

Joint Utility Outreach Forums Financial Services Results – March 8, 2007

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Prepared for:

California Utilities Diversity Council

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Executive Summary

The purpose of this evaluation was to gain current insight and provide continuous improvement for future joint utilities outreach forums. This follow-up survey was conducted 11 months after the Financial Services Forum was held in Costa Mesa, California on March 8, 2007. The Joint Utilities and the California Utilities Diversity Council (CUDC) organized the survey to get a better understanding of outreach efforts, certification, match-maker appointments, and follow-up efforts that potentially lead to new business. The evaluation sample of 14 respondents is 27% of the Financial Services Forum's participants. About 43% of our sample was a disabled veteran and a minority owned business. Overall, respondents were satisfied with this event. Respondents want more communication and accountability from the utility companies to build relationships. Suppliers want more financially qualified decision makers to attend future financial services forums. The CUDC should be more proactive in sharing success stories and evidence of contracts awarded from attending such events. Five suppliers (38.5%) were awarded contracts as a result of attending the Financial Services Forum.

Financial Services Forum Results

- 64% of your respondents were satisfied to very satisfied with Financial Services Outreach Forum.
- Respondents are 92.9% likely to attend future outreach forums and 91.7% of them would recommend these outreach forums to other business colleagues.
- Most respondents were certified with other organizations (85.7%) while 85.7% were certified with the CPUC's Supplier Clearinghouse. All the respondents (100%) who are not certified with the CPUC do NOT know the requirements to become certified with the Supplier Clearinghouse.
- 85.7% of respondents were able to describe services to utility representatives at the forum and 71.4% of them had a match-maker appointment at the forum. Most respondents met with supplier diversity representatives (64.3%) when attending the forum.
- 57.1% of respondents did find future opportunities for their services over the next 12 months from their participation in the match-maker appointments.
- Respondents 92.9% of the time did follow-up with contacts made at the forum; and, 53.8% of respondents believe that following up efforts helped establish a relationship. Respondents were integrated (42.9%) into the procurement process via contacts made from the Utility Outreach Forum.

Key Findings

Respondents understand the importance of attending the Financial Services Outreach Forum; and most of them do appreciate and plan on attending future forums. In fact, respondents did get some business at the Financial Services Forum. Following up with these respondents would help identify successful case studies that can be shared with others who need help when attending future forums. Suppliers are requesting some kind of accountability from companies to follow up with them after the event. Perhaps some kind of recognition or scorecard could be developed to make companies more responsive in their following up efforts.

Respondents want better opportunities that lead to meeting the right decision makers for potential contracts. The match-maker appointments are helpful, but perhaps contract opportunities could be available prior to attending the event so that suppliers can target specific utility companies to meet during these appointments. The CUDC could provide better match-maker appointments based upon contracting needs and supplier qualifications that can be matched to specific projects.

These results should be communicated to all stakeholders involved. Use the results to create passion around what is working and what needs to be improved. A baseline measurement has been created and therefore future evaluations can be used for goal setting or to create benchmarks for future outreach forums. In fact, we could track on an ongoing basis specific respondents and the potential success from consistent attendance to these forums.

Response rates are low and need to be improved to get more representation. Think of some creative way to increase responses rates for future evaluations.

Finally, make sure to read the open-ended comments. Many quick fixes are mentioned on how these outreach forums can be better conducted.

HOW TO READ THIS REPORT?

