



National Conference & Public Power Expo



June 15-20, 2018



New Orleans, Louisiana

IDEAS • SOLUTIONS CRITICAL INSIGHTS

- Technology disruptions
- Community revolutions
- Customer evolutions
- Demographic transformations
- Economic cycles
- Regulatory upheavals



Explore Together

EXPLORE TOGETHER

www.PublicPower.org/NationalConference

Find Your Community

Connect with your peer group to share and grow together

- General managers and CEOs
- Senior managers and rising leaders
- Mayors
- City council members
- Governing board members
- Industry partners and vendors
- Consultants and subject matter experts

Conference Mentor Program Sign Up to Connect

Need help navigating the conference as a first-timer? Want someone to compare 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?

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

Ask for a conference mentor or volunteer to serve as one — check the box when you register, email EducationInfo@PublicPower.org, or call 202-467-2976.

www.PublicPower.org/NationalConference

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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 customers 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.

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.

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Agenda at a Glance

Friday, June 15

7 a.m. – 4 p.m. Public Power Day of Giving

Saturday, June 16

8:30 a.m. – 5 p.m. Preconference Seminars
9 a.m. – Noon Association Board of Directors Meeting
3 – 5 p.m. Advisory Committee Meeting

Sunday, June 17

8:30 a.m. – 5 p.m. Preconference Seminars
11 a.m. – Noon PMA Task Force Meeting
1 – 2 p.m. Joint Action Agencies Meeting
2 – 4 p.m. Legislative & Resolutions Committee Meeting
4 – 5 p.m. FERC/NERC Issues Briefing
5 – 6 p.m. Women in Public Power Reception
5:30 – 6 p.m. Maximize Your Membership: Resources Roundtable
6 – 7:30 p.m. Welcome Reception

Monday, June 18

7 – 8:15 a.m. PowerPAC Breakfast
8:30 – 10:30 a.m. Keynote Speakers
CEO Address: State of Public Power, *Sue Kelly*
Inside Washington: The Real Power Plays, *Jonathan Swan*

9:30 – 11 a.m. Guest Breakfast & Mardi Gras Masks
11 a.m. – Noon Breakout Sessions
1:30 – 2:30 p.m. Breakout Sessions
1:30 – 4 p.m. Public Power Expo: Preview Hours
2:45 – 4 p.m. Keynote Speaker
How Cybersecurity Is Redefining Our World, *Michael Daniel*

4 – 6 p.m. Public Power Expo: Grand Reception
6 p.m. Young Professionals Happy Hour

Tuesday, June 19

8 – 10 a.m. Awards Presentation
Keynote Speaker
Unleashing Six Megatrends of the Next Decade, *Chunka Mui*

10 a.m. – Noon Public Power Expo
11 a.m. – Noon Breakout Sessions
Noon – 1:30 p.m. Public Power Expo: Closing Luncheon
1:30 – 2:30 p.m. Breakout Sessions
2:45 – 4:15 p.m. Keynote Panel
Challenges, Opportunities and the Future of Public Power

4:30 p.m. Association Business Meeting
8 – 10 p.m. Concert & Connections Reception

Wednesday, June 20

8 – 10:30 a.m. Chair's Breakfast
Keynote Speaker
Tackling the Odds for a Life Touchdown, *Joe Theismann*

10:30 a.m. Adjourn

Breakout Sessions at a Glance

MONDAY, JUNE 18		TUESDAY, JUNE 19	
11 a.m. – Noon	1:30 – 2:30 p.m.	11 a.m. – Noon	1:30 – 2:30 p.m.
Customer Service: Whose Job Is It Anyway?	Know Your Worth, Show Your Worth	Standing Up to a Sellout Threat	Bond Ratings: An Inside Look
Social Media Success: In Good Times and Bad Times	Air, Water, Waste: Federal Environmental Update	CO2 Emission Standards: What's Next?	Bringing New Businesses to Your Community
From Congress to Your Community: Federal Legislative Update	The Wild West: Keeping Up with Market Developments	Pole Attachments: Defending Against Federal Interference	Decarbonization 2.0: The State Impact
The High Cost of Low Wages	New Manager's Roundtable	Catch 'Em Young: Energy Education for the Next Generation	Strategic Planning: Charting Your Utility's Future
Assess and Act: Build Your Cybersecurity Program	Blockchain and the Energy Invasion: A Primer	#CyberReady: Utilizing the Public Power Cybersecurity Scorecard	Cyber Mutual Assistance: A New Alert Portal
The Perfect Storm: Be Prepared with Mutual Aid	Fiber and Public Power: Catalyzing Development	FERC Evaluating Resilience: What's Up in the Markets?	Measure It to Improve It: Benchmarking for Excellence
Not Your Grandfather's Utility: Examine Your Business Model	Community Solar Shines with Customer Engagement	Electrification: When, Why and How	Store Up the Benefits: Leveraging Energy Storage
Electric Vehicles: Are You Ready for the New Load?	What's New in Energy Efficiency and Distributed Energy	The Winds of Change: Beyond Generation	Adding Small Modular Reactors to Your Portfolio

Volunteer at the Public Power Day of Giving

Friday, June 15

Celebrate public power's commitment to community service at the 11th annual Public Power Day of Giving. Volunteer for a day with a service organization to give to the local community. Forge lasting relationships with your public power colleagues as you serve together. All conference attendees and guests are welcome to join us for the Day of Giving.

St. Bernard Project

This project was founded in 2006 to help families rebuild homes damaged during Hurricane Katrina. Volunteers may be asked to help with demolition, mold remediation, insulation, drywall, mudding/texturing, painting, doors, flooring or trim work. Volunteers will work indoors and outdoors.

Second Harvest Food Bank

This project collects, stores, and provides food and support to 700+ community partners and programs across 23 parishes in Louisiana. Volunteers will help inspect, sort, and repack food and groceries.

Center for Sustainable Engagement & Development

This project focuses on coastal rehabilitation, greening the environment and increasing food security in the Lower Ninth Ward. Volunteers will work at the Gratitude Garden picking up trash, removing weeds and dead plants, trimming bushes, watering and inspecting cypress trees, organizing sheds, planting, repairing rain garden beds, and overall garden maintenance.



