



Grow Together

Business & Financial Conference



September 16-19, 2018



Anaheim, California

60+ SESSIONS BRING YOU THE LATEST IN

- Accounting & Finance
- Customer Accounting & Services
- Human Resources & Training
- Information Technology
- Pricing & Market Analysis
- Risk Management & Insurance *New!*

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“We can all learn something from attending the Business & Financial Conference, whether we have been in the industry for 30 days or 30 years. For me, just talking with other attendees about how they do things and the experiences they have had as well as best practices is worth the money.”

Kelli Nugent, CFO, Carthage Water & Electric Plant

NETWORK **& Grow Together**

Join fellow professionals for updates on all areas of utility business and administration. You'll have plenty of opportunities to compare notes, discover best practices, and learn from case studies.

Get ideas and inspiration from experts and your utility peers in

- Accounting & Finance
- Customer Accounting & Services
- Human Resources & Training
- Information Technology
- Pricing & Market Analysis
- Risk Management & Insurance *New!*

BE EMPOWERED
[www.publicpower.org/event/
business-financial-conference](http://www.publicpower.org/event/business-financial-conference)

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 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.

Volunteer to serve as a mentor or ask to be paired with one — check the box when you register, email EducationInfo@PublicPower.org, or call 202-467-2965.

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SESSIONS at a Glance

With more than 60 sessions to choose from, you'll get up to speed on new trends and technologies, learn from the experts, and exchange ideas with peers — You'll leave with strategies and resources to deal with the issues that keep you up at night.

Visit www.publicpower.org/event/business-financial-conference for updates and to register.



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 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

“This conference is a great opportunity to meet people in my industry and get **problem solving ideas that I can apply to real life.”**

Becky Lehman, Technology Director, Holland Board of Public Works

BREAKOUT SESSIONS

at a Glance

MONDAY, September 17		
	9:15 – 10:15 a.m.	10:30 – 11:45 a.m.
Customer Accounting & Services	Grow Houses: High Demand, New Challenges	Engaging Customers in Energy Wellness
General Accounting, Finance & Audit	Tax on Fringe, Don't Cringe	Small Utility Roundtable
	Utility Value: To Your Community and/or to Potential Buyers	Large Utility Roundtable
Human Resources & Training	Human Resources & Training Roundtable	How to Become a Destination Employer, Part 1: Engagement
Information Technology	IT Kickoff Roundtable	Using Data to Meet Unspoken Customer Needs
Pricing & Market Analysis	Rate Design: What's New, What's Right for You	Customer Engagement in Rate Design
Risk Management & Insurance	Insurance Basics: Part 1 - Fundamentals of Insurance	Insurance Basics: Part 2 – Insurance 101
Open to All Groups		Joint Action Agency Roundtable
TUESDAY, September 18		
	8:30 – 10 a.m.	10:15 – 11:45 a.m.
Customer Accounting & Services	Communicating with Customers, Beyond Outages	Customer Self-Service 2.0: How Far Do You Go?
General Accounting, Finance & Audit	Keep Calm and Comply with GASB	Blockchain 101: Threats and Opportunities
	No Utility is Too Big or Too Small for Solid Internal Controls	
Information Technology	The Public Power Association Security Journey	Joint GAFA & IT)
Human Resources & Training	HR's Fiscal Responsibility: Employee Financial Wellness & Retirement Plan Fees	Expanding Your Talent Pool: Troops to Energy Jobs
Pricing & Market Analysis	Charging Ahead: Special Rates for Electric Vehicles	Don't Just Give it Away: Charge Something
Risk Management & Insurance	Managing Your Broker Relationship	Risk Assessments and Loss Control Activities
WEDNESDAY, September 19		
	8:30 – 10 a.m.	
Customer Accounting & Services	Customer Accounting & Services Roundtable	
General Accounting, Finance & Audit	Building a Culture of Credibility	
Human Resources & Training	Becoming a Mindful Leader	
Information Technology	Cyber Alert, Shore Up Your Defenses	
Pricing & Market Analysis	Change and Challenge: Keeping the Lights On at Your Utility	
Risk Management & Insurance	Contractual Risk Considerations (Fortifying Your Contractual Risk Transfer Program)	

