



*Innovate Together*

# Customer Connections Conference



November 4-7, 2018



Orlando, Florida

**35+ SESSIONS WITH NEW IDEAS, TRENDS,  
AND CASE STUDIES**

- CUSTOMER SERVICE
- ENERGY SERVICES
- KEY ACCOUNTS
- PUBLIC COMMUNICATIONS



AMERICAN  
**PUBLIC  
POWER**  
ASSOCIATION™  
ACADEMY

CO-HOSTS



## It pays

"Attend and don't get left behind in the changing world of electric utilities and public power. Attending doesn't cost — it pays."

Willard Strong  
Public Relations Specialist III  
Santee Cooper



*Innovate Together*

[www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections)

## Your Challenges, Shared Solutions

Join more than 300 public power professionals who focus on customer services and community connections. You'll have plenty of opportunities to compare notes, discover best practices, and learn from case studies.

Network with other utility professionals and share ideas and experiences in addressing four critical areas:

- Customer Service
- Energy Services
- Key Accounts
- Public Communications

Get the latest information from experts in your field. Learn about the national issues and industry-wide activities and trends that are affecting your community and utility. Share your experiences and strategies for dealing with key issues and challenges.

## Who Should Attend

Conference sessions are designed for utility employees at both the **professional** and **management** levels — both veterans and those new to the electric utility industry — in the fields of customer service, energy services, key accounts, and public communications. Attendees typically include:

- Specialists
- Coordinators
- Analysts
- Supervisors
- Managers
- Directors
- Vice Presidents

The conference is also recommended for utility employees with interests and responsibilities in conference topics and with cross-departmental responsibilities, as well as **rising stars** and **future leaders** those who would benefit from learning more about these strategic areas and making connections with the national public power community

# Sponsors

As of July 30, 2018

Thank you sponsors for financial support to help us offer the best to attendees.

## PLATINUM



## GOLD



## SILVER



For more information about sponsors, or to learn about sponsorship opportunities, visit [www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections)



The American Public Power Association is the voice of not-for-profit, community-owned utilities that power 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 49 million people that public power utilities serve, and the 93,000 people they employ. Our association advocates and advises on electricity policy, technology, trends, training, and operations. Our members strengthen their communities by providing superior service, engaging citizens, and instilling pride in community-owned power. [www.PublicPower.org](http://www.PublicPower.org)



The Academy is public power's complete resource for professional education and certification, helping electric industry employees stay abreast of rapidly evolving technologies, regulations, and customer needs. Learn more about our conferences, webinars, special events, continuing education and custom in-house trainings at [www.PublicPower.org/Academy](http://www.PublicPower.org/Academy).

# Ideas, tips and tools

"Not only a great networking opportunity—but you will come away with ideas to incorporate into your own utility plans. Each time I've attended this conference, I've walked away with lots of ideas, tips, and tools to improve my role and make my utility even better!"

Amanda Gloyd  
Marketing & Community Relations Manager  
Spencer Municipal Utilities

## Conference Mentor Program

### SIGN UP TO CONNECT

Need help navigating the conference as a first-timer? Want someone to exchange notes with because you're the only one from your organization attending? Eager to share your knowledge and experience as a long-time conference attendee?





The conference mentor program pairs up new attendees with seasoned conference-goers. You'll meet at the Welcome Reception and stay in touch throughout the conference.

Ask for a mentor or volunteer to serve as one — check the box when you register, email [EducationInfo@PublicPower.org](mailto:EducationInfo@PublicPower.org), or call 202-467-2973 by October 28 to participate.

# Breakout Sessions at a Glance

Choose from more than 35 sessions designed to help you stay up to date on trends and technologies, learn best practices from the experts, and exchange ideas with peers.

Visit [www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections) for updates and to register.

 Customer Service		 Energy Services		 Key Accounts		 Public Communications	
Monday, November 5							
8 – 9 a.m.		Opening General Session					
9:30 – 10:30 a.m.	Customer Service Roundtable: Sharing Solutions	Energy Services Roundtable: Changing Loads		Key Accounts Roundtable: Rapid Fire		Raising Awareness of Public Power National Campaign Update	
10:45 a.m. – Noon	Satisfaction Starts at Home: Managing for Optimum Performance	Energy Services for Hard-to-Reach Customers		Earth, Wind & Fire: Managing Key Accounts During Disaster		Lean Forward: Body Language Cues and Tips	
1:30 – 2:45 p.m.	Going Mobile: Empowering Staff in the Field	Integrating Arising Technologies into New Services		Account Management for All Sizes		Public Communications Roundtable: Rapid Fire	
3:15 – 4:30 p.m.	Inside Out: Internal Communications for Better Service	Growing Pains: Grid Impact of Intermittent Loads		Navigating Tough Situations with Big Customers		Tell the Tale on Rates	
4:30 – 5:30 p.m.		Resource Central: Association Benefits for You					
Tuesday, November 6							
8:30 – 10 a.m.	Protecting Customer Data: Lessons Learned from Hacks	Two Sides of the Same Bitcoin		Two Sides of the Same Bitcoin		Weathering the Storm: Opportunity in Adversity	
10:30 a.m. – Noon	Modeling Customer Service in Your Leadership Style	EV Charging: To Own or Not to Own		National Accounts: The Struggle is Real		Public Communications Roundtable	
1:30 – 2:45 p.m.	Customer Service Roundtable: Staffing	The Rate Race: What Does Your Community Want?		Key Accounts Panel: When They Expect More		Five Ways to Up Your Social Media Game	
3:15 – 4:30 p.m.	A Spoonful of Engagement Helps the Rate Medicine Go Down	Getting in Front of Customers Getting Behind the Meter Solutions		Getting in Front of Customers Getting Behind the Meter Solutions		Start at Home: Initiating New Governance Officials	
Wednesday, November 7							
8:15 – 9:30 a.m.	When the Going Gets Tough, The Tough Get Creative	Attracting New Generations to Public Power Careers		Key Accounts Jeopardy: What Is Back to Basics?		A Utility by Any Other Logo: What's in a Brand	
10 a.m. – Noon		Closing General Session					

