

Engage Your Community. Get new ideas in public communications, customer service, key accounts, and energy services.



October 27 - 30
2019

THE ACADEMY

Customer Connections Conference

New Orleans, Louisiana

AMERICAN
PUBLIC POWER
ASSOCIATION

ENGAGE YOUR COMMUNITY

New ideas and practical takeaways

Join more than 300 public power professionals who focus on customer services and community connections. Compare notes, trade ideas, discover best practices, and learn from case studies.

Network with other utility professionals to examine trends and innovations in 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 developments affecting your community and utility. Share your experiences and strategies for dealing with key challenges.

Who Should Attend

Conference sessions are designed for utility employees at 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 connecting with the national public power community.

Sponsors

As of July 23, 2019

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

Diamond
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Silver
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For more information about sponsors, or to learn about sponsorship opportunities, visit PublicPower.org/CustomerConnections

Sessions at a Glance

Choose from more than 30 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 for updates and to register.

|  Customer Service | |  Public Communications | |  Energy Services | |  Key Accounts | |
|---|---|---|--|--|--|---|--|
| Monday, October 28 | | | | | | | |
| 8 – 9 a.m. | | Opening General Session: The State of Public Power | | | | | |
| 9:30 – 10:30 a.m. | Customer Service Roundtable: Shared Solutions | | Public Communications Roundtable: Tips and Tools | | Energy Services Roundtable: Getting Smart | | Key Accounts Rapid Fire Roundtable |
| 10:45 a.m. – Noon | Delivering Customer Value with New Technologies | | Public Power Gives Back: Community Service Ideas | | Energy Programs: One Size Does NOT Fit All | | Upgrading Your Key Accounts Toolbox |
| 1:30 – 2:45 p.m. | Customer Onboarding: It Starts with "Hello" | | Social Media: Greatest Hits and Lessons for Public Power | | Driving Customers to Beneficial Electrification | | Tech Talk for Key Accounts Managers |
| 3:15 – 4:30 p.m. | Do You Know What Your Customers Really Want? | | Engaging Employees: Best Practices from the Trenches | | Getting Smart about Smart Customers | | 100% Renewable: Is It Doable? |
| 4:45 – 5:30 p.m. | | <ul style="list-style-type: none">• Resources You Can Use: Fuel Your Success and Professional Development• Joint Action Agencies & Associations Roundtable | | | | | |
| Tuesday, October 29 | | | | | | | |
| 8:45 – 10 a.m. | | General Session: Public Power Beware: Safeguarding Against Cyber Threats | | | | | |
| 10:30 a.m. – 11:45 a.m. | It Will Happen to YOU: Surviving a Cyber Attack | | | | Charge Ahead with the Complete EV Planning Toolkit | | Key Account Crisis Management: Keep Calm and Carry On |
| 1:30 – 2:45 p.m. | Turning a Negative Customer Experience Around | | More than a Muni: Do They Know You as Public Power? | | How to Manage AMI Data to Better Engage Customers | | Energy Efficiency: Meeting Large Customers' Goals |
| 3:15 – 4:30 p.m. | Scam Alert: Protecting Your Customers | | Public Communications Roundtable: Rapid-fire Problem Solving | | Deferring Capital Projects with Demand Response Strategies | | Leveraging Data to Better Serve Large Business Customers |
| Wednesday, October 30 | | | | | | | |
| 8:30 – 9:45 a.m. | Customer Service Roundtable: Peer Exchange | | Mobilizing the Public Power Customer | | Growing Your Load... Literally | | |
| 10:15 a.m. – Noon. | | Closing General Session: Mastering Human Dynamics: How You Can Become a Person of Influence | | | | | |



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

THE ACADEMY

AMERICAN PUBLIC POWER ASSOCIATION

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.

CONFERENCE AGENDA

Sunday
October 27

| | |
|------------------|----------------------------------|
| 8 a.m. – 7 p.m. | Registration Open |
| 8:30 a.m. – Noon | Morning Preconference Seminars |
| 1:30 – 5 p.m. | Afternoon Preconference Seminars |
| 5 – 6:30 p.m. | Welcome Reception |

PRECONFERENCE SEMINARS

Preconference seminars offer longer class times, smaller class sizes, interactive formats, and experienced instructors. Get expert insights, case studies, and practical solutions to your challenges.