What Volunteers Must Know

- Conference attendees, exhibitors, and guests (including children) may all participate.
- All projects require varying degrees of physical activity.
- Unskilled and inexperienced volunteers are welcome.
- Plan on a full day of activity, from 7 am to 4 pm.
- Breakfast, lunch, water, and snacks are provided.
- Transportation is provided between the hotel and work sites.
- Sign up by Friday, May 18 to guarantee your spot.

Sign up online by May 18

www.PublicPower.org/NationalConference

Sign up is separate from your conference registration.



Public Power Day of Giving Partners

As of March 29, 2018

Find out how your organization can be a Public Power Day of Giving partner at www.PublicPower.org/NationalConference — Public Power Day of Giving > Sponsors.

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Preconference Seminars

Separate registration and fee required

Get help meeting complex challenges — add one or more seminars to your registration to sharpen your skills and knowledge. Longer duration, smaller number of participants, interactive formats, and experienced instructors make these seminars a value-add to your conference registration.

Saturday, June 16

Electric Utility Industry Overview and Challenges

8:30 a.m. – 4:30 p.m. (FULL DAY)

Recommended CEUs .7 / PDHs 6.5 / CPEs 7.5, Specialized Knowledge

Get a non-technical overview of the local public power utility and how it's run. Learn about the electricity infrastructure from the power grid to the meter. Understand the impacts of regulation and electricity markets. Discuss industry trends and issues that are impacting utilities and challenging the traditional public power business model. Get a free copy of the American Public Power Association's Electric Utility Basics handbook.

R. John Miner, President, Collaborative Learning, Inc., Austin, Texas

How the Federal Power Act Impacts Your Utility

8:30 a.m. – Noon (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Learn the background, structure, and key provisions of the Federal Power Act, the principal federal statute providing for regulation of the electric utility industry in the U.S. See how the Federal Energy Regulatory Commission administers and implements the FPA, and understand how FPA regulation impacts your utility's rates and reliability.

Kimberly Frank, Partner, McCarter & English, Washington, D.C.; and **John McCaffrey**, Regulatory Counsel, American Public Power Association, Arlington, Virginia

Follow the Money: Making Sound Financial Decisions

8:30 a.m. – Noon (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Finance

Learn how to determine key financial targets and indicators to guide strategic decision making on cash requirements, rate of return, debt coverage ratio, age of system, capital reinvestment, debt policies, transfers to the city, and rate structures for revenue stability. Get real-life examples on how to improve your utility's long-term financial health. Get tips on how to communicate utility financial performance and rate changes to governing bodies and customers.

Dawn Lund, Vice President, Utility Financial Solutions, Leland, Michigan

Cybersecurity: What Leaders Need to Know

1:30 – 5 p.m. (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Leaders need to embed a culture of cyber preparedness at every utility, large or small. Join us to gain awareness of the fundamental concepts of cybersecurity, threat vectors, and risks to your utility. Monitor trends and see how other utilities like yours are preparing for risks. See what it takes to develop, adopt, and implement a holistic cybersecurity program with a robust framework and best practices. Understand budgeting and staffing needs.

Doug Westlund, Senior Vice President, AESI-US, Inc., Milton, Ontario

Advanced Metering: Don't Be Left Behind

1:30 – 5 p.m. (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

If your utility does not upgrade to advanced metering infrastructure and meter data management technologies, you may be falling behind. Yet costs and delayed returns may put upgrades out of your reach. Learn how to justify the AMI investment. Understand the long-term benefits — better system maintenance and control, improved outage management, enhanced customer service, ability to incorporate distributed energy resources, better rate design, and integration of all systems.

Steve Collier, Director of Smart Grid Strategies, Milsoft Utility Solutions, Abilene, Texas; **Pat Corrigan**, Consultant, Katama Technologies, Wake Forest, North Carolina; and **Dawn Lund**, Vice President, Utility Financial Solutions, Leland, Michigan

Strategic Rate Design: Trends and Case Studies

1:30 – 5 p.m. (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Learn how to develop a 5-10 year strategic rate plan that considers utility goals as well as customer impacts. Do a deep dive with utility case studies. Understand how rates can be modified or restructured over time to help your utility recover costs and remain financially viable and competitive. See how rates can help you establish and promote energy efficiency, demand response, time of use and real-time pricing. Keep up with trends like electric vehicles and distributed generation.

Mark Beauchamp, CPA, CMA, MBA, President, Utility Financial Solutions, Holland, Michigan

Preconference Seminars

Separate registration and fee required

Sunday, June 17

Be Prepared: Disaster Planning and Response Guide

8:30 a.m. – Noon (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Join the authors and experts for an in-depth look at the new public power storm restoration guide. Explore the full range of issues involved in disaster response and recovery — emergency planning, mitigation and preparedness, maintenance and engineering, damage assessment, crew staging and deployment, and customer/stakeholder communications. Understand how best you can mobilize mutual aid to supplement your restoration efforts.

Charlie Fisher, Senior Managing Director, Witt O'Brien's, Houston, Texas; and **Anthony Hurley**, Associate Managing Director, Witt O'Brien's, Washington, D.C.

Distributed Energy Resources: Managing the Risk

8:30 a.m. – Noon (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Advances in distributed energy resources present several risks to your utility along with load management and cost recovery challenges. How can you manage the increased impacts and maintain customer relationships? Examine case studies to see how “business as usual” analytical methods can be improved to identify and manage risks.

Tony Georgis, Director, **Andy Reger**, Senior Consultant and **Fred Wellington**, Vice President, NewGen Strategies & Solutions, LLC, Denver, Colorado

Board Responsibilities: Excellence in Governance

8:30 a.m. – Noon (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Public power board and city council members should have a comprehensive job description and a good understanding of business challenges facing their utility. Bring your governance team, especially the new appointees, to a full initiation into public power and building constructive board-management relationships. Your leaders will get an overview of the utility industry and public power business model and learn all they need to know about board duties, responsibilities and legal obligations.