## Great toolbox

“The networking, insight, and shared knowledge are all so valuable, you come home with a great toolbox to help your team, your utility and your community.”

Melissa Seifen  
Communications Supervisor  
Anaheim Public Utilities

## CONFERENCE AGENDA

# SUNDAY November 4

8 a.m. – 6:30 p.m. Registration

## PRECONFERENCE SEMINARS

Preconference seminars are intensive how-to sessions that offer expert insights, case studies, and practical DIY strategies and tactics on critical utility business and finance areas.

Each preconference seminar requires separate registration.

8:30 a.m. – Noon

## Conducting a Customer Service Check Up

*Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Specialized Knowledge*

Evaluate your strengths and weaknesses in key customer interfaces — beyond rates and reliability — and underlying supports. In customer service, discover how to assess your processes, staffing, technology, and satisfaction metrics, and to design new services. In key accounts and energy services, learn if your programs convey professionalism and are open to continuous improvement. In community outreach, find out if your communications are effective, consistent, and on message. Then dive into internal services like budgeting, human resources, payroll, IT, and purchasing to see how well they support a culture of customer service. Leave with a plan to conduct a complete check-up and improve customer service at your utility.

### Instructors

**Cheryl Anderson**, Director of Training and Member Services, Florida Municipal Electric Association, Tallahassee, Florida; **Patricia Cruz**, Vice President of Consulting & Training, Hometown Connections, Round Rock, Texas; and **Steve VanderMeer**, Senior Vice President of Planning & Marketing, Hometown Connections, Fort Collins, Colorado

1:30 – 5 p.m.

## The Body Language Workshop: Ace Your Communications

*Recommended CEUs .3 / PDHs 3.25 / CPEs 3.9, Communications & Marketing*

Whether it's with your colleagues, leaders, friends, or family, strong relationships are founded on good communications — which goes beyond words. Studies show that 55 percent of communication is nonverbal and two people can exchange more than 800 nonverbal cues in a 30-minute conversation. Join us to explore body language principles and techniques to enhance your communication and influence. Discover how you display your emotions and intent through nonverbal cues to shift the human dynamics of a situation. Learn the five body language channels and how to apply them in your communications. Discover the secrets to negotiating successful through good body language.

### Instructor

**Erick Rheam**, Vice President, Business Development, Automated Energy, Bloomington, Indiana

1:30 – 5 p.m.

## Distributed Energy Resources and Energy Efficiency: Emerging Trends and Opportunities

*Recommended CEUs .3 / PDHs 3.25 / 3.9, Specialized Knowledge*

Come and find out about the latest in energy efficiency, including the rapid transformation of the lighting market and the rise of connected devices. Learn how to capture behavioral and operational savings through connected devices. Get up to speed on the latest in real-time evaluation, measurement, and verification of energy efficiency at the meter. See how you can improve customer service, increase reliability, and reduce costs by integrating distributed energy resources into your utility and power system planning. Explore load management opportunities through energy efficiency, demand response, battery storage, and electric vehicles.

### Instructor

**Emily Levin**, Managing Consultant, Innovative Programs, Vermont Energy Investment Corporation, Burlington, Vermont



# MONDAY November 5

7 a.m. – 5 p.m. Registration

7 – 8 a.m.

## Peer Networking Breakfast

Get energized for the day ahead with your peers and the conference sponsors at this informal Continental breakfast.

8 – 9 a.m.

## Opening General Session

*Recommended CEUs .1 / PDHs 1 / CPEs 1.2*

## Public Power Matters

**Coleman F. Smoak, Jr.**, Chair, American Public Power Association, and General Manager, Piedmont Municipal Power Agency, South Carolina

Public power has unique strengths and advantages but do we remember and leverage them adequately? Are we still committed to ensuring reasonable rates? Are we staying on top of new trends and technologies? Are we prepared for new generations entering the workforce? Are we advocating and telling our story? A veteran public power leader helps you focus on what really matters. Get a refresher on public power's inspiring history and commit to being a positive part of its bright future.