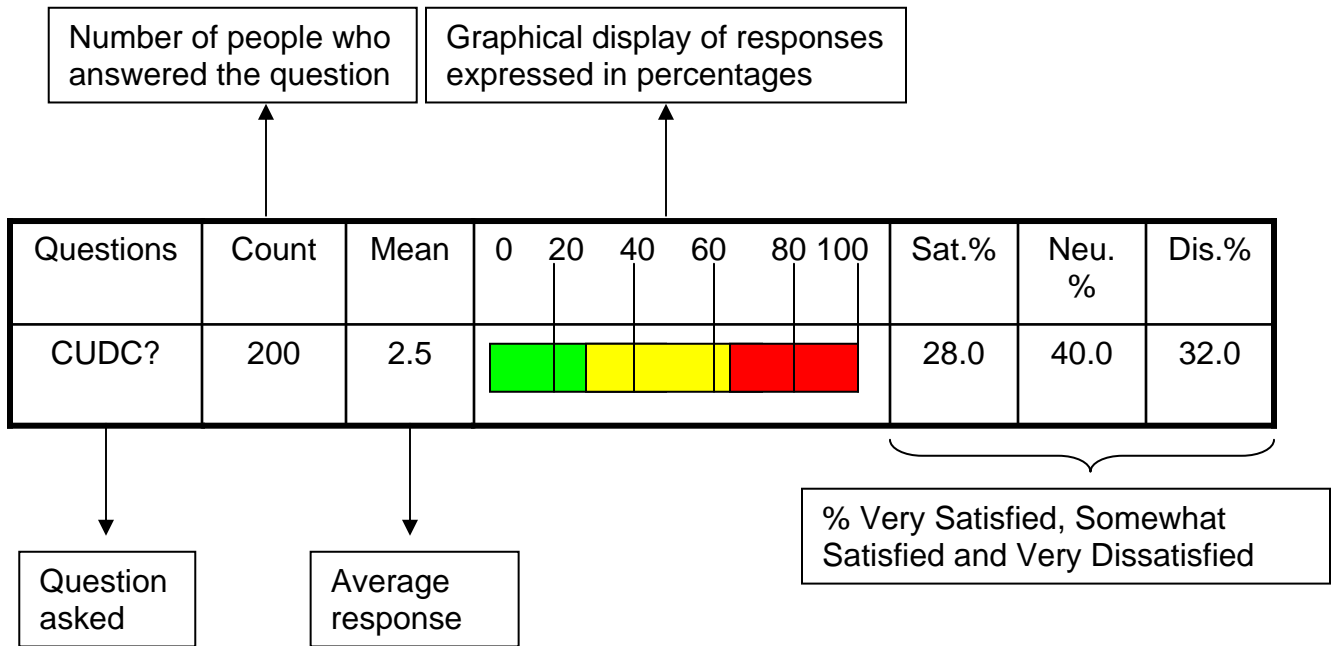
As you go through the figures, there are two basic tables that appear depending on the rating scales used during the data collection process. We used a satisfaction rating scale and a Yes/No response scale.

Satisfaction Ratings

One rating scale measured “effectiveness” on a 5-point Likert scale:

- 1 – Very Dissatisfied
- 2 – Dissatisfied
- 3 – Somewhat Satisfied
- 4 – Satisfied
- 5 – Very Satisfied

To interpret tables displaying results based on the “Satisfaction” rating scale see the explanations provided in the example table below.



Yes/No Ratings

The other rating scale uses a Yes/No response format (in some cases we also used “Don’t Know” as one of the viable response options).

See the table below to understand how to interpret tables based on this response format.

Questions	Count	Yes	No	DK
CUDC?	20	70.0%	10.0%	20.0%

Number of people who answered the question

Question asked

% of respondents who responded Yes or No to the question

Note that critical information is also included below figure, such as whether results are rank ordered by one of the columns or what the values are for each point of the rating scale.

Section 1 - UTILITY OUTREACH FORUM

Figure 1 - Overall Utility Outreach Satisfaction

Questions	Count (Valid N)	Mean	■ Sat. ■ Neu. ■ Dis.				
			0	20	40	60	80
Overall, how satisfied are you with the Utility Outreach Forum you attended?	14	3.86					

n = 14

1 = Very Dissatisfied

2 = Dissatisfied

3 = Somewhat Satisfied

4 = Satisfied

5 = Very Satisfied

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- 64% of respondents are satisfied with the attended Utility Outreach Forum.

Figure 2 - Utility Outreach Forum

Questions	Yes	No
Are you likely to attend future Utility Outreach Forums?	92.9%	7.1%
Would you recommend the Utility Outreach Forum to other business colleagues?	91.7%	8.3%
Was the information from the Utility Outreach Forum useful to your business' contracting efforts?	85.7%	14.3%
Does your firm have a clear understanding of what you need to achieve in order to become qualified to work with utility companies?	71.4%	28.6%
Grand Mean	85.4%	14.6%

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- 93% of respondents will attend future Utility Outreach Forums and 86% of respondents felt the information from Utility Outreach Forum is useful.
- Over 70% of the respondents have a clear understanding of what is needed to achieve in order to become qualified to work with utility companies.
- 92% of respondents will recommend the Utility Outreach Forum to other business colleagues.