Steve VanderMeer, Senior Vice President, Planning and Marketing, Hometown Connections, Fort Collins, Colorado

Solar Strategies: Protecting Revenue and Pleasing Customers

1:30 – 5 p.m. (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Learn how to address potential revenue disruption caused by distributed solar while managing customer expectations. Through case studies, learn about different rate designs like net metering and value of solar and their revenue impacts. Explore how you can address the customer demand for solar and evaluate the impact of a community or utility-scale solar program.

Dave Buemi, Managing Principal, Prescient Energy Development, Annapolis, Maryland; **Lisa Vedder**, Principal, LM Vedder Consulting, Orlando, Florida; and **Matt Zehnder**, Vice President, KeyBank Capital Markets, Seattle, Washington

Developing Policies that Demonstrate Effective Board Leadership

1:30 – 5 p.m. (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Learn how to develop written policies that establish clear expectations for organizational results as well as board and management performance. Discover a systematic process and structure for policy documentation and structure that addresses the full range of policy issues the governing board and management are likely to face. Hear from two public power CEOs on why and how their boards developed a comprehensive policy manual, and how the policies were implemented. Share challenges and lessons learned.

Troy Adams, PE, General Manager, Elk River Municipal Utilities, Minnesota; **Tom DeBell**, General Manager & CEO, Riviera Utilities, Foley, Alabama; and **R. John Miner**, President, Collaborative Learning, Inc., Austin, Texas

Disaster Recovery: Navigating FEMA Grants

1:30 – 5 p.m. (HALF DAY)

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Specialized Knowledge

Your utility may be eligible to receive federal assistance following a major disaster declaration but navigating the FEMA Public Assistance Program is not easy. Learn how to properly document your damages and take steps even before a disaster strikes to make it easier to get reimbursed later. Understand federal procurement guidelines and requirements. See how to avoid common mistakes that can lead to disallowance of funding. Hear about FEMA's appeals process, and what to expect if you are targeted for an audit.

Valarie Philipp, Associate Managing Director, Witt O'Brien's, Fort Lauderdale, Florida

Sunday, June 17

Legislative & Resolutions Committee Meeting

2 – 4 p.m.

Members of the American Public Power Association's Legislative & Resolutions Committee meet to consider and vote on new policy resolutions. Each Association member utility may designate one voting delegate for this meeting.

Women in Public Power Reception

5 – 6 p.m.

Join the most powerful gathering of women thought leaders, policymakers, and innovators shaping public power for networking and drinks. Make connections, share stories, and ignite conversations.

Maximize Your Membership: Resources Roundtable

5:30 – 6 p.m.

Your utility is a member of the American Public Power Association—so what does that mean for you? Are you taking advantage of all the benefits and resources available to you? Find out about new and popular resources and how you can leverage them to make your job easier. Discover programs and tools that can be customized for your needs. Get answers to your questions and share ideas about what else we can do to help you succeed.

Welcome Reception

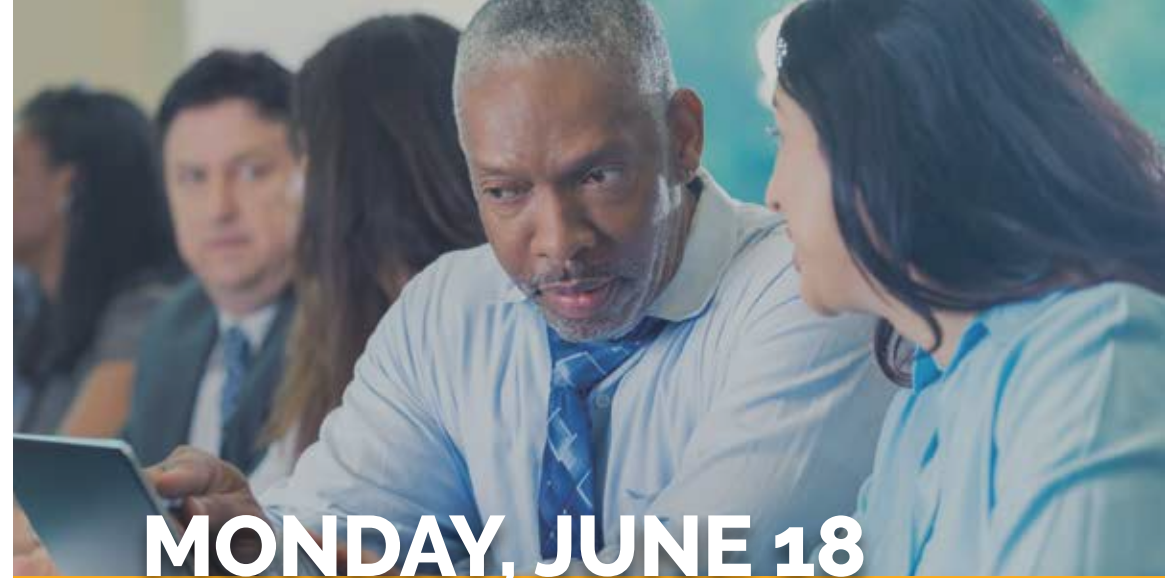
6 – 7:30 p.m.

Enjoy hors d'oeuvres and drinks while you reconnect with old friends, meet new people, and network with other public power leaders.

Conference Mentor Program

If you're a first-time attendee, or the only one from your organization, pair up with a seasoned conference-goer who'll show you the ropes. Your mentor will meet you at the Welcome Reception and stay in touch with you throughout the conference.

Need a conference mentor or want to serve as one? Check the box on the registration form, email EducationInfo@PublicPower.org, or call 202-467-2976.



MONDAY, JUNE 18

Navigate uncharted territories with visionary keynote speakers on politics, cybersecurity, and the future of our industry.

Opening General Session

8:30 – 10:30 a.m.

Recommended CEUs .2 / PDHs 2 / CPEs 2.4

State of Public Power

Sue Kelly, President & CEO, American Public Power Association

Sue Kelly delivers the much-anticipated annual public power state of the union. Learn about threats and opportunities on the advocacy, communications, economic, and technological fronts. Discover how other public power utilities are innovating and forging ahead. Explore the possibilities of the future for your community and for public power nationally.