Separate registration fee required.

8:30 a.m. – Noon
**Crisis Communications:
What Every Leader Must Know**

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Communications & Marketing

When crises happen, you need to be prepared to turn the lights back on AND handle the related communications storm. Your real audience is not just the media. Learn how to connect with customers and stakeholders before, during, and after a crisis to protect your utility's reputation. Build a rapid response plan to address the demands of social media and the 24/7 news cycle. Review the essentials of effective messaging and the focus at various states of response. Leave with an actionable crisis communications plan and prepare to be a spokesperson for your utility.

Neil Nixon, President, Nixon & Associates

“From every session I attended, I had a takeaway to bring back to my utility.”

MELISSA SWENSON, CUSTOMER SERVICE SUPERVISOR,
AUSTIN UTILITIES, MINNESOTA

8:30 a.m. – Noon
**Talent Wars:
Are You Ready for the Next Generation?**

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Personnel/Human Resources

Can public power attract and retain the millennial troops with the digital talent to power our smart world? See how others are building the energy workplace of the future and closing the gaps in diversity and inclusion. Understand generational differences in career expectations and workplace behaviors. Prepare for increased Baby Boomer retirement, manage the forgotten Gen Xers, and engage the millennials. Build a comprehensive plan of action to take on the increasing industry competition for new talent.

Janet Kieffer, Principal, INFLUENCE Consulting

This course offered free to members as part of the Association's Supporting Workforce Development strategic initiative.

1:30 – 5 p.m.
Discover Your Inner Leader

Recommended CEUs .3 / PDHs 3.25 / CPEs 3.8, Personal Development

You can thrive as a leader if you learn how to leverage your strengths, expectations, and interests. Understand your leadership style and how best to apply it to benefit your co-workers and customers. Participants will complete the online Birkman Method Personality assessment prior to the course to help you identify your strengths, interests, expectations, and stress behaviors and understand how each of these factors can impact your work environment and people around you. Discover your most productive self and construct an individual action plan to build on your strengths and areas of development.

Patty Cruz, Certified Birkman Consultant and Vice President of Consulting and Training, Hometown Connections

1:30 – 5 p.m.
**Making the Most of Electrification
and Distributed Energy**

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

Increasing electrification — especially in transportation — offers potential for significant load growth but also poses new distribution system challenges. Distributed energy resources – including solar rooftop generation and energy storage – and changing customer preferences continue to impact the grid in new ways. Are you ready to meet the increasing demand and handle the new load patterns? Learn how adapt your business model and processes to accommodate electric vehicles and DERs. Discover how you can combine the benefits of electric transportation and energy storage and opportunities for electric heavy-duty transport and school buses. Explore emerging technologies and understand how you can make the most of electrification.

Scott Burnham, Executive Consultant, and Andy Reger, Senior Consultant, NewGen Strategies & Solutions, Denver, Colorado

“The knowledge gained from your peers at these conferences is invaluable. Sometimes you take more away from them than from the sessions. The public power network has helped me with processes, procedures, new ideas — and even some things not to do.”

**NICKI PARKS, CUSTOMER CARE MANAGER,
FARMINGTON ELECTRIC UTILITY SYSTEM**

Get a Mentor, Be a Mentor

Need help navigating the conference and finding people to connect with as a conference as a first-timer? Want someone to exchange notes with because you're the only one from your organization attending?

Or are you a conference veteran, and eager to share your knowledge and experience as a long-time conference attendee?

If you answered yes to any of these questions, sign up for the Conference Mentor Program. We'll pair up new attendees, people attending solo, and those looking to kick start their networking with seasoned conference-goers. You'll meet up at the Welcome Reception and stay in touch throughout the conference.

Ask for a mentor or sign up to serve as one — check the box when you register, email EducationInfo@PublicPower.org, or call 202-467-2965 to participate.