1:30 – 3 p.m.		3:15 – 4:30 p.m.	4:30 – 5:30 p.m.
A Safe Space for Customer Service	Cross-Train to Retain: Future Proofing Your Staff		
Beyond Numbers: Budgeting for Success	Asset Management: Overcoming the Ten Sins		
Behind the Ratings: Hear from the Big Three	No Advance Refunding: What's the Alternative?		
How to Become a Destination Employer, Part 2: Healthcare Costs	Key Elements of an Effective Talent Acquisition Strategy		
ERP: Is It for Me?	Cybersecurity Roundtable		
Value of Solar: A Spectrum of Approaches	Load Analysis for Rate Makers		
Risk Management & Insurance Roundtable	What's Happening in the Insurance Market		
			Resource Central: Association Benefits for You

1:30 – 3 p.m.		3:15 – 4:30 p.m.	
Pay as You Please: More Options for Customers	Improve Collections with AMI & System Integration		
Internal Audit: Can Your Organization Afford to be Without It?	ROI: Recruit, Onboard, Inspire your Accounting Team		
Moving on Up: Investment Planning Tips	#What's Up DC		
Mobilize to Optimize: Gathering the Forces	Shared Technologies, Multiplied Benefits		
Understanding Diversity and Inclusion with Emotional Intelligence	Ask the HR Attorney		
Flex Your Rate Muscles, Shape Your Load	Pricing & Market Analysis Roundtable		
Anatomy of a Claim	The Damage is Done (Third Party Recovery)		

10:15 – 11:30 a.m.	
	Failure is Not an Option: Leadership Lessons from Space

CONFERENCE AGENDA

SUNDAY September 16

8 a.m. – 6:30 p.m. REGISTRATION

PRECONFERENCE SEMINARS

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

Each preconference seminar requires separate registration.

8:30 a.m. – Noon

Simple Steps to Fast Track an ERM program

Recommended CEUs .3/PDHs 3.25/CPEs 3.9

Field of Study: Management Services

Discover how to identify the most significant risks facing your utility and make your executives and board aware of them. Learn the basic processes to create a dialog around risk tolerance, identify key risks, designate key risk categories for continuous monitoring, build a scoring process, and map a risk matrix. Evaluate and discuss major risk categories with the experts. Leave with a simple, practical framework that you can apply to outline the most critical risks that your utility needs to address right away.

Sandy Meyers, Director, Risk Management, and **Heath Silvey**, Manager-Risk/Damage Prevention, City Utilities of Springfield, Missouri; **Malinda Prudencio**, Chief Risk Officer, The Energy Authority, Jacksonville, Florida; and **Bryan Willnerd**, Manager, Treasury & Risk Management, Lincoln Electric System, Nebraska

8:30 a.m. – Noon

Strategic Rate Design: Trends and Case Studies

Recommended CEUs .3/PDHs 3.25/CPEs 3.9

Field of Study: Specialized Knowledge

Can you design rate strategies that balance utility and customer interests? Learn from case studies from utilities like yours across the country. See how rates can be modified or restructured over 5 to 10 years to keep your utility financially viable and competitive, while recovering costs. Get tips

for evaluating customer and demand charges, time-of-use rates, real-time pricing, and coincident peak demand rates and for setting proper price signals. Examine special rates for economic development, large customers, standby rates, etc. Get ideas to educate staff, management, governing bodies, customers and third parties on your long-term rate strategies.

Mark Beauchamp, *President, Utility Financial Solutions, Holland, Michigan;* and **Zac Wilkerson**, *Supervisor of Rates and Analytics, Lincoln Electric System, Nebraska*

1:30 – 5 p.m.

How to Meet New GASB Standards

Recommended CEUs .3/PDHs 3.25/CPEs 3.9

Field of Study: Accounting (Governmental)

Many new governmental accounting standards have been put in place in the past two years, with significant impact on utility and governmental financial statements. Learn, through real-life examples, about new standards that affect your utility. Learn how to communicate the changes to your governing body, and how to interpret your financial statements post-implementation. Examine key standards — GASB 67/68 on pensions, GASB 74/75 on other postemployment benefits, GASB 83 on asset retirement obligations, and GASB 87 on leases.