Section 2 - CERTIFICATION

Figure 3 - Certification

Questions	Yes	No
Is your company certified with the CPUC's Supplier Clearinghouse?	85.7%	14.3%
Are you certified with other certification organizations (i.e., SBA, NMSDC, WBENC or their regional affiliates)?	85.7%	14.3%
If no, do you know the requirements to become a certified diverse supplier through the CPUC's Supplier Clearinghouse?	0.0%	100.0%
Grand Mean	57.1%	42.9%

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- 86% of respondents are certified with other certification organizations.
- 14% of the respondents are not certified with CPUC's Supplier Clearinghouse. All respondents who are not CPUC certified do not know the requirements to become a certified diverse supplier through the CPUC's Supplier Clearinghouse.

Figure 4 - Certification Duration

If yes, how long did it take to become certified?

Response	Count	Percent	0	20	40	60	80	100
Within 2 months	5	35.7%						
Within 3 to 4 months	3	21.4%						
Within 5 to 6 months	1	7.1%						
Greater than 6 months	0	0.0%						
No Response	5	35.7%						

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- 57% of respondents become certified within 4 months.

Section 3 - MATCH-MAKER APPOINTMENTS

Figure 5 - Match-Maker Appointments

Questions	Yes	No
Were you able to describe your company's services to utility representatives at the forum?	85.7%	14.3%
Did you have a match-maker appointment at the forum?	71.4%	28.6%
Did you find any current or future opportunities regarding your service over the next 12 months?	57.1%	42.9%
If "No" to the question above, did any representative connect you with another procurement contact?	0.0%	100.0%
Grand Mean	53.6%	46.4%

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- 86% of respondents were able to describe their company's services to a utility representative.
- 71% of respondents had a match-maker appointment at the forum.
- Over 57% of respondents did not find any current or future opportunities regarding their service over the 12 months from the date of the event, and all of these respondents did not have any representative connecting them with another procurement contact.

Figure 6 - Meeting Representatives

Were you able to meet with any of the following representatives?

Response	Count	Percent	0	20	40	60	80	100
Buyer	0	0.0%						
Supplier diversity	9	64.3%						
Utility line of business representative	3	21.4%						
Non-minority firm	0	0.0%						
Did not meet with anyone	2	14.3%						
No Response	0	0.0%						

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- 64% of respondents were able to meet with Supplier Diversity representatives.

Section 4 - FOLLOW-UP EFFORTS TO BUILD BUSINESS RELATIONSHIPS

Figure 7 - Follow-up Efforts to Build Relationships

Questions	Yes	No
Did you attempt to follow-up (i.e., phone calls, meetings, etc.) with any contacts from the forum?	92.9%	7.1%
Do you believe your follow-up efforts helped toward establishing a relationship?	53.8%	46.2%
Were you integrated into the procurement process via contacts made from the Utility Outreach Forum (RFIs, RFPs, Demos, etc.)?	42.9%	57.1%
Were you awarded a contract?	38.5%	61.5%
Grand Mean	57.0%	43.0%

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- 93% of respondents attempt to follow-up with contacts from the forum and 54% of respondents believe their follow-up efforts helped toward establishing a relationship.
- 62% of respondents were not awarded a contract.

Figure 8 - Representative Associations

Are you a member of a related business association listed below? (Check all that apply.) (n = 14)		
Responses	Freq.	Percent
Women owned business	3	21.4
Disabled veteran owned business	6	42.9
Minority owned business	6	42.9
.....Black American	3	21.4
.....Asian/Pacific American	2	14.3
.....Native American	0	0.0
.....Hispanic American	2	14.3
.....Filipino	0	0.0
.....Polynesian	0	0.0
....Other, please	3	21.4

*Others included, a Certified Diverse Firm and a Technical Training Center
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Section 5- COMMENTS

Our aim is to let people represent themselves as much as possible in their own words when filling out the open-ended questions. Therefore, comments are presented verbatim, and are not edited for grammar or clarity of expression.

