

## CAREBS Strategic Objectives for 2010

- **Support for storage investment tax credit (ITC ) legislation** in both the House and the Senate
- **Transmission treatment of bulk storage in FERC rate design**
- **Establish a working relationship/dialogue with Matt Rogers office and the DOE political leadership**
- **Support (and actively inject ourselves into) Congressional, FERC, DOE, etc hearings** and events in DC and around the country.
- **Two new gold level memberships** (or funding equivalent at lower level memberships) with a goal of \$400-500K annual operating budget (assuming founding members continue)
- **Build-out of storage community database** for quick response to legislative requests, membership drives, conference support, etc (essentially our working tool for all activities)
- **Build CAREBS website** – home page plus at least half a dozen linked pages by mid-February and links to: members websites, storage groups, conferences, information sources, etc.
- **Write and distribute News Release announcing CAREBS formation, vision, etc.**
- **CAREBS white papers or “Issues Briefs”**
  - Value of a 20% ITC over the potential storage market
  - Value of transmission rate treatment over the potential storage market
  - Economic benefits of widespread adoption of bulk energy storage – Size, characteristics, of a national bulk storage industry, market potential to support our members
  - Gas-wind integration (and why storage is a better option than gas peakers and CCs) and comparing storage-wind vs gas wind intergration)
  - Modeling energy storage integration into grid operations (especially sub-hourly modeling)

- **Create a constructive dialogue with AWEA** (or actively work to counter their messaging about storage)
- **Build working relationships with other electricity industry groups**
  - National Rural Electric Cooperative Association (NRECA)
  - American Public Power Association
  - World Energy Council (WEC)
  - Electric Power Supply Association (EPSA)
  - Edison Electric Institute (EEI)
- **Continue to build working relationships with like-minded advocacy groups**
  - California Energy Storage Alliance (CESA)
  - Electricity Storage Association (ESA)
  - National Hydro Association (NHA)
  - American Council on Renewable Energy (ACORE)
  - National Resources Defense Council (NRDC)
- **Introductions and building working relationships with the ISOs and Markets**
  - PJM
  - MISO
  - ERCOT
  - CAISO
- **Execute a traditional public relations and trade press campaign.** Get articles placed in Public Utilities Fortnightly, EnergyBiz, Power, Power Engineering, Hydro Review, various energy newsletters and publications
- **Initiate a business media and popular media press campaign:** Wall Street Journal, New York Times, Washington Post, Business Week, Forbes, Fortune, Financial Times, etc.
- **Initiate Internet marketing and PR:** Facebook page, blogs, Energy Central, etc

- **Create an annual CAREBS event platform** (either through working with Infocast, Platts, etc, or one of our own)
- **CAREBS monthly newsletter** (distributed to the full CAREBS working database and press)
- **Building working relationships with the financial and investment community**