## Excellence in Public Power Communication Videos

Innovative, informative and inspiring: view the winning videos from the Excellence in Public Power Communications Awards given to Association members.

9 – 9:30 a.m.

## Break with Sponsors

5:30 – 7 p.m.

# Welcome Reception

Enjoy hors d'oeuvres and drinks at this informal reception. Meet and reconnect with public power friends and colleagues, network with the experts, and learn about the products and services that conference sponsors offer.

9:30 – 10:30 a.m.

## Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8



### Customer Service Roundtable: Sharing Solutions

Connect with other customer service professionals, learn from their insights, share your new initiatives, and bring your problems to the table for shared solutions.



### Energy Services Roundtable: Changing Loads

Weigh in on dealing with flat load growth, incorporating new technologies, integrating customer generation into your power supply planning, and other challenges in this rapid-fire roundtable.



### Key Accounts Roundtable: Rapid Fire

Crowd source solutions to your key accounts challenges. Submit questions in advance for rapid-fire answers from the experts and your peers. Join the brainstorming and leave with more great ideas than you came with.



### Raising Awareness of Public Power National Campaign Update

In summer 2018, the American Public Power Association is launching a national campaign to raise awareness of public power and its benefits in member communities through creative integrated media approaches. The campaign helps utilities tell a united story of who we are as not-for-profit, community-owned utilities, what we do, and why we do it. Get an update on the campaign and how members are implementing it across the country.

*Meena Dayak, Vice President, Integrated Media & Communications, American Public Power Association*

10:30 – 10:45 a.m.

## Break with Sponsors

#### Key to Sessions



Customer Service



Energy Services



Key Accounts



Public Communications

We reserve the right to limit roundtable discussions to employees of public power utilities, state and regional associations, and joint action agencies.

10:45 a.m. – Noon

## Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



### Satisfaction Starts at Home: Managing for Optimum Performance

You can't deliver true customer satisfaction unless you ensure employee satisfaction. How can you manage staff for optimum performance while keeping them motivated? Get ideas on how to manage a 24-hour contact center operation in peak and slow times by offering flexible schedules and telework programs. Review the logistics, benefits and pitfalls of these programs. Learn best practices for building a winning customer service team.

*Chris Parker, Manager, Training, Development & Customer Interaction, Salt River Project, Phoenix, Arizona*



### Energy Services for Hard-to-Reach Customers

You may offer the most attractive energy efficiency and renewable energy programs and incentives, but you may have to work harder to reach renters, fixed- and low-income customers. Hear from utilities with innovative programs to reduce energy bills, improve customers' comfort, and increase access to renewable energy. Discover how you can tailor your programs, and messages to various customer segments to engage your hard-to-reach customers who really need it.

*Rhonda Davison, Utility Program Coordinator, River Falls Municipal Utilities, Wisconsin; and Tiffany Nichole Small, Senior Communications Specialist, Gainesville Regional Utilities, Florida*



### Earth, Wind and Fire: Managing Key Accounts During Disaster

When disaster strikes, knocking out power for days — and sometimes weeks — you're focused on turning the lights back for all customers as quickly as possible. But you may need to go the extra mile with your key accounts. Learn what other utilities have done to keep their prime customers informed and engaged before, during, and after the recovery and restoration process. From backup power plans to bill credits, see how utilities can help.

*Deborah DePetris, Energy Services Manager, Clark Public Utilities, Vancouver, Washington*



### Lean Forward: Body Language Cues and Tips

Whether you're talking to your boss, co-workers, members of the news media, or the general public, what you don't say speaks as much as what you do say. Roll up your sleeves and join us for some fun insights into body language. Learn how you can put your best foot, hands, shoulders and chin forward. And discover how to read nonverbal cues and messages from people you talk to.

*Erick Rheam, Vice President, Business Development, Automated Energy, Bloomington, Indiana*

Noon – 1:30 p.m.

## Lunch on your own

1:30 – 2:45 p.m.

## Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



### Going Mobile: Empowering Staff in the Field

Mobile workforce solutions can enhance the quality and speed of customer response by improving interaction between field crews and office staff. Hear customer service and IT perspectives from a utility that has started to allow crew members in all departments (electric, water, wastewater) to use iPads configured with apps, email, and web resources for their daily job functions. Learn what's right for you and when and how you should let your field staff take their desks on the road.

**Emily Dexheimer**, Customer Service Representative, and **Matthew Jones**, Senior IT Specialist, Hannibal Board of Public Works, Missouri; and **Kimberly Williams**, Manager, Growth Markets, National Information Solutions Cooperative, Lake Saint Louis, Missouri



### Integrating Arising Technologies into New Services

Innovations are transforming how and what energy services are provided to customers. Discover emerging technologies prompting new trends and review the implications for your utility. Examine the opportunities and pitfalls of new industry trends in demand side management and distributed generation. Hear about healthier learning environments in classrooms using tunable lighting, improved efficiencies in data center servers with liquid cooling, and how the rise of connected devices is creating new partnership opportunities for utilities and customers.

