



NAATBATT 2025

EXTENDING RANGE

FEBRUARY 17-20, 2025

OMNI CHAMPIONSGATE
ORLANDO, FLORIDA

Joe LoGrasso

President/Founder



JL ENERGY ADVISORS LLC

joe.lograsso@jlenergyadvisors.com

www.jlenergyadvisors.com

ph: 248-686-1126

m: 248-561-5745



Background

- 2/2024 Motion at BoD meeting to initiate long term strategic planning
- 4/2024 Special BoD mtg charged officers to develop strategic plan
 - Evaluate strengths and weaknesses
 - Better understand value proposition for members
 - Optimize structure and organization
- 7/2024 After RFP issued to multiple vendors retained Halpin Companies
 - Conducted interviews of officers and staff, several peer organizations, and broad cross section of membership
- 11/2024 Developed and delivered report and presented strategic planning & org assessment report to BoD in 12/2024
- 2/2025 BoD accepted report findings and approved first initiatives that will be carried forward this coming year

The Pros

- Very positive reputation of NAATBatt in the advanced battery industry
- Overall, members satisfied with investments in membership
- Seen as mechanism for companies to make new connections and gain precompetitive intelligence about the battery industry
 - NAATBatt has gained positive reputation in the federal government . DOE & other agencies use us as way to get feedback and communicate with private industry.
 - Peer organizations recognized this special relationship.
 - Members recognize positive culture intended to accelerate the business development opportunities and make NA industry more vibrant and profitable

The Cons

- Growing size of membership and programs as potential compromise to more intimate networking (core to value proposition)
- Size of NAATBatt BoD. At nearly 70 members managing direction and decisions and board member contribution is more difficult.
- NAATBatt infrastructure not paced with growing needs
 - Membership database as simple excel spreadsheet
 - No substantial social media presence & strategy (beyond weekly newsletter)
 - Org and file structure/storage to support various activities including discussion committees needs more focus

Recommendations

- Several administrative committees of the board created/modified to increase effectiveness and still retain opportunities for members to serve on BoD.
- Executive Committee
 - 9 members to act with power of full board between BoD meetings
 - Act as Nominations Committee (for Officers, at-large directors, and award recipients)
- Strategic Alignment Committee (new)
 - Oversee the 16 NAATBatt non-board Discussion Committees (increasingly important focus)
 - Help Discussion Committees develop charter and annual plans
 - Recruit, appoint, replace (if needed) Discussion Committee Chairs
 - Solicit/Select research and other projects and recommend project budgets to BoD
 - Chaired by Chief Technology Officer and have 6 other members of BoD (7 total)
- Member Engagement Committee (new)
 - Responsible for ongoing recommendations on better networking and relationship building
 - Analyze and recommend new programs/technology tools to the full BoD for funding and use
 - Consist of immediate 3 chairpersons of BoD (Emeritus) + 3 other members

Recommendations

- Officers:
 - Chief Safety Officer (New)- point of contact for all questions having to do with battery safety and related incidents. Rationale: Frequent inquiries and underlying important of battery safety topics and improvements
 - Chairpersons Emeritus- After 17 years there are many. Recommend chair emeritus be honorary for three years after chair term ends. Past chairs recognized on NaatBatt website
 - Act as Nominations Committee (for Officers, at-large directors, and award recipients)
- Annual Meeting, Member Update presentations and workshops:
 - Member Update presentations remain unique and highly valued.
 - As annual meeting grew and had to divide into separate tracks and this limits exposure
 - Changes to Annual meetings and workshops to include:
 - Two Workshops each year in addition to the annual meeting in February
 - One focused on Recycling/Lifecycle (summer) and one on cell/pack manufacturing (fall)
 - All members may share a member update presentation at either workshop but not both
 - Top company presentations (12 selected@each) to be invited to deliver in person at the annual meeting
 - Annual meeting with include 8-10 minute presentations from each of the 24 selected + 10 selected from early stage companies
 - Those not selected may submit 5 minute video member updates prior to the annual meeting that can be accessed on our website

Recommendations

- Discussion Committees:
 - Currently 16 committees focused on different sectors and problems in supply chain.
 - Will focus to enhance these and possibly reorganize and stand up new committees focused on areas of interest to large numbers of members
 - Discussion committees may undertake projects (surveys, initiatives, etc.)directly or engaging 3rd party contractors under review of Strategic Alignment Committee and funding approval of BoD.
 - Applicable committees will help plan the Lifecycle and Battery Manufacturing workshops.
- Staffing
 - Hired Chief Operating Officer (Paula Szyper) to assist Executive Director in operations beyond annual meeting planning
 - Add time commitment support from Patty Anderson for Committee Coordination
 - Hire or contract a Research & Communications Director to maintain website, social media activity and research topics, speakers, and early-stage companies to present at meetings and workshops.
- Infrastructure Investments
 - Purchase association management software (CRM)
 - Update website and integrate with CRM as well as be of greater utility to and highlight work of committees
 - Enhance social media presence and posts with guidance of Communications Director and Member Engagement Committees
- Explore further alliances with peer organizations
 - Formalize relationships with expertise and assets that could further the greater mission (Volta Foundation, NY Best,...)
 - Consider possible mergers or more formal alliances that increase value to NAATBatt and its members to support growth of the industry

NAAATBATT 2025

EXTENDING RANGE



A Big Thank You for the Time and Effort!



**FEBRUARY
17-20, 2025**

OMNI CHAMPIONSGATE
ORLANDO, FLORIDA