Question: *What is your company's primary product or service?*

Service Construction and Construction Related Commodities
Voluntary Insurance Products and Benefit Communication
Institutional Money Market Fund Portal
Insurance and Financial Services
Debt & Equity Issuance, Short-term Cash Management, Pension Trading, Equity Research & Investment Advisory
Capital Equipment Leasing
Engineering
Institutional brokerage fro stock and bonds.
Equipment Leasing
Collections Service. AWA is a licensed & bonded collections agency & provides a litigation & credit bureau reporting service.
MISCHLER FINANCIAL GROUP, INC. IS A NASD/SEC BROKER- DEALER SPECIALIZING IN CONSERVATIVE INVESTMENTS FOR INSTITUTIONAL CLIENTS ON A GLOBAL BASIS
Electric Utility Company providing service to Southern California customers (Southern California Edison)
Travel services
Securities Brokerage, Stocks, bonds, corporate bond underwriting, muni bond underwriting

Question: *How did you hear about the Utility Outreach Forum?*

CUDC Council Member
SCMBC
Commissioner Timothy Alan Simon
From the diversity coordinator at So. Cal Edison
California CPUC
From a Service Disabled Veteran Meeting
Via email
We were contacted by the staff at Southern Cal Ed.
someone within our company
We are a certified Diversity Supplier
THROUGH OUR DISABLED VETERAN OPPORTUNITIES NETWORK AND CORRESPONDENCE FROM VARIOUS UTILITY COMPANIES
Southern California Edison was one of the contributing sponsors
from a contact a Souther CA Edison
Contacted by the CA utilities

Question: *What would you do to improve future Utility Outreach Forums?*

Take a survey on the "Wants and Needs" of the Small Bussiness Community
Have contacts from Human Resources
I think it has been great..
It seems that all the utility companies want to participate in the event to make it appear that they are interested in working with diversity vendors yet, upon follow up, I was not able to secure any business, referrals or encouragement. Would like to talk to the companies that truly have openings in my specific areas of specialization and a need for my products
Limit the agenda items
Tell the company representatives who attend the one-on-one sessions that it is disgraceful to not return phone calls from the people they meet with.
Save the date email
Have more investment officers from the utilities attend the Forum so we have the opportunity to meet and discuss with them.
only improvement I can think of would be to add other Utility participants
HAVE A SPECIFIC MAP OF THE THINGS NEEDED AND THE APPROVALS REQUIRED TO THEN DO BUSINESS WITH THE INDIVIDUAL UTILITY COMPANIES IN THE FINANCIAL SERVICES SECTOR. AS A BROKER-DEALER IN THE FINANCIAL SERVICES SECTOR THERE IS TYPICALLY A GREATER DEGREE OF QUALIFICATIONS NEEDED TO BECOME INVOLVED IN THE SECURITY TRANSACTIONS OF THE INDIVIDUAK UTILITY COMPANIES INVESTMENT PROCESS. THIS PROCESS INCLUDES THE UTILITIES' MONEY MANAGERS AND THEIR IN-HOUSE INVESTMENT DEPARTMENTS.
Be able to accommodate walk in guests better, some felt left out
Inform us before we attend, provide us a clear understanding of what would be helpful for us to provide to you (companies presenting the forum.) Help us to make the info exchange as productive as possible.
Performance toward diversity goals in each category for each Utility should be reported to the group to see who is performing and who isn't.

Question: *Please share any recommendations regarding the CPUC's Supplier Clearinghouse certification process.*

Again, take a survey and listen to Small Bussiness concerns and recommendations.
Compile the materials that they ask for in an orderly manor and make sure you fill all the rquirements before you send in
Please merge your process with another certifying agency
It is difficult to reach anyone at the clearinghouse by phone to answer questions. Email replies are also slow.

Question: *What would you recommend to build future business relationships?*

That you redesign this survey and ask pertinent questions that will state present existing problems, not a "Yes or No" type of question that does not dentify concerns of the Small Bussiness Community.
Insurance is handled through human resources and minority firms need access to those individuals
The Program has worked for me. I think it has been a difference maker..
My field would require that I meet with HR/Benefits representatives. I offer voluntary supplemental insurances such as Cancer/Accident/Disability that are a compliment to a

companies current medical offering and very low cost to the EE's. No cost to the employer as the EE's pay for....would seem a natural to add more benefits but I get resistance. Only utility client is AT&T and I got them on my own and then got the Supplier Clearinghouse designation. Please do more of these events and have some realdecision makers come. Please be sure I am on your list as I will keep trying!

More time alloted to socialize

Meet with people who will return phone calls.

More decision makers at the forum.

The utility's investment officers need to be more aware of the programs. For example, ATT/SBC's equity investment officers were not aware or do not put much emphasis on the programs.

Direct answers. Correct contacts so there is less re-direction to other departments/people.