**Emily Levin**, Managing Consultant, Innovative Programs, Vermont Energy Investment Corporation, Burlington, Vermont; **Mary Medeiros McEnroe**, Public Benefits Program Manager, Silicon Valley Power, Santa Clara, California; and **Cory Neeley**, CEM, Energy Services Representative, WPPI Energy, Sun Prairie, Wisconsin



### Account Management for All Sizes

Does your key accounts list go beyond big businesses in your community? Have you considered the special energy needs — and value — of small and medium customers? Get a fresh perspective on how to approach account management for your small and Tell mid-sized business customers. Learn how to give them the attention they deserve without depleting your resources. Dive into case studies and lessons learned at other utilities.

**Nathan Shannon**, Deputy Director, Smart Grid Consumer Collaborative, Atlanta, Georgia; **Dan Smith**, Vice President, Electric Service Delivery, Austin Energy, Texas; and **Austin Whitman**, Vice President, Energy Markets, FirstFuel, Lexington, Massachusetts



### Public Communications Roundtable: Rapid Fire

Join your fellow communicators to tackle the common challenges you share. Submit topics in advance for a rapid-fire Q&A session. You can be sure you'll get more than you give at this roundtable.

2:45 – 3:15 p.m.

## Break with Sponsors

3:15 – 4:30 p.m.

## Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



### Inside Out: Internal Communications for Better Service

When all your staff are aligned to your mission and appropriately empowered, they can build culture of customer service and drive success for your utility. A strong internal communications strategy can develop staff, foster a sense of community, and encourage employees to be better ambassadors for the utility when talking to customers. See how utilities like yours are overhauling internal communications to support strategic priorities, boost employee engagement, and better serve customers.



### Growing Pains: Grid Impact of Intermittent Loads

As distributed energy resources proliferate and load patterns change in response to new technologies, what is the impact on utilities and the electric grid? In the past, it resulted in transmission constraints and congestion. Moving forward we know that even high-use DER customers will likely remain connected to the grid. Understand forthcoming grid challenges and opportunities and how these will impact your energy services offerings.

**Giovanni Damato**, Senior Project Manager, Electric Power Research Institute, Palo Alto, California; and **Eric Walters**, Administrative and Fuels Operations Director, Gainesville Regional Utilities, Florida



### Navigating Tough Situations with Big Customers

Managing key accounts requires you to juggle creating great services, responding to customer feedback, and managing costs — not to mention addressing sensitive issues relating to rate and reliability requirements. Often, it takes more than good manners and efficient service. Get tips on how to see both sides of an issue and carve out action items for a win-win, while avoiding negativity so you can provide the best service you can to your key accounts.

**Laura Varn**, President, Laura Varn & Associates, Charleston, South Carolina





### Tell the Tale on Rates

You know your customers do not live and breathe kilowatt-hours and demand charges like your utility colleagues do. On the flip side, customers only think about your utility briefly when they get their bill. So how do you explain the charges, provide rationale for any rate increases, and tell them how your utility's rates compare — all in the brief window you have? Get tips and resources you can bring back to your community.

4:45 – 5:30 p.m.



### Resource Central: Association Benefits for You

*Recommended CEUs .1 / PDHs .75 / CPEs .9*



Come discover how the American Public Power Association can go to work for you. Find out about Association resources, and get tips on how you can leverage them to make your job easier. Ask questions, get answers, and share your ideas on what the Association can do to help you succeed.



*Jeff Haas, Vice President, Membership & Strategic Development, and Ursula Schryver, Vice President, Education & Customer Programs, American Public Power Association*



# TUESDAY November 6

7 a.m. – 6 p.m. **Registration**

7 – 8:15 a.m.

### Women in Public Power Networking Breakfast

Grab your continental breakfast and join a lively discussion about the growing influence of women in public power. Share common challenges and opportunities.

*Laura Varn, President, Laura Varn & Associates, Charleston, South Carolina*

7:30 – 8:30 a.m.

### Peer Networking Breakfast

Power up with coffee and connections at this informal Continental breakfast. There are no speakers or moderators — just visit with colleagues and chat with sponsors.

8:30 – 10 a.m.

### Breakout Sessions

*Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8*



### Protecting Customer Data: Lessons from Hacks

Data breaches and hacks have been in the news in relation to large corporations. But your utility can be a victim, too! How can you protect your customer, employee, and utility data from hacks? How do you respond if your data is compromised? Hear lessons learned from other utilities and organizations — how they handled the issue and what steps are they taking to prevent recurrence in the future.



### Two Sides of the Same Bitcoin

Bitcoin mining can create significant load growth overnight and miners are drawn to public power territories given the low electricity rates. But Bitcoin's transitory nature makes it difficult for utilities to plan for a load that, literally, might be here one day and gone the next. Learn from public power utilities that have welcomed bitcoin miners, and those considering moratoriums while they grapple with how to handle this new load and the impact on all customers.