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.

CONFERENCE AGENDA

Monday October 28

| | |
|-------------------|--------------------------------|
| 7 a.m. – 5 p.m. | Registration Open |
| 7 – 8 a.m. | Peer Networking Breakfast |
| 8 – 9 a.m. | Opening General Session |
| 9:30 – 10:30 a.m. | Breakout Sessions |
| 10:45 a.m. – Noon | Breakout Sessions |
| 1:30 – 2:45 p.m. | Breakout Sessions |
| 3:15 – 4:30 p.m. | Breakout Sessions |
| 4:30 – 5:30 p.m. | Resources You Can Use |
| 5:30 – 6:30 p.m. | Young Professionals Happy Hour |

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

Welcome

Jeffrey Stewart, Interim Director of Utilities, Lafayette Utilities System, Louisiana

State of Public Power

Sue Kelly, President & CEO, American Public Power Association

Honoring our Colleagues

Excellence in Public Power Communication Videos

Innovative, informative and inspiring: view the winning videos from the Excellence in Public Power Communications Awards submissions.



Jeffrey Stewart



Sue Kelly

Key to Sessions



Customer Service



Energy Services



Key Accounts



Public Communications

9:30 – 10:30 a.m.

BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1 / CPEs 1.2



Customer Service Roundtable: Shared Solutions

Connect with other customer service professionals and learn from their insights. Share new initiatives, bring your problems, and get solutions from public power utilities like yours.



Public Communications Roundtable: Tips and Tools

Gather with your utility communications peers to discuss pressing public communications challenges. Topics include communicating about reliability, ADA compliance issues, "must-haves" in your communications toolbox, and building a successful public power brand



Energy Services Roundtable: Getting Smart

Come and share your knowledge and questions about smart communities, smart energy, and what goes into building the smart utility of the future. Walk away with new friends and smart tips to implement back at your own community.



Key Accounts Rapid Fire Roundtable

Join fellow attendees for a to discuss what keeps you all up at night. Discuss hot topics in subgroups defined by utility size. Learn what's happening at public power utilities across the country.

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

10:30 – 10:45 a.m.Break with Sponsors

10:45 a.m. – Noon

BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



Delivering Customer Value with New Technologies

There is an explosion of new technologies and information systems to help you better engage customers. But how do you decide what's best? Should you host systems on the cloud or onsite? What is the ROI? Get answers with a deep dive into how other utilities are using advanced metering, outage management, personalized outbound messaging, billing systems, and more to improve the customer experience. Go over the essentials of budgeting, planning, support, and deployment.

Patty Cruz, Vice President of Consulting and Training, Hometown Connections, Round Rock, Texas; Brian Lassiter, Director of Business Development, Milsoft Utility Solutions, Abilene, Texas; and Jim Malcom, Executive Vice President, Apogee Interactive, Atlanta, Georgia



Public Power Gives Back: Community Service Ideas

Public power utilities take pride in giving back to the communities that own them, not just through payments and services but also through local involvement and support. From volunteering at projects already under way in the community to funding improvement initiatives and supporting underprivileged populations, there is much you can do. Hear from award-winning utilities that are engaging employees and customers in community service projects. Take away new ideas and action steps for your community.



Energy Programs: One Size Does NOT Fit All

Energy services programs must factor in social and economic equity as well as complex technical, legal, and policy considerations. Discover how utilities like yours have engaged with community members to improve the design of energy programs and increase participation from diverse, hard-to-reach groups like low and moderate income customers. Understand how to differentiate your audiences and tailor programs to their needs. From incentives to engagement strategies, discover what works and what doesn't, so you don't have to reinvent the wheel.

Brett Niemi, Senior Energy Services Representative, WPPI Energy, Sun Prairie, Wisconsin; Emily Prehoda, Policy & Innovation Director, Chart House Energy, Muskegon, Michigan; and Jessica Sutorus, Environmental Conservation Supervisor, Colton Public Utilities, California



Upgrading Your Key Accounts Toolbox

From sustainability to incentives, the needs of your commercial and industrial customers are evolving. How do you keep up with them? Discover how to support and grow businesses in your community to enhance your reputation and revenue. Learn to build an effective key accounts team, understand what your large customers want, and develop short and long-term plans to meet their needs. Discuss how to leverage your unique strengths as a public power utility.

