



Texas' Connection to a Bright Energy Future

2013-2014 STRATEGIC ACTION PLAN

MISSION STATEMENT

To promote policy perspectives and assertively communicate the critical energy issues needed to ensure a reliable and affordable energy supply, a robust economy and a bright future for Texas.

GOALS & OBJECTIVES

I. CONVENE AND CONNECT STAKEHOLDERS, DECISION-MAKERS AND MEDIA

- A. Host policy forums to debate all sides of an issue to find common ground for Texas' critical energy issues and develop solutions
 - i. Feature key elected officials and/or regulatory appointees
 - ii. Utilize PAT members' expertise
- B. Bring ancillary industries into the conversation to find common solutions (i.e. technology companies, new discoveries that help our traditional entities)
- C. Promote PAT members statewide as guest speakers and panelists to highlight energy issues and credibility of PAT and corporate members

II. FOCUS ON THE FUTURE

- A. Be a leader driving the discussions on a future supply of reliable energy in Texas
- B. Continue to foster innovation in energy issues:
 - i. Maintain and promote the Texas Energy Innovation Challenge
 - ii. Develop and promote solutions to water desalination in Texas
 - iii. Determine and act on other areas where the future issues need fostering
- C. Promote the "good works" of its members, including philanthropic, charitable and/or community service efforts
- D. Visit with each corporate member to champion their new innovations to the public and policymakers



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III. INFORM THE WIDEST POSSIBLE AUDIENCE ON ENERGY ISSUES IN TEXAS

- A. "Rise above the crowd" by disseminating high-level, credible information
- B. Gather relevant research on pertinent issues and produce short synopses for the public and also for our members (with footnotes to the original research) so news and other media can easily explain issues with the correct facts
- C. Aggressively communicate the facts and debunk misinformation regarding energy issues via all traditional and social media outlets
 - i. Outreach with Chambers of Commerce and community organizations in our members' areas that they want PAT to focus on for them (including forums, listening sessions with current or future customers for our members to reach the public with the resulting benefit to our sponsors and members; be the third party voice that many people listen to when it doesn't come from the company)
 - ii. Maintain dynamic website with daily twitter presence, RSS feed, video interviews, and energy related features (energy joke of the month; man on the street interviews, etc.)
 - iii. Energy Updates will cover the latest energy policy issues, relevant people making the headlines and related PAT programming
 - iv. 'Conversation with Karen' weekly update from PAT's Chief Executive will provide confidential insight for members on current issues and organizational activities
 - v. Consider a public service announcement (PSA) campaign

IV. ORGANIZE AND DEVELOP PAT GOVERNANCE AND MEMBERSHIP

- A. Develop a succession plan for the officers and members of the Board
- B. Nominate and establish a Board of Directors/Trustees with terms of office
- C. Develop other groups, i.e. professional members (attorneys, CPA's consultants) and establish their benefits and cost
- D. Develop methods for funding for the association and determine levels of funding and services that derive from that funding.