*Ben Jones, Manager, Economic Development, City Utilities of Springfield, Missouri; and Andy Wendell, Director of Customer Service, Chelan County PUD, Wenatchee, Washington*

5 p.m.

## Young Professionals Happy Hour

How are young professionals making their mark on public power? Join your colleagues at this pay-your-own-way happy hour and talk to young professionals from public power utilities, affiliates and partners across the country. Share a drink and share what drives you. Then plan the future.



## Weathering the Storm: Opportunity in Adversity

Back to back Category 4 hurricanes in 2017 presented unprecedented challenges for public power. Hear from communicators who weathered a media storm along with the devastation of the electric grid. Learn how they kept open lines of communication against all odds, coordinated with national associations and state and federal government, tackled tough situations, and helped the public focus on the positive stories of mutual aid and recovery. See examples of traditional and social media activity and get tips for how to handle your next major event.

*Julio Torrado*, Director of Human Resources & Communications, Keys Energy Services, Key West, Florida; and *Amy Zubaly*, Executive Director, Florida Municipal Electric Association, Tallahassee, Florida

10 – 10:30 a.m.

## Break with Sponsors

10:30 a.m. – Noon

## Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8



## Modeling Customer Service in Your Leadership Style

Ensuring that all utility employees subscribe to a culture of excellence in customer service requires leadership skills and strategies, mentoring, training, and fostering a culture of customer service leadership throughout the organization. Learn how to tap into your leadership skills to foster this culture to embrace and deliver on the customer service ethic and inspire excellence throughout your organization.

*Patricia Cruz*, Vice President of Consulting & Training, Hometown Connections, Round Rock, Texas; and *Steve VanderMeer*, Senior Vice President of Planning & Marketing, Hometown Connections, Fort Collins, Colorado



## EV Charging: To Own or Not to Own

Transportation is the future of electricity. But what are best practices in preparing for growth in electric vehicles? Should utilities be providing charging infrastructure? Some utilities are investing in charging stations while others are stepping back their efforts. And some are forging innovative partnerships and collaborating with other entities to encourage growth in EV adoption. Understand the pros and cons of different approaches and see what's right for your community. Learn about a new toolkit that can help you design an EV program that works for you.

*Bill Boyce*, Manager, Electric Transportation, Sacramento Municipal Utility District, California; *Patricia Keane*, Manager, Regulatory Policy and Business Programs, American Public Power Association, Arlington, Virginia; and *Barry Rutherford*, Energy Efficiency Engineer, Holland Board of Public Works, Michigan



## National Accounts: The Struggle is Real

Public power utilities may face challenges getting in the door to meet with a national account's corporate energy management team. Hear from both sides of the aisle on what national accounts want, and what your utility can offer. Explore why national accounts are using energy service providers instead of utility key account managers. Hear successful case studies and take away a plan for working with your national accounts.

*Steve Chriss*, Director, Energy Strategy and Analysis, Walmart Inc., Bentonville, Arkansas; and *Cody Graves*, President, Automated Energy, Oklahoma City, Oklahoma



## Public Communications Roundtable

Gather with your utility communications peers for a lively networking session and discussion of the latest and most pressing public communications challenges.

Noon – 1:30 p.m.

## Lunch on your own

1:30 – 2:45 p.m.

## Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



## Customer Service Roundtable: Staffing

Share best practices in hiring, retaining, and developing customer service staff at all levels. Discuss hiring, mentoring, motivating, and leadership skills.



## The Rate Race: What Does Your Community Want?

Considerations for rate design are evolving with new technologies, policy changes, changing customer preferences, and community goals — including environmental efforts, distributed generation and energy efficiency. How can your community-owned utility achieve these objectives while setting rates that recover costs, ensure reliability, and are fair to all customers? Learn from the experts and utilities that are ahead in the rate race.

*Mark Beauchamp*, President, Utility Financial Solutions, LLC, Holland, Michigan; *Liz Jambor*, Manager, Data Analytics and Business Intelligence, Austin Energy, Texas



## Key Accounts Panel: When They Expect More

What are key accounts really looking for in utility services? Bring your questions to this panel and gain insight into what your business customers expect as technologies, lifestyles, and ways of work evolve. Explore how to innovate to meet the needs of your key accounts while retaining core public power values of affordability, reliability, and community responsiveness. Define what qualities a key accounts manager needs to keep up with change and help customers stay on the cutting edge.

*Scott Grieves*, Account Manager, Kissimmee Utility Authority, Florida



### Five Ways to Up Your Social Media Game

Social media has increasingly become a platform for real-time communication and collaboration. Learn how to leverage tools such as Facebook Live to get out essential utility messages and facilitate a two-way conversation with your customers.

**Sam Gonzales**, *Director, Digital & Social Media, American Public Power Association*

2:45 – 3:15 p.m.

### Break with Sponsors

Take advantage of this final opportunity to network with conference sponsors.

3:15 – 4:30 p.m.

