

APPA ACADEMY
**Customer
Connections
Conference**

2025

Network: Hyatt_Meeting

Passcode: APPA2025



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SUNDAY, NOVEMBER 2



8 am – 6 pm

REGISTRATION & INFORMATION DESK

SALT LAKE FOYER WEST

PRECONFERENCE SEMINARS

SALT LAKE E

8:30 am – Noon
Fostering Team Accountability and Performance

An accountable culture is the cornerstone of organizational success – and it begins with accountable leadership. Explore the critical elements for an accountable culture and how your leadership can drive performance, build trust, and foster a high-engagement workplace..

1:30 – 5 pm
Generate AI Storytelling Strengths

Learn what's possible with generative artificial intelligence, including how you can establish trust (and where to maintain a healthy distrust) of results and work together to create smarter content. Get hands-on in trying different tools to develop a variety of types of content, review examples of organizational AI policies and share how your peers are using AI tools in their work.



5 – 6:30 pm

WELCOME RECEPTION

SPONSOR SHOWCASE | SALT LAKE AB

FILL YOUR TRAIL MAP, WIN PRIZES!

Hike through our Sponsor Showcase to collect stamps to fill in your trail map. The more spots you visit, the higher your chance of winning! Turn in your completed trail map at registration. Winners will be drawn in Wednesday morning's general session.

MONDAY, NOVEMBER 3

OPENING GENERAL SESSION

Honoring Our Colleagues: Smart Energy Providers and Public Power Customer Satisfaction Awards

Applaud excellence in energy efficiency and sustainability with the 2025 Smart Energy Provider designees. Celebrate exceptional customer service as we recognize the winners of the Public Power Customer Satisfaction Awards.



Welcome

SCOTT CORWIN, *President and CEO, American Public Power Association*

Building Trust Between Humans and AI to Supercharge Your Business



As artificial intelligence (AI) becomes a game-changer in the future of work, fostering trust between humans and machines is crucial for maximizing efficiency, ethical responsibility, and profitability. An accomplished computer scientist and a leading expert in AI and trust, join Dr. Golbeck as she reveals the secrets to building trust between humans and AI, unlocking the full potential of technology, and supercharging your business' success. With her insights, you will be able to assess and build trust between your team and AI systems, paving the way for seamless collaboration and giving your team a competitive edge.

JENNIFER GOLBECK, *Computer Scientist and Professor, University of Maryland*



DOWNLOAD THE MOBILE APP

Download the mobile app to maximize your experience

MONDAY, NOVEMBER 3

Public Communications Salt Lake C	Customer Service Regency A	Energy Innovation & Adoption Salt Lake E	Key Accounts Salt Lake D	Industry Spotlight Aspen
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7 am – 5 pm Registration & Information Desk: [Salt Lake Foyer West](#)

7:15 – 8:15 am Awards Photos: [Alta \(Level 3\)](#) 

7:30 – 8:30 am Newcomers Breakfast: [Aspen](#)
Networking Breakfast & Sponsor Showcase: [Salt Lake AB](#)

8:30 – 10 am Opening General Session: [Regency A](#)

10 – 10:30 am Break with Sponsors: [Salt Lake AB](#)

10:30 – 11:45 am	Public Communications Roundtable	Customer Service Roundtable	Energy Innovation & Adoption Roundtable	Key Accounts Roundtable	
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11:45 am – 1:30 pm Lunch (on your own)

1:30 – 2:45 pm	Peak Partnerships: Energizing Student Engagement	Multi-Dimensional Leadership for an Uncertain World	Engaging Customers with Demand Response Solutions	The Future Key Account Representative	Public Power Safety, Powered by Connection: How Littleton Reaches Its Informed Community
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2:45 – 3:15 pm Break with Sponsors: [Salt Lake AB](#)

3:15 – 4:30 pm	Navigating Crisis Communications: Lessons from the Peaks and Valleys	Know Your Customers, Know Your Demand	Powering Growth, Increasing Reliability with Industrial Energy Assets	Technology Transforming Key Accounts	Lessons in Digital Transformation for Public Power
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5 pm Happy Hour with Colleagues (pay your own way): [Contribution Lobby Bar](#)

TUESDAY, NOVEMBER 4

GENERAL SESSION

Honoring Our Colleagues: Key Account and Advanced Key Account Certificate Program Graduates

Congratulate the newest graduates from the APPA Academy's Key Accounts and Advanced Key Accounts Certificate Programs.

