

Empower Resilience. Gain insights and approaches to accounting and finance, rates and pricing, risk management, customer accounting and services, information technology, and human resources.



September 14 - 15
2020

THE ACADEMY
Business
& Financial
Virtual Conference

AMERICAN
PUBLIC POWER
ASSOCIATION

AGENDA AT A GLANCE

Monday, September 14



Customer Accounting & Services



General Accounting & Finance



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance

Monday, September 14

	Customer Accounting & Services	General Accounting & Finance	Human Resources & Training	Information Technology	Pricing & Market Analysis	Risk Management & Insurance
11 - 11:45 a.m.	Opening General Session: Chair's Address The State of Public Power					
Noon - 1 p.m.	Lessons Learned from COVID-19: Customer Service	Cyber Risk Management for Finance Pros	Human Resources & Training Roundtable	Information Technology Roundtable	Pricing & Market Analysis Roundtable	Risk Management & Insurance Roundtable
1:30 - 2:30 p.m.	The Financial Impact of COVID-19: Pivoting and Moving Forward	A Roadmap for Operational and Financial Health	Making Cybersecurity Policies Stick (joint with IT)	Making Cybersecurity Policies Stick (joint with HR)	Avoiding Shock: Communicating Rate Changes	Claims: Maximizing Your Recovery
2:45 - 3:45 p.m.	Implementing Customer Engagement Technologies (joint with IT)	Accounting for Non-Financial Staff	What if We Can't Come In? Catastrophe Planning for HR	Implementing Customer Engagement Technologies (joint with CAS)	Preparing the Way for Electric Vehicles	The State of the Market: Broker Roundtable
4:15 - 5:15 p.m.	Protecting Your Workplace from an Active Shooter	Public Power's Ratings Outlook	Teleworking Policies and Technology (joint with IT)	Teleworking Policies and Technology (joint with HR)	Understanding Low-Income Customer Usage	Go Green or Go Home: Paying for Renewables and Transferring Risk
5:15 - 6:15 p.m.	Online Networking					

Tuesday, September 15



Customer Accounting & Services



General Accounting & Finance



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance

Tuesday, September 15

	Customer Accounting & Services	General Accounting & Finance	Human Resources & Training	Information Technology	Pricing & Market Analysis	Risk Management & Insurance
10 – 11 a.m.	Online Networking Women in Public Power: Coffee & Conversation					
11 a.m. – Noon.	General Session: Datashock: Artificial Intelligence, Connectedness, and Readyng for the Big Data Future					
12:15 – 1:15 p.m.	Data-Driven Disruption	Large Utility Roundtable Small Utility Roundtable Fiduciary Coverage: Don't Let It Get Personal (joint with HR, RMI)	Fiduciary Coverage: Don't Let It Get Personal (joint with GAFA, RMI)	Lessons Learned from COVID-19: IT	Rate Design for Energy Storage	Fiduciary Coverage: Don't Let It Get Personal (joint with GAFA, HR)
1:45 – 2:45 p.m.	AMI: Are Your Customers Telling Your Story?	GASB Update	HR Hackathon (joint with IT)	HR Hackathon (joint with HR)	Lessons Learned from Time-of-Use Rate Deployment	New Trends in Contractual Risk
3 – 4 p.m.	Customer Satisfaction Pays	Issuing Bonds in an Evolving Market	Ask the Attorney	Cybersecurity: Is Your Utility Ready for the Inevitable? (joint with RMI)	Alternative Rates for Solar PV	Cybersecurity: Is Your Utility Ready for the Inevitable? (joint with IT)
4:30 – 5:30 p.m.	The Show Must Go On: Customer Accounting and Services' Role in a Crisis	Elevating Your Budgeting Process Lessons Learned from COVID-19: Employees, Risks, and Accounting (joint with HR, RMI)	Lessons Learned from COVID-19: Employees, Risks, and Accounting (joint with GAFA, RMI)	IT Closing Roundtable	Pricing and Market Analysis Roundtable	Lessons Learned from COVID-19: Employees, Risks, and Accounting (joint with GAFA, HR)