### Breakout Sessions

*Recommended CEUs .1 / PDHs 1 / CPEs 1.5*



### A Spoonful of Engagement Helps the Rate Medicine Go Down

A rate change may not always be good news for customers but they'll accept it better if they've been part of the decision-making. Learn how you can gain support for rate increases through continuous community education and involvement. Plan to seek customer input ahead of time. Hear from utilities like yours that have developed public information programs as part of their rate studies to ensure customers are informed and engaged, and support of rate increases.



### Getting in Front of Customers Getting Behind the Meter Solutions



Residential and business customers who wish to take renewables into their own hands — or on to their own roofs — are not likely to stop and consult with your utility first. However, you can proactively position your utility as a trusted, impartial energy advisor and educate customers on considerations and best practices in installing behind the meter solutions. Gain insight into the corporate world's sustainability targets. Hear successful practices for helping customers make the right choices, pick the best vendors, and consider the long-term implications and savings.

**Steve Chriss**, *Director, Energy Strategy and Analysis, Walmart Inc., Bentonville, Arkansas*; and **Mike Hildebrand**, *Vice President, Account Management Solutions, E Source, Boulder, Colorado*



### Start at Home: Initiating New Governance Officials

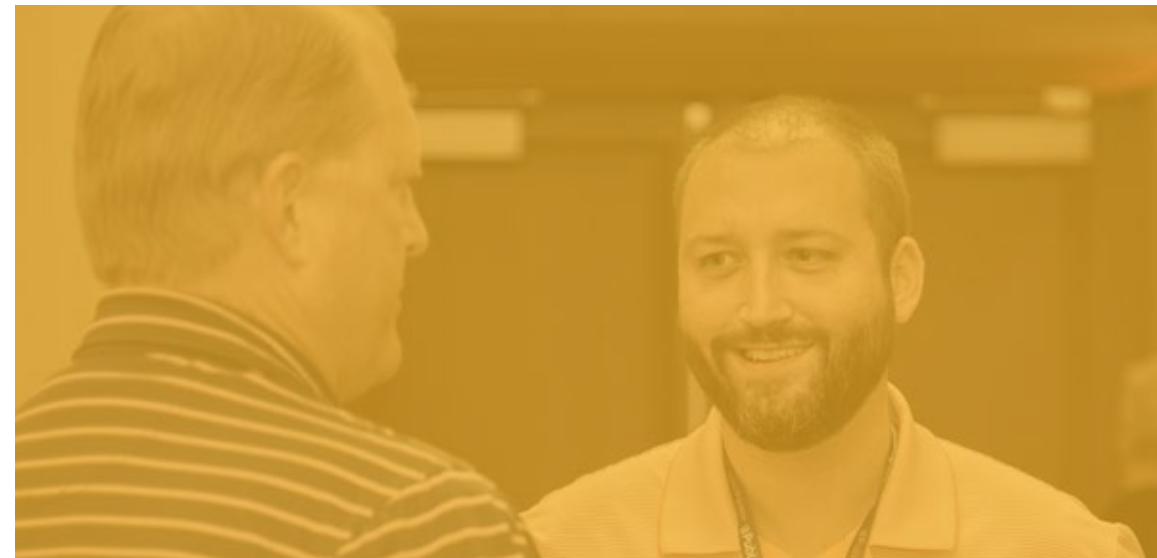
Appointed and elected board members, city council representatives, and local and state policymakers can be better advocates for your utility when they truly understand public power's unique benefits. Discover creative ways to educate them and make them your best ambassadors. Get tips and resources—including Public Power 101 tools and templates from the Association—to get your officials aligned with the message of community ownership and control so they can advocate with power.

**Joe Gehrdes**, *Director, Communications & Public Relations, Huntsville Utilities, Alabama*; and **Carolyn Justice-Hinson**, *Communications & Community Relations Officer, Fayetteville Public Works Commission, North Carolina*



### Roundtable: Joint Action Agencies & Associations

Meet with your peers from joint action agencies and state and regional associations to discuss hot topics in customer service, energy services, key accounts, and public communications.



5:30 – 7 p.m.

## Reception

Enjoy down time with friends and colleagues over food and drinks, and grow your network of public power professionals.



# WEDNESDAY

## November 7

7:15 – 8:15 a.m.

### Peer Networking Breakfast

Network with your peers at this informal Continental breakfast. There are no speakers or moderators.

8:15 – 9:30 a.m.

### Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



#### When the Going Gets Tough, The Tough Get Creative

Customer needs vary in each community. As a public power utility, you must adopt and adapt services to be responsive to your customers' evolving needs and expectations—even when budgets or morale is low. Hear from other utilities like yours that have found out of the box solutions to enhance the customer experience by cross-training staff, altering the physical structure of offices, and changing the culture in the workplace.



#### Attracting New Generations to Public Power Careers

Generations X, Y, and Z are champions of community and social causes. Yet we find it hard to attract them to careers in public power, especially in the face of competition from other types of electric utilities. Learn about successful strategies public power utilities are using to educate and attract young people to improve the outlook for public power's future workforce.