Honoring Our Colleagues: Excellence in Public Power Communications

Immerse yourself in visionary communication strategies that will leave you enlightened and motivated as we showcase the videos capturing the highest honors this year in the prestigious Excellence in Public Power Communications Awards.

Persuasion Power: Inspiring Agreement and Achieving Success

Would you like more people to agree with you? Learn strategies for how you can become more influential and bring people to your side — without being pushy or manipulative. Practice how to communicate with authenticity and credibility to gain trust, inspire action, and influence decisions. Discover proven techniques to present your ideas with impact, rally support, and become a more effective, respected leader.



BARRY MOLINE, *President, BJM Solutions*



The American Public Power Association helps community-owned utilities deliver superior electric service — by advocating and advising on electricity policy, resilience, cybersecurity, grid operations, technology, trends, and training. Learn more at www.PublicPower.org.



AMERICAN PUBLIC POWER ASSOCIATION

The APPA Academy is public power's complete resource for professional education and certification, helping you stay abreast of rapidly evolving technologies, regulations, and customer needs. Learn more about in-person, virtual, and on-demand events at www.PublicPower.org/Academy.

TUESDAY, NOVEMBER 4

Public Communications
Salt Lake C

Customer Service
Regency A

Energy Innovation & Adoption
Salt Lake E

Key Accounts
Salt Lake D

Industry Spotlight
Aspen

7 am – 5 pm Registration & Information Desk: [Salt Lake Foyer West](#)

7:15 – 8:15 am Awards Photos: [Alta \(Level 3\)](#) 

7:30 – 8:30 am Women in Public Power Breakfast: [Aspen](#)
Networking Breakfast & Sponsor Showcase: [Salt Lake AB](#)

8:30 – 10 am General Session: [Regency A](#)

10 – 10:30 am Break with Sponsors: [Salt Lake AB](#)

10:30 – 11:45 am	Accessibility Matters: Ensuring Digital ADA Compliance	Equity in Action: Delivering Impactful Customer Service	AI Is Here to Stay: Is It Your Friend or Foe?	Starting a Key Accounts Program	Why Your Customers Want You to Text Them (And How It Boosts Satisfaction)
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11:45 am – 1:30 pm Lunch (on your own)

1:30 – 2:45 pm	Elevated Excellence: Showcasing Communications Award Winners	AI That Just Works: A Customer Service Solution	Coupling DER and Affordability	Opportunities & Perils of Data Center Load Growth	
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2:45 – 3:15 pm Break with Sponsors: [Salt Lake AB](#)

3:15 – 4:30 pm	Public Communications Rapid-Fire Roundtable	Fostering an Internal Customer Service Focus	Engaging the Buildings Sector in Grid Enhancements	Key Account Customer Best Practices	
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6 – 7:30 pm Reception: [Regency A](#)

WEDNESDAY, NOVEMBER 5

7 – 9 am Registration & Information Desk: [Salt Lake Foyer West](#)

7:15 – 8:15 am Awards Photos: [Alta \(Level 3\)](#) 

7:30 – 8:30 am Networking Breakfast: [Salt Lake AB](#)

8:30 – 10 am Closing General Session: [Regency A](#)

CLOSING GENERAL SESSION

Honoring Our Colleagues: Excellence in Public Power Communications

Celebrate winners of the Excellence in Public Power Communications awards — including the Audience Choice video award.

Thrive Without Limits: Unshakeable Resilience One Step at a Time

Drawing lessons from his 28,000-mile journey around the world, hear how resilience isn't about avoiding difficulty but harnessing it to grow. Discover how resilience is strengthened through daily choices and small inconveniences, and how adopting a journey-focused mindset gives you the ultimate advantage in turbulent times. You'll learn why, with the right systems in place, resilience is a muscle that grows stronger with every challenge and review what other tools are necessary to navigate life's difficulties and emerge stronger, more capable, and, ultimately, more fulfilled.



TOM TURCICH is the tenth person to walk around the world and the first to do so with a dog and has been featured on CNN, BBC, Good Morning America, The Guardian, and countless other news outlets.

KEY FACTS

Credits and Evaluation

A link to the conference evaluation will be emailed to attendees after the conference. You must complete this form to receive a certificate for continuing education credits (CEUs, PDHs, or CPEs). We appreciate your valuable feedback.

Presentations

A link to speakers' presentations will be emailed to attendees after the conference and will be made available to view for one month.