New ideas and practical takeaways

Join your national network of public power professionals focused on business and finance to compare notes, trade ideas, discover best practices, and learn from case studies. At the Business & Financial Virtual Conference, you'll meet other utility professionals (online) to examine trends and innovations in six critical areas:

- ACCOUNTING & FINANCE
- CUSTOMER ACCOUNTING & SERVICES
- HUMAN RESOURCES & TRAINING
- INFORMATION TECHNOLOGY
- PRICING & MARKET ANALYSIS
- RISK MANAGEMENT & INSURANCE

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

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 finance, accounting, human resources and training, customer accounting and services, IT, pricing and market analysis, and risk management and insurance. Attendees typically include:



Who Should Attend

- SUPERVISORS
- MANAGERS
- DIRECTORS
- VICE PRESIDENTS
- SPECIALISTS
- COORDINATORS
- ANALYSTS

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 who would benefit from learning more about these strategic areas and connecting with the national public power community.

Monday, September 14

(All times
Eastern)

11 – 11:45 a.m.

Opening General Session

11 – 11:45 a.m. ET / 10 – 10:45 a.m. CT / 9 – 9:45 a.m. MT / 8 – 8:45 a.m. PT

[Recommended CEUs 1](#) / [PDHs 1](#) / [CPEs 1.2](#)

Chair's Address

Jolene Thompson, *President & CEO, American Municipal Power, Inc., Columbus, Ohio; and Chair, American Public Power Association*

Well before APPA was founded, public power utilities set a strong foundation in their communities that allowed for resilience and innovation. Then as now, engaging with our communities and connecting with our customers reminds them of the value of community ownership.



Jolene Thompson

The State of Public Power

Joy Ditto, *President & CEO, American Public Power Association*

As we reflect on 80 years of being connected as a public power community, we also reflect on how we have endured the recent pandemic and other crises throughout our history. Get the latest update on how APPA is working to protect the interests of public power in Washington, D.C., and helping our members to navigate an increasingly complex industry.



Joy Ditto

11:45 a.m. – Noon

Break

11:45 a.m. – Noon ET / 10:45 – 11 a.m. CT / 9:45 – 10 a.m. MT / 8:45 – 9 a.m. PT

Noon – 1 p.m.

BREAKOUT SESSIONS

Noon - 1 p.m. ET / 11 a.m. - Noon CT / 10 - 11 a.m. MT / 9 - 10 a.m. PT

[Recommended CEUs 1](#) / [PDHs 1](#) / [CPEs 1.2](#)



Lessons Learned from COVID-19: Customer Service

[CPE Field of Study: Specialized Knowledge](#)

Whether you closed your facilities to the public or kept them open, had customer service staff work remotely or from modified work spaces, or changed up how you connected with customers during the height of the pandemic – share what you took away from the experience and hear the practices your peers recommend in handling customer accounting and services.



Cyber Risk Management for Finance Pros

[CPE Field of Study: Accounting](#)

Everyone has a part to play in keeping a utility safe from cyber-attacks. Review key problem areas you might encounter in accounting and finance, how you can play a part in preventing attacks, and what systems and procedures you can put in place to reduce the cost and impact of an attack within your organization's finance department.

Key to Sessions



Customer
Accounting
& Services



General
Accounting,
Finance &
Audit



Human
Resources
& Training



Information
Technology



Pricing &
Market
Analysis



Risk
Management
& Insurance



Industry
Spotlight

Human Resources & Training Roundtable

HRCI: 1 / CPE Field of Study: Personnel/HR

Come prepared to discuss current issues in human resources and bring examples of successful training programs. Meet with peers to review the major challenges you each face within your organization.

Information Technology Roundtable

CPE Field of Study: Specialized Knowledge

Join this ice breaker session to network with and learn more about your peers in public power IT and discuss your major initiatives and current challenges.

Pricing & Market Analysis Roundtable

CPE Field of Study: Specialized Knowledge

We asked, you answered -- and now we'll discuss in depth. Join a roundtable discussion covering the primary issues you are dealing with at your utility in response to COVID-19 and other matters brought up on a survey of the Pricing and Market Analysis Committee.

Risk Management & Insurance Roundtable

CPE Field of Study: Management Services

Meet with your utility peers to share successes and challenges in risk management and insurance. Be prepared to discuss hot button topics and take away new ideas.