Sue Kelly

Inside Washington: The Real Scoop

Jonathan Swan, National Political Reporter, *Axios*

What's really happening in the nation's capital? Where is the Administration headed in year two? What does Congress have on its agenda? Take a behind the scenes tour of the corridors of power and monitor federal policy trends and issues impacting the economy and energy outlook. Get to know the real movers and shakers. See what the mid-term elections could bring. And understand what it all means for the country — and your community.



Jonathan Swan

Breakout Sessions

Sessions within each time slot are concurrent

Explore new solutions with the pioneers shaping our industry's future. Personalize your conference experience by choosing the topics that best meet your needs. Learn how sought-after industry experts and colleagues at other public power utilities like yours are tackling the challenges that keep you up at night. Take home actionable new ideas and tactics.

11 a.m. – Noon

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Customer Service: Whose Job Is It Anyway?



Outstanding customer service is what distinguishes a public power utility and sets it apart. In a time of unprecedented technology changes and changing lifestyles, customer relationships are more important than ever before. Define good customer service and see how your utility stacks up. Discuss how to identify and meet the needs of different types of customers. Get ideas for how to create a utility-wide culture of customer service.



Social Media Success: In Good Times and Bad



See how public power utilities with limited resources are educating and engaging communities with a strong social media presence. Discover how they are using good times to build trust and goodwill they can leverage during outages, rate increases, etc. Share in lessons learned from the American Public Power Association's year-long pilot program with small and medium size utilities to raise awareness of public power in their communities.

From Congress to Your Community: Federal Legislative Update



Hear what's happening in Congress and what issues will come up in 2018 that impact public power. Get the latest on federal legislative activity around infrastructure, tax-exempt municipal bonds, pole attachments, hydropower licensing reform, natural gas pipeline permitting, vegetation management, reform of the Public Utility Regulatory Policies Act, ownership of the Power Marketing Administrations, wholesale electricity markets, drones, and grid security.

Key to Sessions



Community & Communications



Cybersecurity



Legislative & Regulatory



Public Power Forward



Reliability & Preparedness



Utility Management



Workforce Optimization

The High Cost of Low Wages



Competitive wages allow you to attract and retain qualified employees, but offering competitive salaries can be a challenge for public power utilities. Learn how compensation studies can help you benchmark salaries and benefits against competitors and educate policymakers on the critical importance of paying a competitive wage – even when utility executives are paid more than other city employees. Review factors that drive competitive pay in a variety of utility positions and discover tools to help determine a competitive pay scale for your utility. Discuss how to make the case for competitive wages based on the financial benefits that public power communities receive.

Assess and Act: Build Your Cybersecurity Program



Cyber threats to your utility are evolving as more data and control information flows over communication networks. See how other utilities like yours are conducting vulnerability assessments, designing and deploying cybersecurity programs, and training staff and governance bodies. Learn how you can identify cyber and data privacy threats and develop a comprehensive and sustainable step-by-step process to secure your IT and OT systems.



The Perfect Storm: Be Prepared with Mutual Aid



Take a quick tour through the new public power storm restoration guide. Explore all dimensions of disaster response and recovery – emergency planning, mitigation and preparedness, maintenance and engineering, damage assessment, crew staging and deployment, and customer/stakeholder communications. Understand how best you can mobilize mutual aid to supplement your restoration efforts.

Not Your Grandfather's Utility: Examine Your Business Model



The grid faces new challenges and pressures as load patterns continue to change. Customers are getting savvy about energy efficiency, smart energy management, behind-the-meter generation, and new technologies. Public power utilities can no longer afford to be in "business as usual" mode. See why and how you should rethink your business model and update services, rates, and operations to remain relevant in this changing market.

Electric Vehicles: Are You Ready for the New Load?



Electric vehicles promise significant growth in electricity demand but impose many new demands on distribution utilities. Long-term planning is critical to establish charging infrastructure and handle new load patterns. Explore market trends and see how you can prepare. Learn about residential, public and high-speed charging of up to 400kW. Get tips on how to meet customer needs while protecting reliability and recovering costs.

Breakout Sessions

1:30 – 2:30 p.m.

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Know Your Worth, Show Your Worth



Public power offers distinct benefits to the community and is affordable, reliable and responsive to community needs. Your utility gives back to the community through payments-in-lieu of taxes, community services and economic development benefits, and more. Can you quantify the value you provide to your citizens? Learn how to assess and document the benefits your utility offers and how to communicate these to stakeholders.



Air, Water, Waste: Federal Environmental Update



Many of the major air, water and waste environmental regulations affecting fossil fuel generation are undergoing regulatory review, revision, or repeal because of continuing policy changes under the Trump Administration. See what's new and what's on the horizon on ozone ambient air quality standards, coal ash, new source review, effluent limitation guidelines for steam electric generating units, and Waters of the U.S. rules.

The Wild West: Keeping Up with Market Developments



The Western Interconnection has seen many new regional wholesale market developments including the expanding Energy Imbalance Market, efforts to develop regional governance for the CAISO, the Mountain West Transmission Group, and the wholesale market offered by Peak RC and PJM. Get an update on these developments, discuss what's next, and understand the implications for your utility and customers.

New Manager's Roundtable



New CEOs and utility managers, as well as future leaders, are invited to connect with peers and discuss common challenges. Meet other new public power leaders and share ideas and experiences in an open discussion forum. Bring your challenges to the table for solutions from others.

Key to Sessions



Community & Communications



Cybersecurity



Legislative & Regulatory



Public Power Forward



Reliability & Preparedness



Utility Management



Workforce Optimization

Public Power Expo Preview Hours

1:30 – 4 p.m.

Get a sneak peek at the Public Power Expo and start meeting the industry partners and suppliers offering the products and services your utility needs year round.

**PUBLIC
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EXPO**

Blockchain and the Energy Invasion: A Primer



Blockchain is the technology underlying cryptocurrencies like Bitcoin. Broader applications of blockchain technology are poised to bring big changes to many industries, including energy. Come and listen to a non-technical, easy to understand explanation of blockchain technology. Discover how blockchain will impact your utility and get ready for new loads and new ways of transacting with customers and suppliers.