Bethany Ryers, *CPA, Sr. Manager, Baker Tilly, Madison, Wisconsin*

1:30 – 5 p.m.

How to Assess Your Cyber Health and Build Resilience

Recommended CEUs .3/PDHs 3.25/CPEs 3.9

Field of Study: Information Technology

Identify where your IT and OT networks are vulnerable to cyber attacks and define a path to cyber resilience. Go through a complete check-up with an operational survey; testing of high-risk web applications; and review of your cybersecurity-related policies and procedures. Assess your cybersecurity posture based on the ten domains described in the Department of Energy's Electricity Subsector Cybersecurity Capability Maturity Model including workforce, asset, and supply chain management. Learn how to respond to cyber incidents and maintain continuity of operations. Learn how best to explain cybersecurity to your executives and board.

Phillip Peerman, *Supervisor of Cybersecurity and Infrastructure, Easton Utilities Commission, Maryland;* and **Doug Westlund**, *Senior Vice President, AESI-US, Inc.*

5 – 6:30 p.m.

Welcome Reception

Visit with colleagues and learn about the products and services that conference sponsors offer.

MONDAY

September 17

7 a.m. – 5 p.m. CONFERENCE REGISTRATION

7 – 8 a.m.

Networking Continental Breakfast

Make the most of your time at this informal breakfast. No speakers or moderators — just visit with your peers and conference sponsors.

8 – 8:45 a.m.

Opening General Session

Recommended CEUs .1 / PDHs .75 / CPEs .9, Specialized Knowledge

California's Quest to Decarbonize and the Impact on the World (and You)

Barry Moline, Executive Director, California Municipal Utilities Association, Sacramento, California

Public Power Matters

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

8:45 – 9:15 a.m.

Break with Sponsors

All roundtable discussions are only for employees of public power utilities, state and regional associations, and joint action agencies.

Have topics you'd like to discuss at any roundtable? Email BusinessandFinance@PublicPower.org before the conference.

9:15 – 10:15 a.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

Grow Houses: High Demand, New Challenges

CPE Field of Study: Specialized Knowledge



Electric utilities across the country are dealing with load from grow houses, legal and illegal. Grow houses are usually located in residential areas and consume significant amounts of energy to produce marijuana and other plants. Learn how other utilities like yours are taking on the challenges of this new load — managing high demand, setting appropriate rates, and countering energy theft.

Carl Christian, *Electric Department Superintendent, City of Fountain, Colorado*

Tax on Fringe, Don't Cringe

CPE Field of Study: Accounting



How do tax laws affect the treatment of fringe benefits and other compensation policies at your utility? Are you aware of all the guidelines for valuing fringe benefits and for withholding, depositing, and reporting taxes on the range of noncash benefits you offer? Come and discuss potential tax law traps and how your utility can remain compliant, while taking care of employees.

Robert Delgado, *Principal in Charge, National Tax Compensation and Benefits, KPMG LLP, San Diego, California*

KEY TO SESSIONS



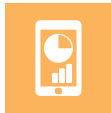
Customer Accounting & Services



General Accounting, Finance & Audit



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance

9:15 – 10:15 a.m.

Utility Value: To Your Community and/or to Potential Buyers

CPE Field of Study: Specialized Knowledge



Hear recent developments concerning the value of public power and IOU valuations in the current market, as well as considerations that will affect valuations, or that should be considered in comparing valuations. Learn about resources available through the American Public Power Association to assist communities in evaluations.

Mike Mace, Managing Director, Public Financial Management, Inc., Charlotte, North Carolina

Human Resources & Training Roundtable

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



Meet with peers from other utilities to discuss current issues in human resources and training. Come prepared to participate and bring examples of successful training programs to share.

IT Kickoff Roundtable

CPE Field of Study: Information Technology



Join us for a conference ice breaker session where we will learn more about each other and our current major initiatives. Get data from a 2017 APPA sponsored benchmarking survey; discuss the potential for a new survey; consider future topics of interest for the conference; and get an update on APPA's listserves for member communications.