Antitrust Statement

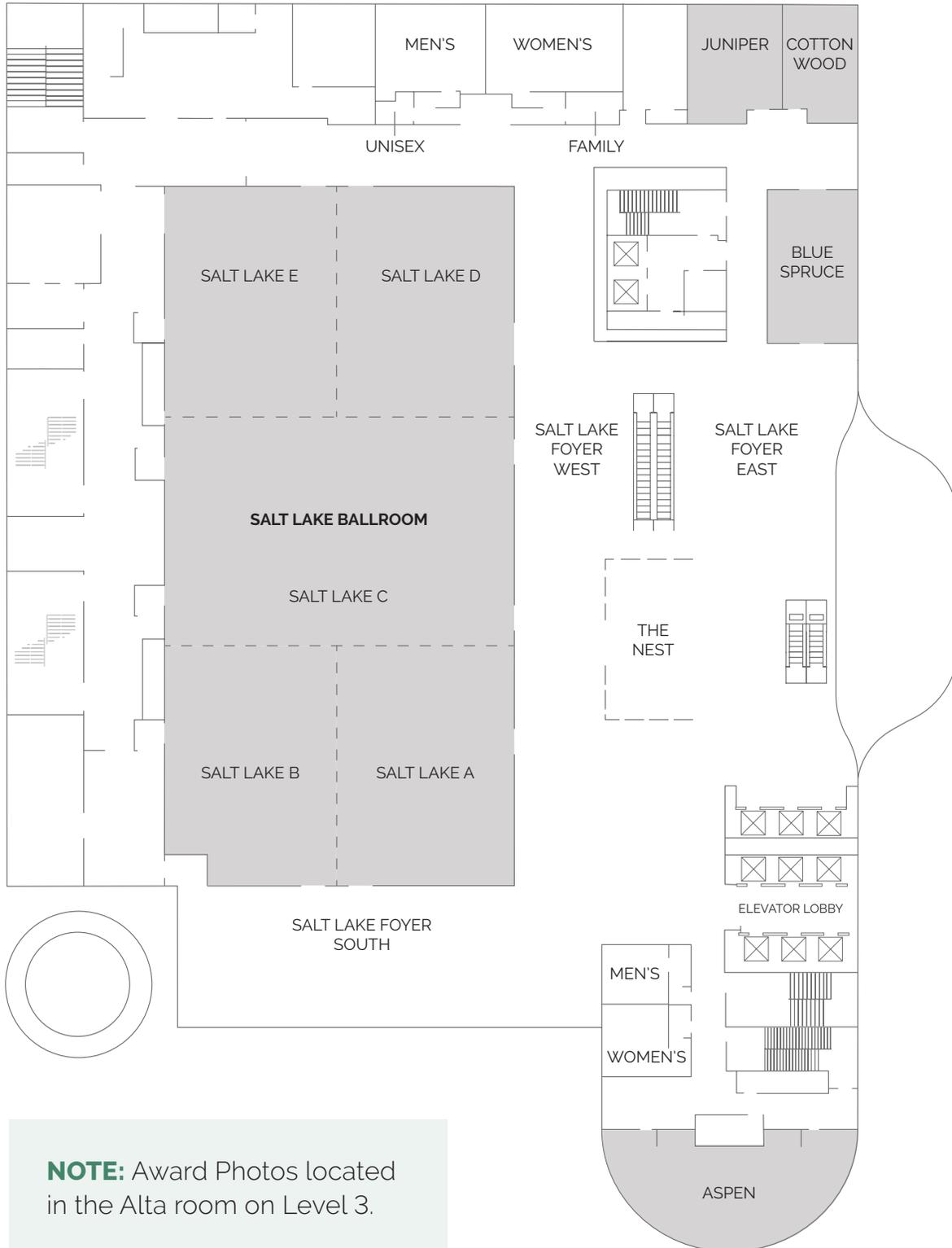
Various state and federal laws prohibit the exchange of information among competitors regarding the matters pertaining to price, refusals to deal, markets division, tying relationships and other topics that might infringe upon antitrust laws and regulations. No such exchange or discussion will be tolerated during the meeting. A copy of the APPA's Statement of Compliance with the Antitrust Laws is available upon request.

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, APPA may take any action it deems appropriate, including but not limited to, expulsion from the current and future meetings, with no warning or refund.