Industry Spotlight Session

1 – 1:30 p.m.

Break

1 – 1:30 p.m. ET / 12 – 12:30 p.m. CT / 11 – 11:30 a.m. MT / 10 – 10:30 a.m. PT

1:30 – 2:30 p.m.

BREAKOUT SESSIONS

1:30 – 2:30 p.m. ET / 12:30 – 1:30 p.m. CT / 11:30 a.m. – 12:30 p.m. MT / 10:30 – 11:30 a.m. PT

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

The Financial Impact of COVID-19: Pivoting and Moving Forward

CPE Field of Study: Specialized Knowledge

The COVID-19 pandemic has significantly impacted the country along with the utility industry from both an economic and financial standpoint. Understanding customer needs and demands to meet their expectations is imperative for a utility's operations moving forward. Hear customer insights pre, during, and post COVID-19 through data collected as the pandemic evolves. Understand the ever-changing financial needs, concerns, priorities and fears of customers, and how utilities can adapt to support these critical needs. This holistic overview will also provide data points for customer service, accounting, and other service departments on how to pivot during these times.


A Roadmap for Operational and Financial Health

CPE Field of Study: Financial

Learn the fundamentals of how to support organizational sustainability through long-term capital, operational, and financial planning. Walk through how to conduct operational reviews that uncover opportunities for improving processes, bolstering internal controls and reducing costs. Then identify how a financial and capital plan can close any budget gaps.

Making Cybersecurity Policies Stick

CPE Field of Study: Specialized Knowledge

 It's easy to find security software packages to buy, but the real trick is in getting people to understand and adhere to your security policies. Review strategies for building and managing a culture of cybersecurity.

Key to Sessions



Customer Accounting & Services



General Accounting, Finance & Audit



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance



Industry Spotlight

Avoiding Shock: Communicating Rate Changes

CPE Field of Study: [Specialized Knowledge](#)

When it comes to their monthly bill, you don't want customers to be caught off guard. If you need to raise your rates or want to offer a new rate design, customers will likely have many questions. Explore strategies for connecting with customers to avoid surprises and explain why any changes are necessary.

Claims: Maximizing Your Recovery

CPE Field of Study: [Management Services](#)

From turbine losses to utility dig in claims, maximizing your recovery and minimizing financial impacts to customers comes down to having the right people and right process for collecting the necessary information. Weigh the benefits and challenges of having an in-house claim department versus hiring a third-party vendor and tips for working with insurers and internal and external customers. Glean some best practices for investigating and documenting claims, and review policy language that extends coverage for claim investigations and forensic accounting.

Industry Spotlight Session

2:30 – 2:45 p.m.

Break

2:30 – 2:45 p.m. ET / 1:30 – 1:45 p.m. CT / 12:30 – 12:45 p.m. MT / 11:30 a.m. – 11:45 PT

2:45 – 3:45 p.m.

BREAKOUT SESSIONS

2:45 – 3:45 p.m. ET / 1:45 – 2:45 p.m. CT / 12:45 – 1:45 p.m. MT / 11:45 a.m. – 12:45 p.m. PT

[Recommended CEUs .1](#) / [PDHs 1](#) / [CPEs 1.2](#)

Implementing Customer Engagement Technologies

 CPE Field of Study: [Specialized Knowledge](#)

From creating custom customer portals to hosting live online chats and more - new technologies can positively impact the relationship between your customers and all areas of the utility. Hear how other utilities identify, fund and implement customer engagement technologies that also engage customer service, operations and executive teams.

Accounting for Non-Financial Staff

CPE Field of Study: [Accounting](#)

Accounting standards continue to evolve, with the intent of bringing increased clarity to an organization's financial reporting. However, outside of the finance department, changing processes and information can be confusing. Get a deeper understanding of financial statements and the reporting process.

What if We Can't Come In? Catastrophe Planning for HR

HRCI: [1](#) / CPE Field of Study: [Personnel/HR](#)

COVID-19, in all of its fury, took many organizations by surprise. Now, it's time to learn from our experiences to be more prepared for the future. Get best practices and hear from an expert on how to enhance and improve your catastrophe plan.