Fiber and Public Power: Catalyzing Development



If you provide or want to start providing telecommunications and fiber-to-the-home services in your community, this session is a must-attend. See how the community benefits from enhanced Internet, phone, and video services for residents, businesses, and education institutions. Hear about the impact of increasing state regulations on fiber services. Learn how fiber can be a catalyst for local economic development and innovation, positioning your utility for success.

Community Solar Shines with Customer Engagement



Strategic, long-term customer engagement and management is critical to the success of utility programs like community solar. The program can thrive only if customers are happy and remain committed to the program. Whether you are planning to launch a community solar program or already have one up and running, come and discover engagement strategies and tools to improve the customer experience while saving valuable internal team resources and bandwidth.

What's New in Energy Efficiency and Distributed Energy



Review industry trends in energy efficiency and learn how utilities are integrating distributed energy resources to create economic value. Learn from real-world examples about the opportunities and pitfalls of integration. See what's new in energy efficiency programs, renewable generation, storage, load shaping/shifting, electric vehicles, and heat pumps. Learn how to analyze data to understand load patterns and system constraints and improve grid resiliency.

General Session

2:45 – 4 p.m.

Recommended CEUs .1 / PDHs 1.2 / CPEs 1.5

How Cybersecurity is Redefining Our World

Michael Daniel, Cybersecurity Advisor to President Barack Obama & President, Cyber Threat Alliance

As the world goes almost fully digital, what new cyber threats and risks do we have to contend with? Get a comprehensive overview of today's global security landscape, and the threats that the Internet of Things and big data impose on our increasingly interconnected world. Examine the current Administration's approach to cybersecurity. Understand why collaboration and information sharing between the public and private sectors is critical to effective defense against unknown online adversaries.



Michael Daniel

Public Power Expo Grand Reception

4 – 6 p.m.

Enjoy some down time with colleagues as you unwind over drinks. Meet more than 100 industry suppliers and consultants and discover how they can help your organization succeed.

**PUBLIC
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Young Professionals Happy Hour

6 p.m.

Meet up with other young professionals from public power utilities, affiliates, and partner organizations at a relaxing, fun, pay-your-own-way happy hour. Share a drink and plan the future.



TUESDAY, JUNE 19

General Session

8 – 10 a.m.

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Presentation of National Awards

Recognizing excellence in public power operations and leadership

Unleashing Six Megatrends of the Next Decade

Chunka Mui, Futurist, Innovation Advisor, and Author of *Unleashing the Killer App* and *Billion Dollar Lessons*

It feels like sci-fi novels and movies are turning into reality. From self-driven cars to robots that do our every bidding, new technologies are transforming how we live, work, and play. For every business and industry, success over the next five to ten years will depend on handling six technological megatrends — cloud computing, mobile devices, social media, cameras, Internet of Things, big data, and artificial intelligence. Monitor these trends, understand how each of them impacts your customers and utility, and see how you can take on the future.



Chunka Mui

Public Power Expo

10 a.m. – Noon

Continue to learn about the products and services that can help your utility and chat with public power's friends and partners. Enjoy refreshments in the Expo Hall.

**PUBLIC
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EXPO**

Breakout Sessions

11 a.m. – Noon

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Standing Up to a Sellout Threat



No public power utility can take its future for granted. Fiscal pressures on local government, the expansion of traditional competitors, and the entry of new players into the market may cause your community to evaluate if it should continue to own its electric utility. Understand the warning signs and see how you can counter the threat of a sellout. Learn how to communicate and build goodwill so you can gain community support and resist takeover attempts.

Closed to press, consultants, vendors, and non-members.

CO2 Emission Standards: What's Next?



The American Public Power Association has urged the EPA to replace the Clean Power Plan with a rule that ensures regulatory certainty for public power utilities. We are advocating for a rule that is workable and legally defensible, respects the authority of states to set source specific performance standards, and offers flexibility to demonstrate compliance. Join us to get an update and learn how your utility and state can develop plans to meet CO2 performance standards so customer and reliability impacts are minimized.

Pole Attachments: Defending Against Federal Interference



Throughout 2017, the Federal Communications Commission and Congress tried to preempt state and local pole attachment rates and regulations in favor of a national standard. In October 2017, the Senate Commerce Committee distributed a draft bill that would repeal or erode the public power exemption from FCC pole attachment regulations. Get perspectives on these attempts and learn how to message to local, state, and federal lawmakers to preserve local control.

Catch 'Em Young: Energy Education for the Next Generation



Learning about energy at an early age nurtures responsible energy use and stewardship among future customers. See how you can engage with the next generation of your customers through school-based and community programs. In addition to energy, you can teach them the value of public power and foster hometown loyalty. Get ideas from public power utilities that are reaching the next generation through unique educational experiences.

Public Power Expo Closing Luncheon

Noon – 1:30 p.m.

Take advantage of this final opportunity to visit with industry partners at the Public Power Expo while enjoying lunch with friends and colleagues.

PUBLIC
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EXPO

Key to Sessions



Community & Communications



Cybersecurity



Legislative & Regulatory



Public Power Forward



Reliability & Preparedness



Utility Management



Workforce Optimization

#CyberReady: Utilizing the Public Power Cybersecurity Scorecard



Due to the recent surge of cyber threats in the energy sector, understanding and improving your utility's cybersecurity posture is increasingly important. This session will guide attendees through the first phase of a new Public Power Cybersecurity Scorecard which enables utilities to complete cybersecurity assessments and receive targeted feedback about their cybersecurity readiness. Attendees will have an opportunity sign up for the online platform free of charge after the session.

Closed to press, consultants, vendors, and non-members.

FERC Evaluating Resilience: What's Up in the Markets?



In January, FERC terminated a controversial DOE proposed rule that would require several regional organized wholesale power markets to develop and implement market rules that accurately price generation resources necessary to maintain the reliability and resiliency of the grid. FERC then opened a new docket to evaluate grid resiliency within RTO footprints. Get the latest on how RTOs are defining and addressing resilience, and understand the potential impact on the wholesale markets and transmission planning.