Rate Design: What's New, What's Right for You

CPE Field of Study: Specialized Knowledge



As electricity load patterns change significantly in quantity and quality, how can you design rates to fully recover costs? Hear from one of public power's most sought-after rate experts on emerging trends in rate design such as demand, standby, and customer charges. Get tips for designing your long-term rate strategy to be in tune with changing technologies and customer preferences.

Mark Beauchamp, President, Utility Financial Solutions, Holland, Michigan

Insurance Basics: Part 1 - Fundamentals of Insurance

CPE Field of Study: Management Services



Get a grounding in terminology and the components of a comprehensive insurance and risk management program. Learn more about the risk management process, including risk identification, measurement and techniques for managing risk.

Part 2 at 10:30 a.m.

Janet E. Barnes, Risk Manager, Snohomish County PUD, Everett, Washington; **Joe Daggett**, CPA, CMA, AINS, Director of Risk Management, WPPI Energy, Sun Prairie, Wisconsin; and **Cynthia J. Fee, J.D.**, Senior Casualty Power Specialist, Aon Risk Solutions, Aon Global Power, Sacramento, California

10:15 – 10:30 a.m.

Break with Sponsors

10:30 – 11:45 a.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Engaging Customers in Energy Wellness

CPE Field of Study: Specialized Knowledge



Learn how to encourage low-income and commercial customers to participate in community initiatives for use of renewable energy sources like solar. See how you can get them to adopt energy efficiency programs for savings and a positive environmental impact. From behavior change to incentives and marketing techniques, learn tips and tricks to educate and engage all customers in programs to build a better community.

Gail Cohen, Support Services Manager, Braintree Electric Light Department, Massachusetts, and Vice Chair, Customer Accounting & Services Committee; and **Ricardo Luna**, Senior Manager, Energy Management, CPS Energy, San Antonio, Texas

Small Utility Roundtable

CPE Field of Study: Accounting



Meet with peers from other small utilities to discuss current issues in accounting and finance. Come prepared to participate and bring your successes and challenges to the table.

Large Utility Roundtable

CPE Field of Study: Accounting



Meet with peers from other large utilities to discuss current issues in accounting and finance. Come prepared to participate and bring your successes and challenges to the table.

10:30 – 11:45 a.m.



Joint Action Agency Roundtable

CPE Field of Study: Specialized Knowledge

Meet with representatives from other joint action agencies and state and regional associations to discuss current issues in business and finance.

How to Become a Destination Employer, Part 1: Engagement

HRCI: 1.25 / CPE Field of Study: Personnel/HR



Discover how you can be a “destination employer.” See how successful organizations are connecting the dots between reward programs and increased employee engagement. Understand what new generations expect in terms of a respectful workplace, cultural norms, and corporate social responsibility. See how you can mesh these expectations with effective communication and reward programs to recruit and retain the best talent for your utility.

Part 2 at 1:30 p.m.

Chris Dustin, *Managing Director, Employee Engagement Surveys*, and **Scott Hamilton**, *Global Managing Director, Human Resources & Compensation Consulting, Gallagher Benefit Services, Inc., Rolling Meadows, Illinois*

Using Data to Meet Unspoken Customer Needs

CPE Field of Study: Specialized Knowledge



Customer lifestyles and expectations are changing fast. While most may not expressly state their needs and preferences for electric utility service, there is much you can learn from data on how your customers use energy. Discover the sources for this data and how can you mine and use it appropriately, while respecting data privacy, to better understand and serve customer needs.

Fred Christie, *Chief Information Officer, Easton Utilities Commission, Maryland*

Customer Engagement in Rate Design

CPE Field of Study: Specialized Knowledge



Public power utilities are owned by and accountable to customer-owners, not remote shareholders. How do you meet the expectations of these customers with utility cost recovery while setting rates? How best can you inform and involve customers in the rate-setting process? Come and get answers from the experts. And learn to communicate about rates to policymakers and other stakeholders to gain buy-in.