Key to Sessions



Customer Accounting & Services



General Accounting, Finance & Audit



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance



Industry Spotlight

Preparing the Way for Electric Vehicles

CPE Field of Study: [Specialized Knowledge](#)

The vehicle fleet is being increasingly electrified – and not just for light-duty vehicles. Hear how utilities are approaching different rate strategies related to electric transportation, from setting rates for transit fleets to incentives that encourage people to charge EVs off-peak and establishing fair pricing for third party public charging infrastructure.

The State of the Market: Broker Roundtable

CPE Field of Study: [Management Services](#)

Disruption is all around: from pandemics, catastrophic weather events and wildfires, to increasing regulation, advancements in technology, cybersecurity threats, and new competition. Disruption isn't just changing the utility business model, it's also changing insurance pricing and availability. Learn how to translate these trends and changes into better terms and contracts for your utility.

Industry Spotlight Session

3:45 – 4:15 p.m.

Break

3:45 – 4:15 p.m. ET / 2:45 – 3:15 p.m. CT / 1:45 – 2:15 p.m. MT / 12:45 – 1:15 p.m. PT

4:15 – 5:15 p.m.

BREAKOUT SESSIONS

4:15 – 5:15 p.m. ET / 3:15 – 4:15 p.m. CT / 2:15 – 3:15 p.m. MT / 1:15 – 2:15 p.m. PT

[Recommended CEUs .1](#) / [PDHs 1](#) / [CPEs 1.2](#)

Protecting Your Workplace from an Active Shooter

CPE Field of Study: [Specialized Knowledge](#)

Public places have been rampaged by violent and deadly events in recent years, and your workplace is not immune. Your survival can depend on the way you respond and what guidelines your utility has in place. Hear from the experts on the steps you can take to protect your employees on the front line.

Public Power's Ratings Outlook

CPE Field of Study: [Specialized Knowledge](#)

Representatives from the rating agencies share their outlook for public power and the electric utility industry and discuss the factors that could influence the utility industry's ratings in the future.

Teleworking Policies and Technology



HRCI: 1 / CPE Field of Study: [Specialized Knowledge](#)

Teleworking has become a norm for many workers in 2020. Yet, the tools available and how HR grants employees access to them varies widely. Discuss what changes to the ways we work today will mean for utility employees in the future.

Understanding Low-Income Customer Usage

CPE Field of Study: [Specialized Knowledge](#)

One of the most important questions about rates is how any changes will impact low-income customers. While utilities cannot establish specific rates for low-income customers, they can better understand how much electricity these customers consume compared to others in the same rate class. Learn how public power utilities have used analysis about electric consumption patterns in discussing rates.

Go Green or Go Home: Paying for Renewables and Transferring Risk

CPE Field of Study: [Specialized Knowledge](#)

As communities ramp up interest in renewable generation, utilities are exploring how to pay for potentially significant new infrastructure projects. Learn how to manage finance options for renewable initiatives, battery storage considerations, and risk mitigation mechanisms.

Industry Spotlight Session

5:15 – 6:15 p.m.

Online Networking

5:15 – 6:15 p.m. ET / 4:15 – 5:15 p.m. CT / 3:15 – 4:15 p.m. MT / 2:15 – 3:15 p.m. PT

Reconnect with old friends, meet new people and network with other public power leaders. Whether this is your virtual happy hour or afternoon coffee break, grab your drink of choice and unwind with your peers.

Tuesday, September 15

10 – 11 a.m.

Women in Public Power: Coffee & Conversation

10 – 11 a.m. ET / 9 – 10 a.m. CT / 8 – 9 a.m. MT / 7 – 8 a.m. PT

Our ever-popular networking event for women working in public power takes on a new format this year. Join your peers for coffee and conversation to celebrate successes and share challenges.

10 – 11 a.m.

Online Networking

10 – 11 a.m. ET / 9 – 10 a.m. CT / 8 – 9 a.m. MT / 7 – 8 a.m. PT

Power up for the day with connections and conversations. Visit with your peers and chat with sponsors.