*Phillip Bisesi*, Supervisor, Residential Energy Services, *Electricities of North Carolina, Inc.*, Raleigh, North Carolina; and *Chad Johnson*, Senior Education Specialist, *Nebraska Public Power District*, Aurora, Nebraska



#### Key Accounts Jeopardy: What Is Back to Basics?

Come test your knowledge of essential facts for key accounts team members. In true Jeopardy fashion, answer questions in categories that take you back to basics in understanding customers and developing strategies for better services.

*Devin Fink*, Manager, Account Management Services, *E Source*, Boulder, Colorado; and *Erick Rheam*, Vice President, Business Development, *Automated Energy*, Bloomington, Indiana



#### A Utility by Any Other Logo: What's in a Brand

A brand is more than a logo or tagline — it's about the promise you make to your customers and stakeholders. Is your brand aligned to your values, vision, and mission? Does it help you stand out in the crowd? Learn how other utilities are revisiting and refreshing their brand better to position themselves in their communities. See how defining and strengthening your brand can help you stand up to the competition — which may come from unexpected places — and build loyal supporters to inoculate against bad times.

*Alan Heymann*, President, *Blue Drop*, Washington, D.C.

9:30 – 10 a.m.

### Break

10 a.m. – Noon

### Closing General Session

Recommended CEUs .2 / PDHs 2 / CPEs 2.4

#### State of Public Power: Evolving to Our Future

*Sue Kelly*, President & CEO, American Public Power Association

Tune into three global trends — Amazon, connection, and socialization — that impact how public power utilities will do business in future to meet changing customer lifestyles and expectations. Learn how your utility can embrace these trends to build the future you want, together with your customers, and about resources to help you evolve and lean into the headwinds of change.



#### Honoring Our Colleagues

Celebrate winners of the Excellence in Public Power Communications awards and certificate program graduates.

#### The Passion Conversation: Sparking and Sustaining Customer Loyalty

*John Moore*, Branding Expert and Marketing Mastermind from Starbucks and Whole Foods

Passion is a circular relationship. It drives customers to fall in love with brands and drives brands to fall in love with customers. Discover why people talk about companies and share their love for brands, and get advice for how to spark and sustain word-of-mouth marketing and customer loyalty.



Noon

### Adjourn



# Registration

[www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections)  
Register online or download a registration form you can submit.

## Registration Fees

### American Public Power Association Member

	Through October 6	After October 6
Customer Connections Conference	\$745	\$795
Preconference Seminar (each)	\$325	\$375

### Not Yet a Member

	Through October 6	After October 6
Customer Connections Conference	\$1,490	\$1,540
Preconference Seminar (each)	\$650	\$700

Not yet a member? Join today and save \$745 on your conference registration. Call 202-467-2926 or email [Membership@PublicPower.org](mailto:Membership@PublicPower.org) to learn more.

# Hotel

**Walt Disney World Swan Hotel**  
1200 Epcot Resorts Boulevard  
Lake Buena Vista, Florida. 32830

- Located in the heart of Disney and Orlando
- Group rate: \$214 (Single/Double) per night (plus 12.5% tax)
- Check in: 4 pm. Check out: 11 am
- Main telephone: 407-934-3000
- Parking: \$20/day self-parking; \$30/day valet
- Free wi-fi in rooms

## Reservations

- Make your reservations directly with the hotel
- Online: [www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections) under "Hotel"
- Phone: 800-227-1500
- Attendee group code: APPA18
- Reservation cut-off date: October 3, 2018

