regards to a lack of an AAC mission. What his intention was is to build on what was built 3 years ago. Also have some guidance from Denise and a direction from everyone here that attended.

Bobby Smith stated that we are all behind you 100%, that ATS has always exceeded their expectations. ATS has gotten past most of the fixes and we want you to stay ahead of the curve. We want you to be the leading software development company and be on the edge of technology.

Shannon Thom stated we do not expect ATS to be perfect.
Teresa Bruns stated that ATS does not have to be the expert because there are other 3rd party vendors that are good at a specific service that ATS could integrate with.

Each Utility was given a handout of the online survey which Mrs. Harrison conducted. Due to time constraints, no discussion ensued on the handouts.

**AGENDA V. Lunch Served**

**AGENDA VI. Updates on Other Projects**

**a. Oracle 11g**

Scott Woodward stated that we currently have 2 Cooperatives on 11g – Blue Ridge and Black River.

Rocky Allen stated when Oracle delivered 10g they had bought several companies and tried to tie them all together with an API. 11g is not like that, it is one application and Oracle had also had more support personnel to handle any issues. This migration will be completely transparent to your users. This will happen on the backend it will help clean up some of the issues the users have experienced with 10g. It will also allow you to access different applications that you could not access with 10g. We feel it is important so we can explore all these new applications. From the IT prospective we are able to execute these options, it is a cloud based application.

We will begin to deploy 11g at the end of October and will do this through February 2012. This will be an application upgrade and the cost will be $5,500.

Carrie Peters asked Rocky Allen about the Java version they should be using and Rocky stated that Java version 18 is the one ATS recommends because of the Oracle forms.

**b. SMS Text Messaging**

Scott Tolbert said we are working with Kaizen Communications to develop a bridge for the text messaging to go to a customer from the CIS application. Right now Kaizen is the only company doing the messaging and only for customers at Blue Ridge who opt to do bank drafts. Scott stated they are going to open it up to Credit Cards if more customers want it. As of now, Blue Ridge has a low
acceptance rate. They go through the EBPP website to sign up for the text messaging. Typically, a customer would get a message that their bill is ready 25 days in advance and then could go and process the payment. That payment is processed through Kaizen and then passed to ATS. This is a communication device to your customers. In order to send text messages you will need to have a 3rd party vendor like Kaizen to process the messages. The biggest advantage is when there is an outage you could send a message to all customers in that area notifying them of the outage. As information is updated regarding this outage, the Coop could update the customer via a text message. The Coop must have permission from the customer (customer has to opt in) to receive the messages. If the customer does not opt in then the Coop could be liable for the customer’s text message charges.

c. Mobile Data

We are currently developing different applications. We have set up different screen shots so we can tailor it to the specific devise and are moving to different devises. We do have Matt Shortell on staff at ATS and he can customize your EBPP website to your specific needs new functionality can be added you will just need to work with Matt Shortell and Lisa Edwards.

Scott Tolbert stated we are developing an interface for the current customer service orders to make them easier to create also, creating a new service order for someone that is not a member. We will need information from everyone so we know what service orders can be created by the customer on the web via your EBPP website. We want to make it user friendly.

d. PA-DSS Compliancy

Trustwave currently has our server and doing their testing for our compliance. The documentation has been completed. Once this testing is complete we will let everyone know the results.

e. Mobile Applications

Scott Tolbert said we will have an interface with Heartland and they are working on a solution to help with the PCI compliance issues each Cooperative faces. We currently
have a relationship with Moneris, which allows us to use tokenization. This allows the ATS software to not store the credit card information in the system. With Heartland, they actually process the credit card so that information does not go through the ATS Software. Scott brought a devise that Heartland sent us and by using this devise you could capture the credit card information. Once approved, payments are posted to ATS. This is the solution that Heartland has shown us. Scott feels certain they have other devices. By using this solution, it will lessen the Cooperatives PCI compliance scope.

This integration can be set up for an IVR too. Milsoft would pass the data to Heartland and then that information would be sent to the ATS Software.

Shannon Thom asked if this could be done with PayPal. Scott Tolbert stated that we would like to talk to them to see what kind of solution we could come up with.

f. Software Audits

Scott Woodward stated that we have completed the first software audit at Jay County. If you are interested in having an audit let Kim Szymansky know. We will send you a questionnaire for you to complete. There will be one for FIS and CIS once that is completed we can schedule the audit. The cost will be billed hourly at the rate of $125 per hour/ per person based on the total hours spent at your facility plus the travel expenses. We feel this will help your Cooperative because there are new features of the software that you may not be aware of that will benefit your staff.

g. Other Current Projects

Mary Jo Smith wanted everyone to know about the new HR Portal that is available to everyone. You can submit a PTO request to your supervisor and get an approval back from your supervisor all via an email by filling out the form on the Portal. You can also enter your time/PTO and print your pay stub. There is some set up required so if you are interested in using this Portal, let Mary Jo know and she will assist in getting it up and running for your Cooperative.

Kim Szymansky stated that we will be doing an upgrade for CIS to 5.7 and EBPP to 2.0. We will be sending out
information to do a webinar in November to inform everyone of all the new functionality in both upgrades.

AGENDA VII.  Closing remarks by Carrie Peters

Carrie Peters stated the Executive Committee will discuss all this information that has come out of this meeting and give an update to everyone soon. Carrie also mentioned that she appreciated everyone participating in this meeting. If you have anything you want to add once you receive the update please let the Executive Committee know.

Scott Woodward stated he would like to thank everyone for coming and he would like everyone to know that he personally got a lot out of this meeting and also wanted to thank everyone for sharing their ideas.

AGENDA VIII.  Meeting adjourned