Electrification: When, Why and How



Explore the feasibility of transforming the U.S. energy sector through electrification. Learn about a recent assessment on how electricity demand is evolving across the industrial, residential, commercial, and transportation sectors. Examine key drivers for electrification and understand how policy, technology innovation, and incentives can influence broader adoption. Gauge the potential value of electrification in terms of economic, environmental and efficiency benefits.

The Winds of Change: Beyond Generation



Today the U.S. has enough wind energy installations to power the equivalent of 25 million homes. And the use of wind as an energy source is on the rise in cities. Hear about the future of wind. Learn how wind contributes to reliability and provides services beyond electricity generation — such as voltage regulation, frequency regulation, and long-term certainty to hedge against fluctuating prices.

Breakout Sessions

1:30 – 2:30 p.m.

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Bond Ratings: An Inside Look



Hear directly from the three largest credit rating agencies on current issues that may affect your utility's bond ratings. Learn the latest on rating trends, public power's strengths and weaknesses, and the financial factors incorporated in credit ratings. Understand what issues to highlight for your board and stakeholders. Bring your questions for the rating agencies.

Bringing New Businesses to Your Community



With the demands imposed by new technologies and enhanced corporate sustainability expectations, your utility needs to work harder than ever to attract business customers to your territory. And the competition gets tougher, as investor-owned utilities and cooperatives offer better rates and services. Hear how other public power utilities partnered with leading industries and offered incentives to bring new business to their communities. Take home economic development tips and ideas to implement right away.



Decarbonization 2.0: The State Impact



Discuss the legal, ratemaking, and system operation impacts of state decarbonization initiatives — storage requirements, distributed resource programs, energy efficiency mandates, Regional Portfolio Standards, electric vehicle subsidies, and carbon taxes. Figure out how to meet the need for flexible resources while retiring traditional generation. Understand the market impact of RPS, potential stranded costs, allocation of transmission infrastructure expansion costs, and distribution grid reinforcements.

Strategic Planning: Charting Your Utility's Future



No utility can navigate the changing industry and economy we find ourselves in without a robust strategic plan. Learn the basics of strategic planning — starting with how to craft a clear vision and mission and get buy-in from internal and external stakeholders. See how you can assess the landscape and the competition and align your utility's resources and talents to the shared vision. See how other utilities like yours have benefited from strategic planning and get insights into their planning process.

“As someone who is new to public power, I found the conference **very informative and helpful in **connecting the dots.**”**

Kendra Friel, Delaware Municipal Electric Corporation

Key to Sessions



Community & Communications



Cybersecurity



Legislative & Regulatory



Public Power Forward



Reliability & Preparedness



Utility Management



Workforce Optimization

Cyber Mutual Assistance: A New Alert Portal



Unlike storms and hurricanes, a cyberattack comes without warning.



Learn how your utility can benefit from threat monitoring and analysis by signing up for the recently upgraded E-ISAC national portal. And put a robust response and recovery plan in place by joining a national cyber mutual assistance program, under which utilities can share information on cyber attacks and send cybersecurity experts to help restore power following a cyber breach.

Measure It to Improve It: Benchmarking for Excellence



Whether it's reliability, safety, system efficiency, customer service, staff productivity and compensation, or any other area of utility operations and business, you can't work in a vacuum. You need to know how your utility stacks up and where you have room to improve. Learn how benchmarking metrics can be used to achieve excellence. Gauge which metrics are right for your utility, and learn how to communicate your performance to customers and stakeholders.

Store Up the Benefits: Leveraging Energy Storage



Energy storage provides an economical way to improve reliability and lower costs. Utility-scale energy storage deployments are becoming more popular as costs go down and load patterns change with increased use of renewables. Hear how other public power utilities are integrating energy storage into their systems — learn about the technology, services, benefits, and challenges. Discover how you too can use storage to reduce the impact of intermittent and distributed energy resources on system load or to add capacity that can defer or delay infrastructure investments.

Adding Small Modular Reactors to Your Portfolio



Typically, the high capital cost of constructing a nuclear power plant limits the feasibility of nuclear as a renewable, emissions-free power source. However small modular reactors offer the promise of nuclear power at much lower cost, and with greater flexibility. Learn how you can integrate SMRs into your resource mix to improve resilience, reliability, and flexibility to meet changing load demands. Learn how to find and work with a third-party operator on SMR licensing and operation.

General Session

2:45 – 4:15 p.m.

Recommended CEUs .1 / PDHs 1.2 / CPEs 1.5

Challenges, Opportunities, and the Future of Public Power

Arlen Orchard, Chief Executive Officer & General Manager, Sacramento Municipal Utility District, California

Doug Hunter, Chief Executive Officer, Utah Associated Municipal Power Systems, Salt Lake City, Utah

Tom Roiniotis, General Manager, Longmont Power & Communications, Colorado

David Wade, CEO, EPB, Chattanooga, Tennessee

Even while drawing upon their traditional strengths, public power utilities can no longer afford to operate the same way they have for decades. Utilities need to ramp up to stay on top of changes in the industry and economy. Hear from public power CEOs who've forged new paths for their utilities to address challenges that confront all of public power — new competitors, talk of privatization, and changes to the business model. Discover new opportunities and services you can leverage to do what you do best — power strong communities and improve the quality of life of your customers.

Association Business Meeting

4:30 p.m.

Voting delegates at the American Public Power Association's annual business meeting will elect members to the board of directors and vote on policy resolutions that will guide the Association's advocacy efforts for the coming year. The meeting will also feature reports from the board chair and treasurer. Each Association utility member must designate one voting delegate for the business meeting.

Concert & Connections Reception

8 – 10 p.m.

Refresh, recharge, and enjoy great music with your friends and peers at this energizing reception. Get your drink tickets at the door, bring your song requests, and prepare to kick up your heels.

“There is a **real value in learning what others are doing in their communities to improve their utilities and then taking those ideas home to improve yours.”**

Sean Hamilton, Sterling Municipal Light Department, Massachusetts



WEDNESDAY, JUNE 20

Chair's Breakfast & Closing General Session

8 – 10:30 a.m.