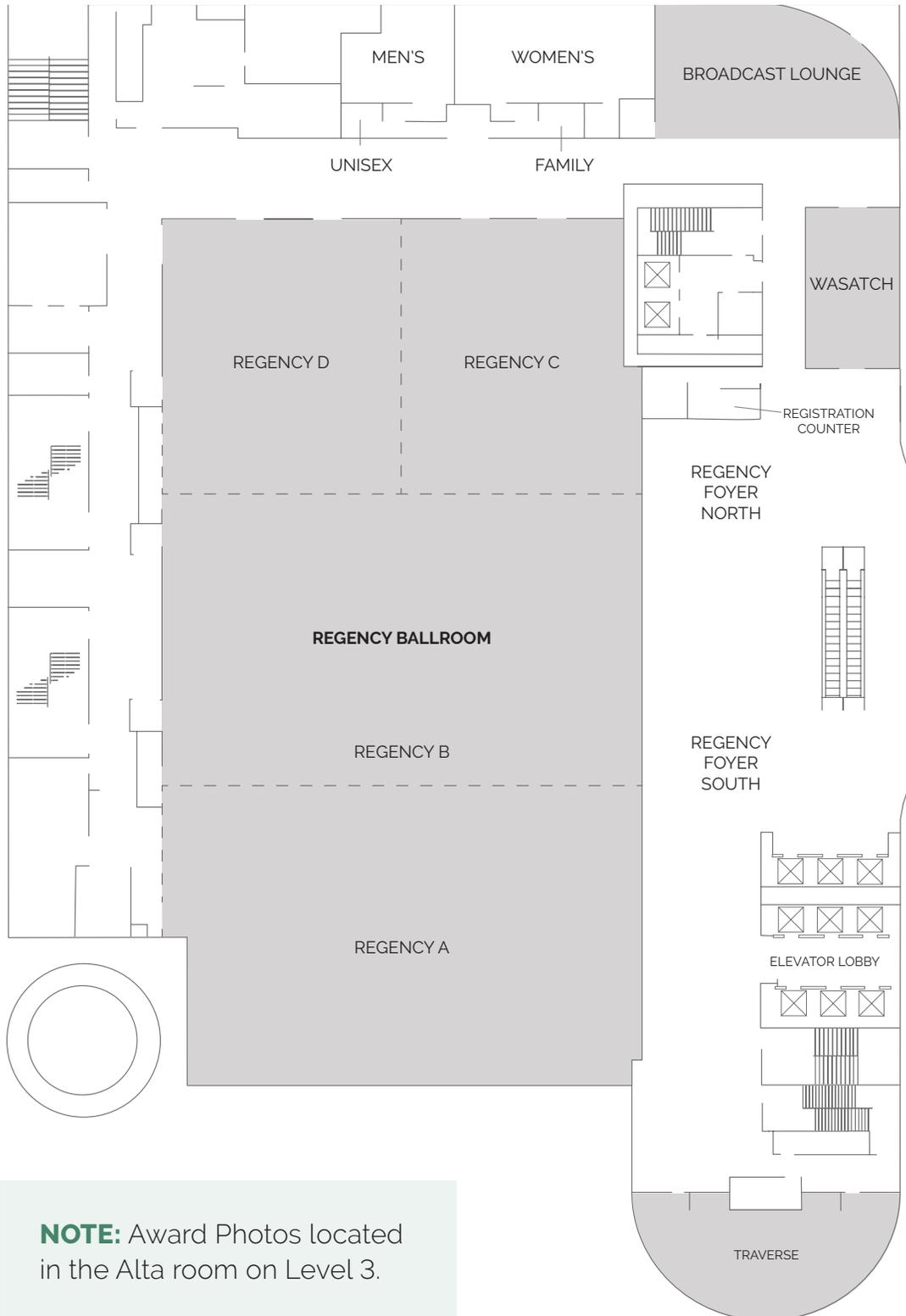


HYATT REGENCY SALT LAKE CITY FLOOR 2



NOTE: Award Photos located in the Alta room on Level 3.

HYATT REGENCY SALT LAKE CITY FLOOR 4

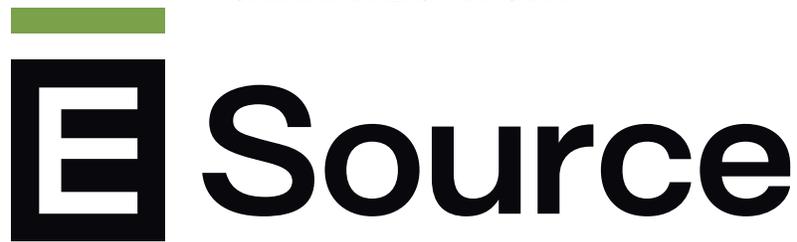


NOTE: Award Photos located in the Alta room on Level 3.

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