Ted Kelly, Senior Project Manager of Regulatory Services, Burns & McDonnell, Kansas City, Missouri; and **Michael Vigeant**, CEO, GreatBlue Research, Inc., Cromwell, Connecticut

Insurance Basics: Part 2 – Insurance 101

CPE Field of Study: Management Services



Dive in deeper to the basics of insurance with a discussion of the baseline insurance policies you need and how to determine the high-level coverage provided in each policy. Determine the limits to adequately protect your utility and understand how this is impacted by sovereign immunity. Get benchmarks on limits, sub-limits, and deductibles.

Lisa Hough JD, MBA, Manager, Risk Management, Finance Division Omaha Public Power District, Nebraska; and **Sandy Meyers, CPA, CPCU, ARM-E, AINS**, Director-Risk Management, City Utilities of Springfield, Missouri

11:45 a.m. – 1:30 p.m.

Lunch on your own

1:30 – 3 p.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

A Safe Space for Customer Service

CPE Field of Study: Specialized Knowledge



Safety is as important for customer service personnel as it is for line workers and technical staff. Learn what other utilities are doing to secure their customer service centers and operations against physical and cyber-attacks. Find best practices you can replicate to keep your customer service representatives safe and productive, while empowering them to take the best care of customers.

Jim Boyle, Information Technology Manager, Braintree Electric Light Department, Massachusetts; and **Phillip Peerman**, Supervisor of Cybersecurity and Infrastructure, Easton Utilities Commission, Maryland

1:30 – 3 p.m.

Beyond Numbers: Budgeting for Success

CPE Field of Study: Accounting



Is budget-setting a mere exercise on paper or does it inform a clear plan of action for your utility and provide metrics that matter? Find out how you can use budgeting to help run your utility efficiently. Gather best practices to prepare your budget, get approvals, track performance, and improve management. See how your budget can be an effective tool for success.

Jonathan Jakub, P.E., Manager, Enterprise Solutions, **Emily Koenig**, Director of Finance & Rates, Lincoln Electric System, Nebraska; and **Kim McCleskey**, Budget Administer, Northern Virginia Regional Park Authority, Fairfax, Virginia

Behind the Ratings: Hear from the Big Three

CPE Field of Study: Specialized Knowledge



Get the inside scoop on the outlook for public power and the electric utility industry directly from the "big three" agencies that rate your credit and bonds. Learn about trends and threats that your utility needs to watch out for. See what factors work for and against you as your utility is rated for financial strength in a competitive market.

Dan Aschenbach, Senior Vice President, Moody's Investors Service, New York, New York; **David Bodek**, Senior Director, S&P Global, New York, New York; and **Dennis Piherny**, Managing Director, Fitch Ratings, New York, New York

How to Become a Destination Employer, Part 2: Healthcare Costs

HRCI: 1.5 / CPE Field of Study: Personnel/HR



Healthcare benefits go a long way in attracting and retaining employees. Learn how successful organizations are revisiting traditional health plan designs in the face of an aging workforce and increasing costs. Get insights from Gallagher's 2018 National Benefit Benchmark and Strategy Report. Discover approaches to employee well-being and engagement to help you manage costs and increase employee accountability for a culture of health and productivity.

Jill Goldstone, Area Vice President, Innovation, and **Ali Payne**, RVP, Global Practice Leader, Wellbeing & Engagement, Gallagher Benefit Services, Inc., Mt. Laurel, New Jersey

ERP: Is It for Me?

CPE Field of Study: Computer Software & Applications



An enterprise resource planning system helps to integrate utility business and operations across inventory and order management, accounting, human resources, customer relationship management, and beyond. It allows for shared databases and dashboards. Does your utility need an ERP? How will it help? And where do you start to set up such a system? Come and discuss answers with experts and peers.

Julia Anderson, Senior Manager, Controller, Auditor, Snohomish County PUD, Washington; and **Amanda Lasinski**, Consulting Manager, Baker Tilly, Madison, Wisconsin

Value of Solar: A Spectrum of Approaches

CPE Field of Study: Specialized Knowledge



Debate over the value of solar generation to the grid has been a source of contention for a number of years, and studies have produced widely disparate results. Hear from a diverse panel discussing their perspectives not just on the value of solar to the grid, but the value of the grid to distributed solar generators.

