

Propane Education & Research Council
March 1, 2012
Conference Call

MINUTES

Chairman Joe Armentano called the meeting to order at 2:01 p.m. Eastern Standard Time.

Mr. Armentano, Paraco Gas (Rye Brook, N.Y.), welcomed the Council members in attendance:

Michael E. Barnes, BP Energy Co. (Houston)
Sharon Beemer, DCP Midstream (Houston)
Eric Benson, J.S. West & Co. (Modesto, Calif.) — *Secretary*
Gregg Dighero, EnCana (Denver)
Joe Gump, ConocoPhillips (Dacula, Ga.) — *Vice Chairman, Producers*
Sam Hawley, Enterprise Products Operating LLC (Houston)
Sam McTier, Propane Technologies (Lake Forest, Ill.)
Gerry Misel, Georgia Gas Distributors (Sandy Springs, Ga.) — *Treasurer*
Bill Platz, Delta Liquid Energy (Paso Robles, Calif.) — *Immediate Past Chairman*
Doug Rinke (Columbia, Mo.)
T.J. Rinke, Conway NGL Storage & Fractionation, Williams Midstream (Tulsa, Okla.)
Russ Rupp, Suburban Propane (Bonita Springs, Fla.)
Mike Sheehan, Sheehan's Gas (Bird Island, Minn.)
Charles Snelling (Fogelsville, Pa.)
Tom Van Buren, Ferrellgas (Overland Park, Kan.)
Jeff White, Aux Sable Liquid Products (Morris, Ill.)
Paula Wilson, AmeriGas (Valley Forge, Pa.) — *Vice Chairwoman, Marketers*

Task Force Report

Ms. Wilson, chairwoman of the Communications RFP Task Force, gave a report on the selection process of PERC's new lead communications firm. Ms. Wilson said the task force and PERC staff sought a firm that has the ability and experience to drive new demand for propane gallons, help the propane industry and its manufacturing partners launch new propane-fueled products, and promote PERC's research and development, training, and safety programs.

Ms. Wilson introduced Nebraska communications firm, Swanson Russell, as the proposed communications firm that the task force and the staff have recommended. Brian Boesche, partner and chief creative officer of Swanson Russell, identified the firm's five areas of focus. Brent Schott, vice president and account supervisor, presented the agency's five-step product launch process.

President's Report

PERC President and Chief Executive Officer Roy Willis requested Council authorization to engage and hire Swanson Russell as lead communications partner, upon completion of PERC's due diligence, and to use his presidential funding authority to cover any money spent to evaluate any ongoing PERC communications and to prepare a comprehensive 2012 communication plan for presentation at the April Council meeting in

Atlanta. Upon a motion duly made and seconded, the Council approved the engagement and hiring of Swanson Russell.

Mr. Willis gave an update on the two key staff vacancies that PERC would like to have filled by the April Council meeting in Atlanta: chief business development officer and director of industry programs.

Mr. Willis gave an update on the three newly formed working groups that make up the PERC Advisory Committee.

Consent Calendar

Mr. Armentano directed councilors' attention to the consent calendar in their briefing materials and invited a motion to approve the funding requests on the consent calendar.

Upon a motion duly made and seconded, the Council approved the 5 funding requests that appeared on the consent calendar (as follows).

Docket: 17520
Principal Contractor: Logica3
Title: Propane Autogas Emergency Responder Training and Outreach Program
Amount Requested: \$101,425
Action: Approved

Docket: 17532
Principal Contractor: The Sales Network
Title: Light-Duty Autogas Vehicle Market Research
Amount: \$44,125
Action: Approved

Docket: 17542
Primary Contractor: API
Title: 2011 API Survey and Report
Amount Requested: \$190,066
Action: Approved

Docket: 17583
Primary Contractor: HiDesign Product Engineering LLC
Title: Propane Engine Fuel Delivery Component Investigation
Amount Requested: \$140,000
Action: Approved

Docket: 17582 (Rebate)
Principal Contractor: New York Propane Education & Research Council
Title: 2012 Procedural Guide for Application and Approval of Permit
Amount Requested: \$15,000
Action: Approved

New Business

Mr. Armentano announced that Council will next meet on April 13, 2012, in Atlanta.

Upon a motion duly made and seconded, the Council adjourned at 2:52 p.m. EST.