Brian Ho, Premier Account Manager, Los Angeles Department of Water and Power, California; **Erick Rheam**, President, Team Rheam Productions, Inc., Clear Creek, Indiana; and **Michael Vigeant**, CEO, Great Blue Research Inc., Glastonbury, Connecticut



Driving Customers to Beneficial Electrification

Most states have significant emission reduction goals. Customers are increasingly interested in contributing to sustainability. Electrification can help meet these goals while increasing load for your utility. Learn about trends in electric and advanced mobility and how utilities are taking advantage of strategic electrification of the transportation sector to achieve load growth and emission reduction targets while providing cost-saving energy solutions to customers.

John-Michael Cross, Project Manager, Access Clean Energy Savings, Environmental and Energy Study Institute, Washington, D.C.; and **Thor Hinckley**, Senior Program Manager, Forth, Portland, Oregon



Tech Talk for Key Accounts Managers

As a key account manager, you may not be an engineer, but you do sometimes need to put on your "tech hardhat" to help customers solve problems and make plans. You need to understand their technical challenges and figure out who to bring in to solve them. Review the basic engineering issues you need to be conversant in, such as the difference between power quality and reliability. Learn how to talk to your customers about utility tech changes.

Mike Noth, Power System Managing Engineer, Austin Energy, Texas; and **Mark Shirah CPQ**, Business Relations Coordinator, Public Education and Outreach, Ocala Electric Utility, Florida

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 Onboarding: It Starts with "Hello"

As a public power utility, your customers are also your owners and neighbors. The first few weeks are when your utility can make or break a relationship with a new or relocating customer. When and how do you connect with your new customers? What are the various touchpoints on the customer journey? How can you show customers that they have a voice in decision-making? Get answers and tips to make your customer onboarding process engaging, interactive, and effective.

Jill Bryan, AVP, Account Development, Questline, Dublin, Ohio; and **Jennifer Gary**, Marketing Manager, Customer Experience, Entergy Services, New Orleans, Louisiana



Social Media: Greatest Hits and Lessons for Public Power

Get up to speed on what's new and hot in social media. Find out how other public power utilities like yours are leveraging social media to raise their profile in their communities and engage diverse audiences while getting maximum bang for their buck. Discover which social media channels are most worthy of attention and where to find free tools to create compelling content. See how the American Public Power Association can help with curated tips and resources.

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

2:45 – 3:15 p.m. Break with Sponsors

“It's beneficial to connect with other public power professionals. We learn from each other and it's helpful to brainstorm solutions to complex issues with peers.”

**KELLEY PORTER, COMMUNICATIONS MANAGER,
LINCOLN ELECTRIC SYSTEM**

Key to Sessions



Customer
Service



Energy
Services



Key
Accounts



Public
Communications

3:15 – 4:30 p.m.

BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



Do You Know What Your Customers Really Want?

Customer preferences on how they want to do business with your utility are changing rapidly, thanks to Amazon, Google, Uber, smartphones, and smart data. How do you design services customers value and deliver them in ways they want? You must start by knowing what customers really want. Discover how meaningful customer research and data gathering and analysis can support your utility's planning and service development. Learn from other utilities' effective research endeavors.

Patty Cruz, Vice President of Consulting and Training, Hometown Connections, Round Rock, Texas; and **Michael Vigeant**, CEO, Great Blue Research Inc., Glastonbury, Connecticut



Engaging Employees: Best Practices from the Trenches

Employee groups today are defined as much by varied interests and demographics as by functions and responsibility levels. How do you reach the diverse groups with key messages? What does it take to keep staff at all levels in the know and tuned to the utility mission and vision? How can you help colleagues be good ambassadors in the community? Get trends, best practices, and fresh ideas from utilities that score high in staff engagement and retention.