Ashley Brown, Executive Director, Harvard Electric Policy Group, John F. Kennedy School of Government, Harvard University, Cambridge, Massachusetts; and **John Cruz**, Manager, Strategic Planning and Operations, Guam Power Authority, Barrigada, Guam

Risk Management & Insurance Roundtable

CPE Field of Study: Management Services



Meet with peers from utilities like yours to discuss current issues in risk management and insurance. Come prepared to participate and bring your successes and challenges to the table.

3 – 3:15 p.m.

Break with Sponsors

3:15 – 4:30 p.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Cross-Train to Retain: Future Proofing Your Staff

CPE Field of Study: Specialized Knowledge



Training your key staff to take on functions other than their own will help your utility be better prepared for emergencies, improve productivity, and encourage collaboration. Effective cross-training must be done horizontally and vertically throughout the utility. See how other utilities are cross-training the workforce through job rotation. Take home all you need to design, implement, and track a cross-training program at your utility.

Ricardo Ferrell, Training Manager, Customer Services, Tacoma Public Utilities, Washington; and **Chris Parker**, Manager, Training & Development, Salt River Project, Phoenix, Arizona

3:15 – 4:30 p.m.

Asset Management: Overcoming the Ten Sins

CPE Field of Study: Finance



Learn how you can identify the gaps in your asset management plan and improve on it. Discover the secrets to adequate oversight, controls, tracking, and verification. Glean best practices to assess asset lifecycle costs and risks of failure. See how to develop options, get the support of senior leadership for proper asset maintenance and planning, and develop a long-term asset management plan to align with utility strategy and goals.

Jonathan Jakub, P.E., Manager, Enterprise Solutions, Lincoln Electric System, Nebraska; and **Gareth Lifton**, Managing Director, U.S. National Lead for Asset Management, KPMG, LLP, Austin, Texas

No Advance Refunding: What's the Alternative?

CPE Field of Study: Accounting (Governmental)



The 2017 Tax Cuts and Jobs Act has prohibited the issue of tax-exempt advance refunding bonds. What does this mean for your utility? Join us to hear about alternatives and how you must prepare to lock in interest rates in advance of the call date of municipal bonds. Hear about workarounds used by other public power utilities. Learn about the potential for future policy changes and strategies for advocacy.

Jon Anderson, Assistant Treasurer, Sacramento Municipal Utility District, California; and **Chris Fink**, Managing Director, Bank of America Merrill Lynch, New York, New York

Key Elements of an Effective Talent Acquisition Strategy

HRCI: 1.5 / CPE Field of Study: Personnel/HR



With U.S. unemployment at a historically low rate, the competition for talent is heating up. What can your utility do to attract the best and brightest to work for you? And how do you keep them? Join us to review six elements for success — workforce planning, brand building, sourcing and recruiting, new technologies, comprehensive onboarding, and use of data analytics. Develop a comprehensive strategy to nurture the next generation in your workforce.

Jon Decoteau, Divisional Director West, Society for Human Resource Management, Sacramento, California

Cybersecurity Roundtable

CPE Field of Study: Information Technology



Meet with peers from utilities like yours to discuss current issues in cybersecurity. Bring your issues to the table on policy, NERC/CIP frameworks, training, third-party security, and more.

Load Analysis for Rate Makers

CPE Field of Study: Specialized Knowledge



Electricity demand from traditional sources is declining while new uses like transportation, heating, and bitcoin mining are growing. Finance and rate staff must be able to accurately assess and analyze retail load. Learn the basics of load analysis — why, what, when, and how. Hear how other public power utilities are analyzing load and using the results in decision making. See how you can impact product planning and pricing at your utility.

Eric Campbell, *Manager of Financial Planning & Analysis, Pasadena Water & Power, California*; and **Kristy Grainger**, *Finance Director, Seattle City Light, Washington*

What's Happening in the Insurance Market

CPE Field of Study: Management Services



Increasing regulation, dramatic advancements in technology, growing cybersecurity threats, changing customer behaviors, and competition from new market entrants are disrupting the market for all lines of insurance. How does it impact insurance pricing and availability for your utility? Understand what's going on so you can better negotiate terms and contracts.