11 a.m. – Noon

Datashock: Artificial Intelligence, Connectedness, and Ready for the Big Data Future

Recommended CEUs [.1](#) / PDHs [1](#) / CPEs [1.2](#)

As we hurtle toward a society and economy powered by artificial intelligence and big data, are we in for shock? Are AI, smart algorithms, big data, and the Internet of Things really taking over? See how increasingly trackable human behavior — from financial transactions to social interactions — could change the way we live, work, and do business. Explore whether AI can help the energy industry make better decisions and improve efficiencies. Learn how to recognize disruptive AI, assess its potential, and prepare for a data- and algorithm-driven future.



Jen Golbeck

Noon – 12:15 p.m.

Break

Noon – 12:15 p.m. ET / 11 – 11:15 a.m. CT / 10 – 10:15 a.m. MT / 9 – 9:15 a.m. PT

12:15 p.m. – 1:15 p.m.

BREAKOUT SESSIONS

12:15 p.m. – 1:15 p.m. ET / 11:15 a.m. – 12:15 p.m. CT / 10:15 – 11:15 a.m. MT / 9:15 – 10:15 a.m. PT

Recommended CEUs [.1](#) / PDHs [1](#) / CPEs [1.2](#)



Data-Driven Disruption

CPE Field of Study: [Specialized Knowledge](#)

You deployed advanced metering infrastructure, and now you have a mountain of data. Discuss strategies for how to put the data to use and how public power entities can take advantage of the tools associated with AMI systems to move their services and operations forward.



Large Utility Roundtable

CPE Field of Study: [Accounting](#)

Meet with peers from large utilities to network and discuss the accounting and finance topics that are important to your organization. Come ready to participate and bring your success and challenges to the table.



Small Utility Roundtable

CPE Field of Study: [Accounting](#)

Meet with peers from small utilities to network and discuss the accounting and finance topics that are important to your organization. Come ready to participate and bring your success and challenges to the table.



Lessons Learned from COVID-19: IT

CPE Field of Study: [Information Technology](#)

Join this panel discussion about the key lessons learned over the last six months – and how to build new ideas and practices into your future plans.




Rate Design for Energy Storage

CPE Field of Study: [Specialized Knowledge](#)

Energy storage could be a game-changing technology for the utility business model. Both utility-scale and residential storage can help utilities reduce transmission expenses and could mitigate wholesale purchase power requirements, but might also complicate load and revenue forecasting. Explore how to balance setting rates to maximize storage potential with making sure that your utility's costs are adequately recovered.

Fiduciary Coverage: Don't Let It Get Personal

 HRCI: 1 / CPE Field of Study: Management Services

 Utility executives and leaders making decisions on behalf of your organization's health, dental, and retirement plans can face personal liability arising out of how these plans are managed. Learn about current market trends, typical fiduciary coverages, and what organizations should do to ensure adequate coverage to reduce personal risk to your executive team and decision makers.

Industry Spotlight Session

1:15 – 1:45 p.m.

Break

115 – 145 p.m. ET / 12:15 – 12:45 p.m. CT / 11:15 – 11:45 a.m. MT / 10:15 – 10:45 a.m. PT

1:45 – 2:45 p.m.

BREAKOUT SESSIONS

145 – 245 p.m. ET / 12:45 – 145 p.m. CT / 11:45 a.m. – 12:45 p.m. MT / 10:45 – 11:45 a.m. PT

[Recommended CEUs .1](#) / [PDHs 1](#) / [CPEs 1.2](#)

Are Your Customers Telling Your Story?

CPE Field of Study: Specialized Knowledge

Many different sources are telling customers what to expect from AMI – is your utility one of them? Learn how to effectively talk about your utility's transition to AMI and control the narrative so that your customers aren't left with fear, uncertainty, or the wrong message.


GASB Update

CPE Field of Study: Accounting (Governmental)

Learn about the latest standards, what's coming down the pipeline, and how the changes might affect your utility.

HR Hackathon

HRCI: 1 / CPE Field of Study: Specialized Knowledge

 It is often hard to step back and find new ways to approach problems. Join our speakers to learn some hackathon-based approaches you can use to generate new ideas across the organization.