Dan Quatrocelli, Senior Director, Research, Great Blue Research Inc., Cromwell, Connecticut



Getting Smart about Smart Customers

What are customers really interested in when it comes to smart energy services? What are they willing to pay for smart technologies? Understand what customers value most and what actually makes them move from program interest to program engagement. Get insights from the Smart Energy Consumer Collaborative's 2019 "State of the Consumer" report and from case studies. Learn from real-life examples of what has worked for other utilities in meeting the needs of the smart customer of the future.

Patty Durand, President and CEO, Smart Energy Consumer Collaborative, Atlanta, Georgia; and **John Romero**, General Manager, Colorado Springs Utilities, Colorado



100% Renewable: Is It Doable?

Businesses and corporations large and small have committed to using 100% renewable energy over the next few years. Public power utilities continue to invest in renewable energy projects, factoring in attributes and credits such as RECs, SRECs, PTCs and ITCs. Learn about the legislative landscape of energy credits across the country. Discover how an influential global business committed to 100% renewable electricity is advancing its mission and how that can inspire your utility portfolio planning.

Paul Zummo, Director, Policy Research and Analysis, American Public Power Association

4:45 – 5:45 p.m.

BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1 / CPEs 1.2



Resources You Can Use: Fuel Your Success and Professional Development

Learn how active involvement in the American Public Power Association community can help you advance in your career. Find out how you can leverage the Association's member resources and experts to make your job easier. Discover solutions to key challenges and share ideas on how we can help you succeed.

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



Joint Action Agencies & Associations Roundtable

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.
Young Professionals Happy Hour

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 discuss how to take on the future.

CONFERENCE AGENDA

Tuesday
October 29

| | |
|--------------------|--|
| 7:15 a.m. – 6 p.m. | Registration |
| 7:30 – 8:45 a.m. | Women in Public Power Networking Breakfast |
| 7:30 – 9 a.m. | Peer Networking Breakfast |
| 7:30 a.m. – 6 p.m. | Registration open |
| 9 – 10 a.m. | General Session |
| 10:30 – 11:45 a.m. | Breakout Sessions |
| 1:30 – 2:45 p.m. | Breakout Sessions |
| 3:15 – 4:30 p.m. | Breakout Sessions |
| 5:30 – 7 p.m. | Reception |

“The sessions allow you to meet colleagues who are dealing with the same issues you are and really discuss those issues. Everything that is discussed in those meetings can be used directly in your work.”

PATRICIA CONTIC, DIRECTOR OF COMMUNICATIONS,
MORRISTOWN UTILITY SYSTEMS

7:15 – 8:30 a.m.
Women in Public Power Networking Breakfast
Power up with a continental breakfast and join a lively discussion about the growing influence of women in public power. Celebrate successes and share challenges with your peers.

7:15 – 8:45 a.m.
Peer Networking Breakfast
Charge up for the day with coffee and connections at this informal continental breakfast. There are no speakers or moderators — just visit with colleagues and chat with sponsors.

8:45 – 10 a.m.
GENERAL SESSION
Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Honoring our Colleagues
Smart Energy Providers
The American Public Power Association's new Smart Energy Provider program recognizes utilities for successful initiatives in energy efficiency and sustainability. Join us to honor the inaugural class of utilities receiving this new best practices designation.

**Public Power Beware:
Safeguarding Against Cyber Threats**

Joshua Crumbaugh, Co-Founder, Chief Hacker & CEO, PeopleSec
No utility is immune from a cyber attack, whether the threats come from nation states attempting to damage critical infrastructure or cyber criminals looking for personally identifiable information. Get an enlightening and entertaining overview of the cybersecurity concerns that are keeping public power leaders up at night – and what you need to do to keep your utility, customers, and community safe.
A career ethical hacker and social engineer, Joshua Crumbaugh hasn't encountered a single network that could keep him or his teams out. He has talked his way into bank vaults, fortune 500 data centers, corporate offices, restricted areas of casinos, and more. He is one of the world's most accomplished social engineers and a leading expert on cybersecurity awareness.