Recommended CEUs .2 / PDHs 2 / CPEs 2.4

Chair's Breakfast

Installation of the 2018-19 Board Chair

Tackling the Odds for a Life Touchdown

Joe Theismann, World Champion Quarterback, Broadcaster, and Entrepreneur

Joe Theismann, one of the most successful quarterbacks in the history of the Washington Redskins, speaks about how he conquered extreme pain and changed course when life dealt him the unexpected. When this two-time Pro Bowl player, who was at the top of his game, landed on a hospital bed with a compound fracture to his leg, his career and dreams were shattered. At age thirty-five, he had to start life over. Theismann shares how he reshaped his vision, conquered obstacles, and stayed positive on a determined new track to a meaningful life.



Joe Theismann

Special Events & Networking Opportunities

Conference attendees and registered guests are invited to participate in these special events.

Public Power Day of Giving

Friday, June 15 • 7 a.m. – 4 p.m.

Join volunteers from around the country at this annual service project. Work with local organizations to support worthy causes.

Women in Public Power Reception

Sunday, June 17 • 5 – 6 p.m.

Make connections, share stories, and ignite conversation with the women leaders, policymakers, and innovators shaping public power.

Welcome Reception

Sunday, June 17 • 6 – 7:30 p.m.

Reconnect with old friends, meet new people, and network with the nation's public power leaders.

Guest Breakfast & Mardi Gras Mask Making

Monday, June 18 • 9:30 – 11 a.m.

While conference attendees are in session, registered guests will gather for merry-making and mask-making. Meet other conference spouses and guests for breakfast while the creative minds of New Orleans' Mardi Gras World guide you to create your own Mardi Gras mask. Bring your appetite and creativity, and get ready to let the good times roll!

Young Professionals Happy Hour

Monday, June 18 • 6 p.m.

Meet up with other young professionals at a relaxing, fun, pay-your-own-way happy hour.

Public Power Expo

The Public Power Expo brings 100+ electric industry suppliers, vendors, and consultants together under one roof to showcase products and services that your utility needs all year long.

Monday, June 18

1:30 – 4 p.m.

Expo Preview Hours

4 – 6 p.m.

Expo Grand Reception

Tuesday, June 19

10 a.m. – Noon

Expo Open

Noon – 1:30 p.m.

Expo Closing Luncheon

Concert & Connections Reception

Tuesday, June 19 • 8 – 10 p.m.

Get your drink tickets at the door and then enjoy some great music with your friends and peers at this fun reception.

Chair's Breakfast

Wednesday, June 20 • 8 – 10:30 a.m.

Wrap up your conference experience with an inspirational keynote address by Joe Theismann, world champion quarterback, broadcaster, and entrepreneur, as you enjoy a sit-down breakfast with colleagues.

“As retirement is taking its toll on many utilities, the National Conference is a MUST for new management and local board and council representatives. Exposure to many pertinent issues in one place is truly valuable.”

Glen White, Michigan South Central Power Agency



NEW ORLEANS

New Orleans, sprinkled with European and Caribbean influences, is a timeless city with a unique way of life. The picturesque Big Easy is a cultural and culinary haven that beckons with jazz and the aroma of spices.

History

Tour more National Historic Districts than in any other city in the U.S. Take a green streetcar and then stroll through the Garden District. Hear the sounds that made New Orleans famous on Frenchmen Street in the Faubourg Marigny. Listen to stories of the affairs d'honneur that were once settled under the Dueling Oak in Mid-City's City Park. Walk through New Orleans's many famous & beautiful cemeteries.

Art

New Orleans has been one of America's "Most Inspiring Cities" (TravelBird). Performance art, public sculpture, murals, opera, ballet, and the symphony... every corner is a stage and every wrought-iron fence is exhibit space in New Orleans. Be inspired and take home unique gifts.

Food

Named the "No. 1 City for Food in the U.S" by Travel + Leisure, New Orleans has it all. From po-boys to Oysters Rockefeller, from a sweet SnoBall at Hansen's to flaming Banana's Foster prepared tableside at Brennan's and fresh beignets at Café Du Monde, the cuisine is sure to please every palate.



Music

Soul, rock, funk, rap, bounce... it all comes back to Congo Square where jazz was born. Come hear the real thing on street corners and in clubs like the Apple Barrel, Spotted Cat, and Tipitina's. Follow the second line to Frenchman Street and leave with a new appreciation for the music & culture of New Orleans.

Sports

Visit the Smoothie King Center, home of the New Orleans Pelicans, or the Mercedes-Benz Superdome, home of the Saints. Go for a run along the river, dip your kayak paddle into a sleepy bayou, or swing a golf club under the swaying Spanish moss that hangs from the ancient Live Oak trees.



Register

www.PublicPower.org/NationalConference
Visit our website to register online or to get a registration form you can send in. Don't forget to register separately for the Day of Giving and Preconference Seminars.

Registration Fees

American Public Power Association Member

	Through May 18	After May 18
National Conference	\$795	\$845
Half day seminar (each)	\$325	\$375
Full day seminar	\$425	\$475

Nonmember

	Through May 18	After May 18
National Conference	\$1,590	\$1,640
Half day seminar (each)	\$650	\$700
Full day seminar	\$850	\$900

Not yet a member? Join today and save \$795 on your conference registration. Call us at 202-467-2926 or email Membership@PublicPower.org to learn more.

Meals

The following meals are included in your conference registration fee:

- Sunday:** Welcome Reception (drinks and hors d'oeuvres)
- Monday:** Expo Grand Reception (drinks and hors d'oeuvres)
- Tuesday:** Expo Closing Luncheon
Concert & Connections Reception (drink tickets)
- Wednesday:** Chair's Breakfast

Guest Registrations

The guest registration fee is \$200 (each). Guests age 12 and under do not need to register. All guest registrations must be accompanied by a National Conference attendee registration.

Registered conference guests are invited to participate in the Welcome Reception; Guest Breakfast & Mardi Gras Mask Making; Public Power Expo Grand Reception and Closing Luncheon; Concert & Connections Reception; and Chair's Breakfast. Guests may attend keynote sessions as space allows.