George Adkins, *Managing Director & Power Generation Practice Leader, Wortham, L.L.C., Houston, Texas*; **Dan Conboy**, *SVP, McGriff, Seibels & Williams, Inc., Birmingham, Alabama*; and **Michael Gaudet**, *RPLU, Managing Director, FINPRO U.S. Industry Practice Leader, Marsh USA, Inc., Philadelphia, Pennsylvania*

4:30 – 5:30 p.m.

Breakout Session

Recommended CEUs .1 / PDHs 1 / CPEs 1.2



Resource Central: Association Benefits for You

CPE Field of Study: Specialized Knowledge

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 member benefits and resources available to you as staff? 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.

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

TUESDAY

September 18

7 a.m. – 3:30 p.m. CONFERENCE REGISTRATION

7 – 8:15 a.m.

Women in Public Power Networking Breakfast

Join your colleagues to discuss how women can make a mark in public power and share challenges and opportunities.

7:30 – 8:30 a.m.

Networking Continental Breakfast

Power up with coffee and make connections at this informal breakfast. There are no speakers or moderators. Just visit with your peers and chat with sponsors.

8:30 – 10 a.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Communicating with Customers, Beyond Outages

CPE Field of Study: Communications & Marketing



Are you communicating with customers every day, even when there are no outages? Learn how to spread the word about utility events and programs. Understand why it's important to communicate the benefits of public power and help customers feel a sense of ownership in your utility. See how you can use social media and other evolving platforms to engage customers and win their loyalty.

David Blaylock, Senior Manager, Integrated Media and Communications, American Public Power Association, Arlington, Virginia

KEY TO SESSIONS



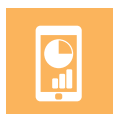
Customer Accounting & Services



General Accounting, Finance & Audit



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance

Keep Calm and Comply with GASB: GASB Update

CPE Field of Study: Accounting (Governmental)



Many new governmental accounting standards have been put in place in the past two years — on pensions, other postemployment benefits, asset retirement, and leases. Learn, through real-life examples, how these new standards affect your utility. See how you can remain compliant and communicate the impact of changes to your executives and governing body. Learn how you can monitor changes in standards so you're not caught by surprise.

Wes Galloway, *GASB Project Manager, Governmental Accounting Standards Board, Norwalk, Connecticut*

No Utility is Too Big or Too Small for Solid Internal Controls

CPE Field of Study: Specialized Knowledge



No matter the size of your utility, good internal controls help protect your customers and assets. Done wisely, they can create customer goodwill while reducing business and legal risks. Join us for a discussion on the challenges and solutions to implementing a solid program for organizations of any size.

Matt Barton, *Chief Information Officer, Eugene Water & Electric Board, Oregon*; **Weston Nelson**, *IT Consulting Director, Moss Adams LLP, Portland, Oregon*

HR's Fiscal Responsibility: Employee Financial Wellness and Retirement Plan Fees

HRCI: 1.5 / CPE Field of Study: Personnel/HR



Financial Wellness may be one of the hottest topics among employees and human resource professionals today. Financial wellness impacts employee productivity, absenteeism, and stress management when at work. Part of this session will explore the business case for offering a financial wellness program for employees and how to evaluate and initiate a successful financial wellness program. Retirement Plan Fees affect every retirement plan participant, and can damage an employer's bottom line if not consistently monitored. During the second half of this session, we will discuss the importance of benchmarking your plan's fees and explore the evolution of retirement plan fees, pricing models, and fiduciary best practices.

Michael Amberger, *Senior Consultant*, and **Attila Toth**, *Partner and Co-Founder, Portfolio Evaluations, Inc., Warren, New Jersey*

8:30 – 10 a.m.

The American Public Power Association Security Journey CPE Field of Study: Information Technology



In 2017, the American Public Power Association thoroughly reviewed its cybersecurity maturity. Learn how the new policies, techniques and tools implemented since then have moved the organization up the road to a stronger security culture, and discuss how these are relevant to your utility.