10 – 10:30 a.m.Break with Sponsors



Joshua Crumbaugh

10:30 – 11:45 a.m.

BREAKOUT SESSIONS

Recommended CEUs .2 / PDHs 1.25 / CPEs 1.5



It Will Happen to YOU: Surviving a Cyber Attack

Cyber threats to the electric industry are becoming more prevalent and sophisticated. Every utility, large and small, is vulnerable to new and evolving forms of cyber invasion. Learn how one public power utility survived a cyberattack that crippled many of its essential internal systems. Discover what threats you are most vulnerable to, and how you can shore up your customer service and communications operations, so you can recover quickly and keep critical lines open in the event of a cyberattack.

Amy Adamy, Communications Manager, Lansing Board of Water & Light, Michigan; and **David Mehlhaff**, Chief Communications Officer, Kansas City Board of Public Utilities, Kansas



Charge Ahead with the Complete EV Planning Toolkit

Want to encourage electric vehicle adoption in your community but not sure where to start? Learn how you can drive the EV revolution with the planning toolkit from the American Public Power Association, American Municipal Power, and Smart Electric Power Alliance. Achieve maximum value from utility EV fleet operations and customer EV adoption. Get up to speed with market trends and prepare business and customer engagement models.

Erin Miller, Director of Energy Policy and Sustainability, American Municipal Power, Inc., Columbus, Ohio; and **Chris Schroeder**, Vice President, Advisory Services, Smart Electric Power Alliance, Washington, D.C.



Key Account Crisis Management: Keep Calm and Carry On

Crises can take many different forms. Learn how public power utilities weathered recent crises, and especially how they managed their key accounts in times of disaster. Learn how to put comprehensive crisis management plans in place, nurture strong relationships in the community, and cultivate trust among customers and stakeholders before the storm clouds gather. Get tips on building resilience and staging a quick recovery from disaster.

Alison Alleman, Chief Analyst, Lafayette Utilities System, Louisiana; and **James Barnes**, Chief Customer Officer, City of Tallahassee Electric Utility, Florida

1:30 – 2:45 p.m.

BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



Turning a Negative Customer Experience Around

You've got an angry, highly agitated customer in your face. How do you deescalate the situation, and find a solution that both you and the customer can live with? Learn a step-by-step approach to deal with irate customers. Get hands-on training in how to listen to, acknowledge, and empathize with customers to make them feel valued and heard. See how you can turn things around to derail potential public criticism and build goodwill for the long term.

Erick Rheam, President, Team Rheam Productions, Inc., Clear Creek, Indiana



More than a Muni: Do They Know You as Public Power?

Your utility may be good at talking to customers about rates, rebates, and new energy programs. But are you telling the public power story? How many of your stakeholders know your utility is community-owned and what that means? Understand why it's important to brand yourself as part of the community and how and when you should communicate the distinctive advantages of public power. Hear how other utilities have built goodwill and averted crises by raising awareness of public power.

Emily Berard-Boutte, Business and Marketing Analyst, Lafayette Utilities System, Louisiana



How to Manage AMI Data to Better Engage Customers

AMI yields massive amounts of data but managing it can be cumbersome and expensive, keeping you from realizing the full benefit. Learn how you can use a tool designed by Algona Municipal Utilities and Iowa State University to help you probe, analyze, and manage your customer data. The tool extracts portions of stored AMI data to understand the load behavior of different customer classes, analyze peak load and energy consumption, and check for bad and missing data.

Nichelle'Le Carrington, Graduate Student & Research Assistant, and **Anne Kimber**, Director of Electric Power Research Center, Iowa State University, Ames, Iowa; and **Todd O'Keefe**, Client Services Manager, The Energy Authority, Bellevue, Washington

11:45 a.m. – 1:30 p.m.Lunch on your own



Energy Efficiency: Meeting Large Customers' Goals

Energy efficiency programs can help your key account customers improve their bottom line and meet sustainability goals. Many large businesses are prioritizing environmental stewardship, setting ambitious standards for themselves, and planning their energy mix and consumption patterns. See how you can be involved in their plans from early on and help them achieve their goals. Hear directly from a panel of large customers and key account representatives on what commercial and industrial customers want and opportunities for your utility.