Lessons Learned from Time-of-Use Rate Deployment

CPE Field of Study: Specialized Knowledge

With a year or more of having implemented default time-of-use residential rates, learn what public power utilities have to say about deployment thus far. Peruse their data and experiences about whether or not customers shifted usage, how customer's bills changed, how effective the rates have been for cost recovery, and how they communicated with customers about the new rates.

New Trends in Contractual Risk

CPE Field of Study: Management Services

Wildfires and COVID-19 have changed the game in contractual risk transfer and challenged planning to protect against losses caused by critical resource vendors. Hear from industry experts on emerging methods to transfer risk associated with business interruption and a contingent supply chain. Review contracts for potential risks, determine necessary insurance and indemnification requirements of vendors, and learn how to track vendor performance.

Industry Spotlight Session

Key to Sessions



Customer Accounting & Services



General Accounting, Finance & Audit



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance



Industry Spotlight

2:45 – 3 p.m.

Break

2:45 – 3 p.m. ET / 1:45 – 2 p.m. CT / 12:45 – 1 p.m. MT / 11:45 a.m. – Noon PT

3 – 4 p.m.

BREAKOUT SESSIONS

3 – 4 p.m. ET / 2 – 3 p.m. CT / 1 – 2 p.m. MT / Noon – 1 p.m. PT

[Recommended CEUs .1 / PDHs 1 / CPEs 1.2](#)



Customer Satisfaction Pays

[CPE Field of Study: Specialized Knowledge](#)

Industry research data makes clear that customer satisfaction affects your utility's bottom line. Review how utility customer satisfaction compares to other industries and learn strategies for boosting revenues through innovations in customer engagement. Explore the benefits of customer satisfaction on operating margin, revenue growth, and other results.



Issuing Bonds in an Evolving Market

[CPE Field of Study: Accounting \(Governmental\)](#)

If your utility is issuing bonds over the next year, then you'll want to join in to learn about the latest bond types and options, competitive versus negotiated sales couponing, and how current market conditions and volatility might affect the process.



Ask the Attorney

[HRCI: 1 / CPE Field of Study: Personnel/HR](#)

A perennial favorite among public power HR pros. Have your list of challenges and questions at the ready and learn how the experts – two employment attorneys – have handled similar challenges or recommend proceeding based on similar situations. Discuss how various industry challenges relate to your workforce and stay ahead of emerging issues faced by other utilities.



Cybersecurity: Is Your Utility Ready for the Inevitable?



[CPE Field of Study: Specialized Knowledge](#)

Go beyond the firewalls of cybersecurity and address important risk management topics including: tailoring your insurance coverage to protect your utility, key roles for risk managers, and addressing cyber risk in contracts. Learn what you can do and what tools can help your organization prepare for an inevitable cyber-attack.



Alternative Rates for Solar PV

[CPE Field of Study: Specialized Knowledge](#)

As more customers install rooftop solar panels, more might have different expectations about the value of the generation these systems supply to the grid. Explore the different rate design options that have been tried and contemplated with the goal of ensuring cost recovery and setting a fair rate for solar PV.



Industry Spotlight Session

4 – 4:30 p.m.

Break

4 – 4:30 p.m. ET / 3 – 3:30 p.m. CT / 2 – 2:30 p.m. MT / 1 – 1:30 p.m. PT

4:30 – 5:30 p.m.

CLOSING BREAKOUT SESSIONS

4:30 – 5:30 p.m. ET / 3:30 – 4:30 p.m. CT / 2:30 – 3:30 p.m. MT / 1:30 – 3:30 p.m. PT

[Recommended CEUs .1 / PDHs 1 / CPEs 1.2](#)



The Show Must Go On: Customer Accounting & Services' Role in a Crisis

[CPE Field of Study: Specialized Knowledge](#)

Pandemic response plans have an emergency management response and plan that is distinct from other types of events. From the customer service and accounting standpoint, an added challenge is how to mitigate fear or discomfort that customers have in interacting with the utility. Learn how utilities continue to provide exceptional customer service during and after a pandemic.



Elevating Your Budgeting Process

[CPE Field of Study: Finance](#)

Take your utility's budgeting to the next level. First learn how to determine at what level the utility should budget and then review which non-financial metrics should be included in the budget.