“The National Conference has many pertinent learning sessions that offer anyone connected with public power the opportunity to **learn about contemporary issues that will affect public electric utilities and their customers for years to come.”**

Jim Storey, Holland Board of Public Works, Michigan

Dress Code

The attire for the conference is business casual. Meeting room temperatures vary, so prepare to dress for cool conditions.

Restricted Sessions

We reserve the right to designate any meeting or session as closed to the press. We may designate any meeting or session as open only to the Association's regular members — public power utilities, rural electric cooperatives, joint action agencies, and state/regional associations.

Cancellation Policy

Registrants who cancel in writing on or before June 8, 2018, are entitled to a refund of the registration fee, minus a \$50 cancellation fee. Registrants who cancel after June 8 will not receive a refund, but may send a substitute to the 2018 National Conference only. Registrants and no-shows who do not cancel on or before June 8 are responsible for the full registration fee and are not entitled to a refund.

Cancellations must be made in writing and mailed, faxed, or emailed to:

Registration
American Public Power Association
2451 Crystal Drive, Suite 1000
Arlington, VA 22202-4804

Fax: 202-495-7484
Email: Registration@PublicPower.org

Contact Us

Register Online

www.PublicPower.org/NationalConference

Registration Questions

Registration@PublicPower.org

202-467-2941

Hotel Assistance

Meetings@PublicPower.org

202-467-2941

Program Questions

Ana Mejia

AMejia@PublicPower.org

202-467-2976

Expo and Sponsor Inquiries

Pamela Cowen

PCowen@PublicPower.org

202-467-2903

“Governing board members and staff have the opportunity to learn about the big picture and the details. It’s time well spent and **an investment that will pay dividends. If you’re looking to move the needle at your utility, put this conference on your must-attend list.”**

Girish Balachandran, Riverside Public Utilities, California



HOTEL

Hilton New Orleans Riverside

**Two Poydras Street
New Orleans, LA 70130**

- Group rate: \$214 per night Single/Double, plus tax (13% and \$3.00)
- Check in: 3 p.m. / Check out: Noon
- Main telephone: 504-561-0500
- Parking fee: \$44/day self-parking; \$49/day valet parking

Reservations

- Online: www.PublicPower.org/NationalConference (look under Hotel)
- Attendee group code: PPA
- Reservation telephone: 800-445-8667
- Reservation cut-off date: May 25, 2018

Make your reservations only at www.PublicPower.org/NationalConference

Hotel Reservations & Cancellation Policy

The cut-off date to receive the group rate is May 25, 2018. The room block may sell out before May 25, so early reservations are encouraged. Cancelled reservations that are not resold may become a financial liability for the Association, so please make your reservations thoughtfully.

Scam Alert

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 the website at www.PublicPower.org.

Educational Credits

Earn continuing education units (CEUs), professional development hours (PDHs), and continuing professional education credits (CPEs) for participating in conference sessions. Complete the Verification of Attendance form (provided onsite) to receive a certificate for educational credits earned.



Continuing Education Units (CEUs)

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 (PDHs)

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 (CPE) 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. North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasbaregistry.org

Earn up to 14 CPE credit hours for attending the conference (not including 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.

"Attending the national conference provides industry leaders with easy access to a wide variety of quality and relevant utility expertise in one compact setting. It would be difficult to duplicate this knowledge transfer anywhere else."

Teresa Pond, Salt River Project, Arizona



Reliable Public Power Provider Designation

Participating in the Academy's conferences and seminars is an easy way to earn points toward the American Public Power Association's Reliable Public Power Provider (RP3®) designation.

RP3 is the Association's program to recognize and reward public power utilities that demonstrate basic proficiency in four important disciplines: reliability, safety, workforce development, and system improvement. Utilities that meet the guidelines in each of the four areas are designated as Reliable Public Power Providers. For more information, visit www.PublicPower.org/RP3.

National Conference Sponsors

As of March 29, 2018

For more information about these companies, or to learn about sponsorship opportunities, visit www.PublicPower.org/NationalConference.

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Media Sponsors



The Academy is your utility's one-stop shop for in-depth, public power focused training in

- Leadership & Governance
- Engineering & Operations
- Business & Finance
- Legal & Regulatory Issues
- Customer Service & Communications



2018 Calendar

Public Power Lineworkers Rodeo

April 27-28, Raleigh, North Carolina

Engineering & Operations Technical Conference

April 29-May 2, Raleigh, North Carolina

Spring Education Institute

May 14-18, Denver, Colorado

National Conference & Public Power Expo

June 15-20, New Orleans, Louisiana

Business & Financial Conference

Sept. 16-19, Anaheim, California

Fall Education Institute

Oct. 1-5, Orlando, Florida

Public Power Leadership Workshop

Oct. 3-5, Orlando, Florida

Legal & Regulatory Conference

Oct. 7-10, Charleston, South Carolina

Customer Connections Conference

Nov. 4-7, Orlando, Florida

Webinars

Webinars are offered throughout the year. Visit PublicPower.org/Academy for a complete listing.

In-House Training

Our in-house training program can bring any of our popular courses to your facility or customize training for staff from any of your departments. We cover utility governance, engineering and operations, safety, accounting, customer service, and more.

Contact EducationInfo@PublicPower.org

10 Reasons You Should Attend the National Conference & Public Power Expo

- 1 Be motivated by world-class keynote speakers.**
- 2 Draw inspiration and wisdom on how to be a better leader.**
- 3 Get up to speed with political, economic, and technological trends shaping our industry.**
- 4 Engage with public power leaders from across the country.**
- 5 Understand legislative and regulatory changes on the horizon.**
- 6 Pick up tips and resources to improve all areas of utility operations and performance.**
- 7 Immerse your board and council members in public power.**
- 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.**



www.PublicPower.org/NationalConference

National Conference & Public Power Expo



June 15-20, 2018



New Orleans, Louisiana

CRITICAL INSIGHTS

- Technology disruptions
- Community revolutions
- Customer evolutions
- Demographic transformations
- Economic cycles
- Regulatory upheavals

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