2:45 – 3:15 p.m. Break with Sponsors

3:15 – 4:30 p.m.

BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1 / CPEs 1.5



Scam Alert: Protecting Your Customers

Scammers are using more sophisticated tactics every day, causing undue harm to utilities and customers. Some utilities are thwarting the scammers by putting customers on alert. What can you learn from them and how do you educate customers so they don't fall prey to scams? Get the latest on anti-scam efforts and discuss how you can be prepared when the scammers strike again. Learn where you can get communication resources, data, and best practices to better inform and protect your customers.

Monica Martinez, Owner & Principal, Ruben Strategy Group, and Executive Director, Utilities United Against Scams



Public Communications Roundtable: Rapid-fire Problem Solving

Two (or more) heads are better than one. Why struggle alone with your challenges? Join your fellow communicators for a rapid-fire brainstorming session. Submit topics and questions in advance so you can crowdsource solutions and offer up your own ideas.



Deferring Capital Projects with Demand Response Strategies

Utilities like yours are leveraging the "smarter" grid to test creative solutions to flatten load and defer new capital projects in their communities. Some utilities are putting automation tools in the hands of residential and commercial customers so they can more easily respond to utility price signals and benefit from varying rate structures like time of use and coincident peak. Hear from the innovators about their pilot projects and be inspired to replicate the benefits for your utility.

Luisa Freeman, Senior Principal Consultant, DNV GL Energy, Nashville, Tennessee; and John Phelan, Energy Services Senior Manager, Fort Collins Utilities, Colorado



Leveraging Data to Better Serve Large Business Customers

As you continue to implement AMI and other technologies, you have access to increasing amounts of data on customer usage and behaviors. But are getting the most out of the data or is it simply overwhelming? Learn how you can prioritize, analyze, interpret, and share data with your key accounts to keep them informed and engaged with your utility. Understand how to derive actionable insights and help your large customers make informed choices for a sustainable future with a better bottom line.

Chris Key and Lisa Statum, Key Accounts Representatives, Huntsville Utilities, Alabama

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.

Key to Sessions



Customer
Service



Energy
Services



Key
Accounts



Public
Communications

CONFERENCE AGENDA

Wednesday
October 30

7:30 – 8:30 a.m. Peer Networking Breakfast
8:30 – 9:45 a.m. Breakout Sessions
10:15 – 11:45 a.m. Closing General Session
11:45 a.m. Adjourn

7:30 – 8:30 a.m.
Peer Networking Breakfast

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

8:30 – 9:45 a.m.
BREAKOUT SESSIONS

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5



**Customer Service Roundtable:
Peer Exchange**

Tackle your most pressing customer service issues in a room full of experts. Ask questions, share ideas, get feedback, and brainstorm new solutions. Take away practical solutions from peers who've walked the path before you.



Mobilizing the Public Power Customer

Customer advocates can be a powerful force for your utility. Take home practical advice from utilities that have instituted successful programs to identify customer champions and deploy them as public power advocates.

*Carolyn Justice-Hinson, Communications & Community Relations Officer,
Fayetteville Public Works Commission, North Carolina*



Growing Your Load... Literally

Energy efficiency programs and distributed energy resources have caused or declining load growth in recent years. Attracting new commercial and industrial customers, or helping your current key accounts expand, is an opportunity for the utility and community to continue to grow. Hear how utilities are attracting new types of customers, and encouraging expansion of existing customers to "grow their load."

9:45 – 10:15 a.m.
Break

10:15 – 11:45 a.m.
CLOSING GENERAL SESSION

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Honoring Our Colleagues

**Excellence in Public Power Communications and
Individual Achievements**

Celebrate winners of the Excellence in Public Power Communications awards — including the Audience Choice video award. Congratulate the Academy's Customer Service Management, Energy Efficiency Management, and Key Accounts Certificate Program graduates.