Lessons Learned from COVID-19: Employees, Risks, and Accounting



HRCI: 1 / CPE Field of Study: Specialized Knowledge



Continuity of Operation Plans for natural disasters or isolated events looked great on paper. Then, COVID-19 came along. Was your organization prepared for the pandemic? Join your peers to discuss what worked, what didn't, and what you will do differently to prepare for the next event. Explore lessons learned from a risk management, human resources, and accounting and finance perspective, such as working remotely, keeping people sequestered, pay policies, workers compensation, and more.



IT Closing Roundtable

CPE Field of Study: Information Technology

Join your IT colleagues and panelists to reflect on ideas shared and practices explored throughout the conference, discuss any hot button issues left unaddressed, and set the course for the year ahead.



Pricing and Market Analysis Roundtable

CPE Field of Study: Specialized Knowledge

As the conference nears its end, come join the Pricing and Market Analysis Committee to discuss what you have learned over the past two days, as well as any other pressing issues that have not yet been covered.



Industry Spotlight Session

5:30

Adjourn



Why You Should Attend

1

Make connections

You won't just be passively staring at a screen all day. The conference is full of roundtables and networking opportunities that will let you turn on your cameras and talk face-to-face (online) with your fellow participants so you can compare notes, trade ideas, and share best practices.

2

Critical issues

Hear from keynote and breakout speakers about the critical trends shaping our industry and get expert advice on challenges and opportunities. From how others are coping with the pandemic, to the new technologies and strategies that will propel our industry into the future, this is your opportunity to get tips, resources and solutions from others facing the same challenges as you, and get innovative ideas for your community.

3

Attend now... and later

You'll have the opportunity to choose which breakout sessions you attend, so you can customize your experience to suit your interests. But you don't have to worry about missing out: you'll also be able to access recordings of all the breakout sessions you might have missed after the event.

4

Easy to use

We've designed this virtual event to be as easy as possible for attendees to navigate. Here's how it will work:

A few days before the conference, we'll send you a link to our virtual event portal. To access the page, you'll just need to log in with the same username and password you use to log in to PublicPower.org.

Once you log in, you'll find an easy-to-navigate menu of all the conference sessions and events. You'll be able to click on any item for more information, and for a link to join the session at the appropriate time.

After a session ends, you'll just close that meeting window, go back to the program menu, and select the next session you want to join.

The actual sessions and networking events will be hosted by Zoom. We've chosen Zoom in part because it's one of the easiest, most intuitive virtual meeting forums out there. So even if you've never participated in a virtual event before, you'll get the hang of this in no time.

Registration

Register online at www.PublicPower.org/BandF

Registration Fee

	Register by August 14	After August 14
Member	\$575	\$625
Nonmember	\$1,150	\$1,200

Not yet an American Public Power Association member?

Join today and save \$575 on your conference registration. Call Member Services at 202-467-2926 to learn more.

Group Discounts

Save an additional \$50 on each registration for the Business and Financial Virtual Conference when your organization registers 5 or more people. Contact Registration@PublicPower.org for more information and to request the group registration form to receive this special discount.

Cancellation, Refund, and Substitution Policy

Registrants who cancel in writing on or before Thursday, September 10, 2020 are entitled to a refund of their registration fee, minus a \$50 cancellation fee. Registrants who cancel after September 10, 2020 will not receive a refund, but attendee substitutions will be allowed for the 2020 Business and Financial Virtual Conference only. Registrants and no-shows who do not cancel on or before September 10 are responsible for the full registration fee and are not entitled to a refund of their registration fee.

Requests must be made in writing to: Registration@PublicPower.org

Code of Conduct

Attendees of American Public Power Association meetings agree to abide by the APPA Code of Conduct. If attendees engage in unacceptable behavior as outlined in the Code of Conduct, the Association may take any action it deems appropriate, including but not limited to, expulsion from the current and future meetings, with no warning or refund.

Contact Us

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

Registration Questions

Registration@PublicPower.org
202-467-2978

Program Questions

EducationInfo@PublicPower.org
202-467-2965

Sponsor Questions

Membership@PublicPower.org
202-467-2903

Earn Educational Credits

Earn continuing education credits when you participate in the sessions live!



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

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