



## Diablo Board of Directors Application

Name: **Michael Alexander aka "Mikie"**

Year you joined PCA: 2014

Year you joined the Diablo Region: 2014

### **Describe positions (if any) you have served in Diablo or other Regions:**

- Currently serving on the Diablo Board of Directors as Secretary
- I'm also currently serving as Advertising Chair

### **Describe other volunteer services to the Club (e.g., event volunteer, DE day activities, tour organizer, etc.):**

- I assisted in revising and updating the Region's Bylaws
- I have lead and/or organized driving tours
- I have volunteered at Zone and Region events in various capacities e.g. Concours, Car Show, event planning and Picnic etc.
- I have contributed several articles for the Region's monthly newsletter, The Advocate

### **What similar activities to this board position have you performed in other organizations?**

I have served on several professional boards and industry working groups during my 40+ year career in the energy business. Since 1990, I have served on several California statewide working groups and coalitions related to energy deregulation, energy efficiency, energy management and service reliability and have testified before multiple state and federal regulatory agencies as an expert witness.

I served on the Board of Directors for a national energy industry association formerly known as the Association for Demand Response & Smart Grid headquartered in Washington DC. This organization is comprised of several hundred members ranging from Fortune 500 companies e.g. IBM, Siemens, Johnson Controls, PG&E, Southern Company etc. to individual members from industry and academia. The board was comprised of 10 members representing various diverse membership elements in the electric industry e.g. utilities, equipment and controls manufacturers, consultants, regulators, academics, etc.



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I was a member for 25 years and later chaired for 3 years the Load Analytics Technical Committee of the Association of Edison Illuminating Companies' (AEIC). The AEIC was founded by Thomas Edison in 1885 and its current membership is comprised of senior level leaders of 165+ utilities across North America and Asia. The organization's membership represents roughly 85% of the electric generating capacity in North America. The Committee is comprised of 30 senior managers representing member utilities across North America. In my capacity as Chair, I represented the Committee on the AEIC's Board of Directors.

In my capacity as a senior manager at PG&E, I often consulted with the utility's Executive Management on matters related to customer energy management and customer care.

As an officer at the international consulting firm Nexant Inc., I consulted with executive leaders at various utility clients throughout North America as well as being involved in the firm's business development and strategic planning.

### **What talents and skills do you bring to the Board?**

I currently operate a small boutique LLC with two partners consulting with Utilities, Public Service Commissions and independent oversight boards on matters related to Energy Efficiency, Energy Management and renewable power.

The following are skills that I have honed over my career that are directly applicable to serving on Diablo's Board:

- Quantitative and qualitative research methods
- Management and oversight
- Strategic and tactical planning
- Business development
- Talent assessment and acquisition
- Personnel development
- Team building

### **What would you like to achieve while on the Board?**

- Work closely with fellow Board members and Chairs to bring more metrics based decision making to the Board.
  - Use research (e.g. available PCA membership data and/or member surveys) to



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better understand our diverse membership's needs or desires

- Conduct short post event surveys to guide future event improvements
- Utilize these needs assessment data findings to diversify events, offer potential new services, encourage & engage previously "dormant" members
- Increase participation by general membership through increasing the number and diversity of events offered to Diablo Region's membership
- Provide services to broader segment of the membership
- Strengthen ties with existing partners and bring on additional new partners to our mutual benefit
- Cultivate volunteerism among the membership leading to a line of succession in leadership positions (chairs, BOD etc.) with the club

### **What more would you like us to know about your qualifications to serve on the Board?**

I have driven Porsches for several decades although my first ownership experience wasn't until 2004 with the purchase of a 2002 Boxster S. Unfortunately, it took me ten years to join PCA primarily due to some preconceived misconceptions about the Club and its membership.

Porsche as a manufacturer has changed radically over the past 20 years with "Wasserkühlung" and several "nontraditional" model lines. In the future, the pace of change will surely quicken, especially with propulsion systems and additional model lines. As the Club's advertising tag line says, "it's the people" which rings so true! The face of Porsche owners i.e. the face of PCA is also changing. We must be prepared as a club to embrace change and adapt by meeting the needs of our traditionalist "Luftgekühlt" members as well as our newest members who have purchased their first Porsche which may be a vintage sports car or more likely a four door sedan or an SUV. Along with the machinery, the club's demographics are also changing. PCA is a "big tent" with Diablo's membership now over 1,500 strong. Diversity can be a wonderful thing but, must be nurtured and managed so as to best meet the needs of our diverse membership. Such changes require leadership and an eye towards embracing the future while respecting and honoring the past. The most important thing I can bring to the Board is that I never lose sight of the club's objective. We belong to this club to have fun, share in our common passion and love for these wonderful machines, and enjoy the comradery, the joy and freedom that the open road and Porsche ownership brings us.

Although I'm a dyed in the wool "petrol head", I have a diverse set of interests outside of



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Porsche which provides a sense of balance to my life. These interests include competitive and recreational sailing, marine fish keeping, rugby, culinary arts, wine, reading history and of course my obsession with Formula One!

I possess the skills and personal characteristics to strengthen the Board; with a sense of humor, minimal ego, pragmatism, and respect for others, I'm easy to work with which can only help in continuing to make Diablo Region an organization that Porsche owners will want to join and actively participate in.