**Mastering Human Dynamics:
How You Can Become a Person
of Influence**

Erick Rheam, President, Team Rheam Productions, Inc.

You can only achieve success when you get buy-in from others to support a common vision. You can be a more powerful influencer when you understand human dynamics and become proficient at managing change, the only constant in our evolving world. Be inspired by compelling evidence and real-world stories to help you guide the levers of change. Learn to apply the principles behind the art of influence and power of encouragement that will help you bring tremendous value to others.



Erick Rheam

11:45 a.m.
Adjourn

NEW ORLEANS



Experience New Orleans, one of America's most culturally and historically-rich destinations. Steeped in a history of influences from Europe, the Caribbean, Africa, and beyond, it's a truly unique melting pot of culture, food, and music. You'll enjoy bowls filled to the rim with gumbo, late nights in dark jazz clubs, strolls through historic neighborhoods, a relaxing morning with café au lait and beignets, and maybe even a traditional festival. Learn more at www.NewOrleans.com.

HOTEL

All conference events will take place at the Ritz Carlton New Orleans.

Ritz Carlton New Orleans

921 Canal Street
New Orleans, LA 70112

- Group rate: Single/Double \$249 per night (plus 15.75% tax)
- Check in: 4 p.m. / Check out: Noon
- Main telephone: 504-524-1331
- Valet parking only. Overnight: \$46 per day; Less than 12 hours: \$25 per day.
- In-Room Wireless: \$12.95 per day

Reservations

- Make your reservations directly with the hotel
- Online: Go to PublicPower.org/CustomerConnections under "Hotel"
- Group code: WHSWHSA
- Reservation telephone: (800) 826-8987
- Reservation cut-off date: October 2, 2019
- Rooms may sell out before October 2; early reservations are encouraged.

For help making your hotel arrangements, call 202-467-2941 or email Meetings@PublicPower.org

Scam Alert

Make your reservations only at 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 the website at www.PublicPower.org.

Transportation

The hotel is located approximately 18 miles from the Louis Armstrong New Orleans International Airport (MSY).

Climate/Attire

The typical daily high temperature for New Orleans during the conference is 77° F with an average daily low of 56° F. As meeting room temperatures vary, prepare to dress for cool conditions. The attire for the conference is business casual.

REGISTRATION

www.PublicPower.org/CustomerConnections

Register online or download a registration form you can mail in.

CONFERENCE FEES

| | Through September 27 | After September 27 |
|--|-------------------------|-----------------------|
| American Public Power Association Member | \$775 | \$825 |
| Not Yet a Member | \$1,550 | \$1,600 |

PRECONFERENCE SEMINARS

| Morning Seminars (8:30 a.m. - Noon) | Association Member | Not Yet a Member |
|--|------------------------|---------------------|
| Crisis Communications: What Every Leader Must Know | \$350 | \$700 |
| Talent Wars: Are You Ready for the Next Generation? | Free | \$350 |
| Afternoon Seminars (1:30 - 5 p.m.) | Association Members | Not Yet a Member |
| Discover Your Inner Leader | \$400 | \$800 |
| Making the Most of Electrification and Distributed Energy | \$350 | \$700 |

Not yet a member? Join today and save \$775 on your conference registration. Call 202-467-2926 or email Membership@PublicPower.org to learn more.

Contact Us

Visit PublicPower.org/CustomerConnections for program updates and to register online.

Registration Questions

Registration@PublicPower.org
202-467-2941

Hotel Questions

Meetings@PublicPower.org
202-467-2941

Program Questions

EducationInfo@PublicPower.org
202-467-2973

Sponsor Questions

Haley Herbst
HHerbst@PublicPower.org
202-467-2944

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.

Earn up to 16.2 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.

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, which recognizes and rewards public power utilities that demonstrate proficiency in four important disciplines: reliability, safety, workforce development, and system improvement. For more information, visit www.PublicPower.org/RP3.

Engage Your Community: Get new ideas in public communications, customer service, key accounts, and energy services.



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Conference
October 27 - 30
2019
New Orleans, Louisiana