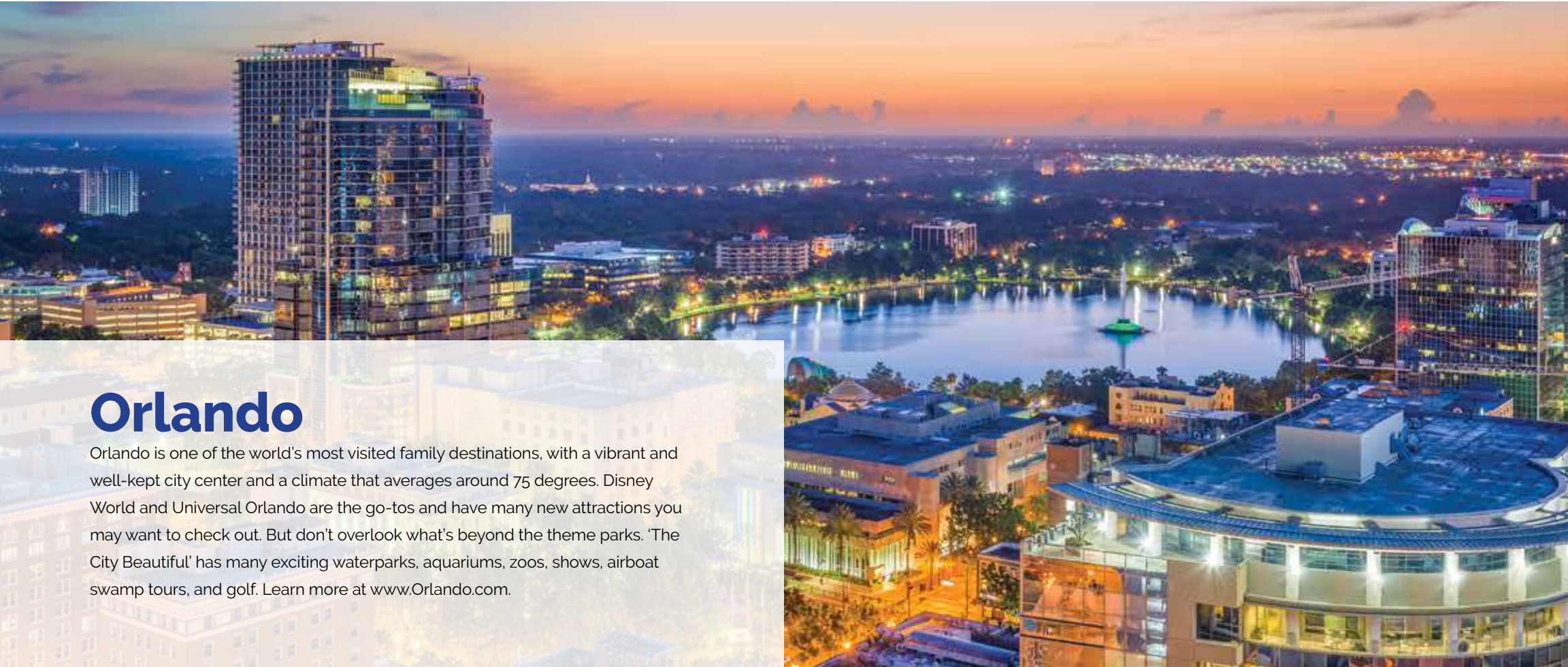
## Scam Alert

Make your reservations only at [www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections)

Do NOT make hotel reservations through any third party that may contact you by phone or email. Use only the online reservation links, phone numbers, and discount codes available directly from the Association — in conference brochures and at [www.PublicPower.org](http://www.PublicPower.org).

# Orlando

Orlando is one of the world's most visited family destinations, with a vibrant and well-kept city center and a climate that averages around 75 degrees. Disney World and Universal Orlando are the go-tos and have many new attractions you may want to check out. But don't overlook what's beyond the theme parks. 'The City Beautiful' has many exciting waterparks, aquariums, zoos, shows, airboat swamp tours, and golf. Learn more at [www.Orlando.com](http://www.Orlando.com).



# Accreditation & Certification



### Continuing Education Units

The American Public Power Association is accredited by the International Association for Continuing Education and Training (IACET) and is authorized to issue the IACET CEU.

### Professional Development Hours

The Association's educational practices are consistent with the criteria for awarding Professional Development Hours (PDHs) as established by the National Council of Examiners for Engineering and Surveying (NCEES). Course eligibility and number of PDHs may vary by state.



### Continuing Professional Education Credits

The American Public Power Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Ave. N., Suite 700, Nashville, TN 37219-2417. Website: [www.nasbaregistry.org](http://www.nasbaregistry.org).

Earn up to 17 CPE credit hours for attending the conference (not including the preconference seminars). All sessions are intermediate-level, group-live offerings with no prerequisites and no advance preparation required. Areas of study will be listed on the Verification of Attendance form. For more information regarding administrative policies, such as clarification of requirements, complaints, and refunds, contact [EducationInfo@PublicPower.org](mailto:EducationInfo@PublicPower.org).

## Contact Us

Visit [www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections) for program updates and to register online.

### Registration Questions

[Registration@PublicPower.org](mailto:Registration@PublicPower.org)  
202-467-2941

### Program Questions

[EducationInfo@PublicPower.org](mailto:EducationInfo@PublicPower.org)  
202-467-2973

### Hotel Questions

[Meetings@PublicPower.org](mailto:Meetings@PublicPower.org)  
202-467-2941

### Sponsor Questions

Haley Herbst  
[HHerbst@PublicPower.org](mailto:HHerbst@PublicPower.org)  
202-467-2944

# 10 Reasons You Should Attend the Customer Connections Conference

1. Draw inspiration on how to better serve your customers and community
2. Build relationships with your peers in the national public power community
3. Get up to speed with the trends and technologies shaping your field
4. Be motivated by enthusiastic and expert speakers and colleagues
5. Understand the challenges facing our industry, and your role in facing them
6. Pick up tips and resources to improve your operations and performance
7. Immerse yourself in challenges and solutions specific to public power utilities
8. Network with industry suppliers, vendors and consultants who can fuel your success
9. Customize your learning experience by mixing and matching sessions from multiple tracks
10. Share solutions and learn from the experiences of others like you



*Innovate Together*

# Customer Connections Conference

November 4-7, 2018 Orlando, Florida



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22202-4803

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