Matt Mitchell, Vice President, Cyber Resilience, Stroz Friedberg, an Aon Company, Washington D.C.; and **Alan Thompson**, Director, Information Technology, American Public Power Association, Arlington, Virginia

Charging Ahead: Special Rates for Electric Vehicles CPE Field of Study: Specialized Knowledge



Electric vehicles are becoming more affordable. While EVs increase the demand for electricity, they also pose challenges to utilities for cost recovery and peak load management. Hear from utilities that have implemented special EV rates, usually based on time of day pricing. Gauge the pros and cons of adopting such rates. Plan for a future where vehicle-grid integration technologies will enable public power utilities to manage anticipated load growth, while providing net benefits to customers.

George Chen, Rates Manager, Los Angeles Department of Water and Power, California; **Gail Cohen**, Support Services Manager, Braintree Electric Light Department, Massachusetts; and **Jason McBride**, Strategic Planning Manager, Anaheim Public Utilities, California

Managing Your Broker Relationship CPE Field of Study: Management Services

Limited to employees of public power utilities, state and regional associations, and joint action agencies



Learn from experienced risk managers how to find an insurance broker that is right for your utility. Discuss what to expect in a successful relationship with a broker. Review selection criteria and fee arrangements. Leave with a template for your RFP and fresh perspectives on how to find the right partner. Bring your questions for answers from the experts.

Kelley McCall, Director of Finance & Administration, Columbia Power & Water Systems, Tennessee; **Anthony J. Werland**, Sr. Manager, Risk Management Services, Enterprise Risk Management & Solutions, CPS Energy, San Antonio, Texas; and **Bryan Willnerd**, Manager, Treasury & Risk Management, Lincoln Electric System, Nebraska

10 – 10:15 a.m.

Break with Sponsors

10:15 – 11:45 a.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Customer Self-Service 2.0: How Far Do You Go?

CPE Field of Study: Specialized Knowledge



Customer expectations today are driven by the Alexa and Amazon culture. They want instant responses and solutions to problems — and 40 percent prefer self-service to human contact. In this roundtable discussion, learn what other utilities are doing to provide web, IVR, text and live chat options. Come prepared to share your challenges in self-service for bill payment, account setup, prepay, and connect/disconnect. Discuss how to minimize calls and service center traffic while enhancing the customer experience.

Blockchain 101: Threats and Opportunities

CPE Field of Study: Specialized Knowledge



Blockchain is defining the future in every industry and electric utilities are no exception. Tomorrow, customers could use blockchain to sell power to one another without the utility even knowing about it. On the flip side, some public power utilities are using blockchain to get generation assets working together across the grid and to manage supply and demand in real-time. How will this impact your services and business model? Come and explore your future.



Robert Trinnear, *Managing Director, The Energy Authority, Jacksonville, Florida*

Expanding Your Talent Pool: Troops to Energy Jobs

HRCI: 1.5 / CPE Field of Study: Personnel/HR



From the front lines to power lines, the Center for Energy Workforce Development's Troops to Energy Jobs program opens a natural employment pipeline between the military and the energy sector. You need a skilled workforce, and trained and qualified veterans are looking for jobs — so connecting creates a "win-win" for all. Learn from other public power utilities how you can expand your talent pool with a strategy to recruit veterans.

Gary King, *Chief Workforce Office, Sacramento Municipal Utility District, California;* and **Rosa Schmidt**, *Consultant, Center for Energy Workforce Development, Washington, D.C.*

10:15 – 11:45 a.m.

Don't Just Give it Away: Charge Something

CPE Field of Study: Specialized Knowledge



With more EVs on the road, charging stations are in demand. What role should your utility play? What's your strategy for developing charging station infrastructure to meet the needs of your community? Should you invest directly in the charging station, or contract out to a third party? Should you have demand charges for charging stations? Should you develop incentive rates to influence commercial customer behavior? Discuss options with the experts and examine other utility case studies.

Shannon Laney, *Managing Consultant, Red Clay Consulting, Atlanta, Georgia; and Ted Siler*, *Business Services Director, Holland Board of Public Works, Michigan*

Risk Assessments and Loss Control Activities

CPE Field of Study: Management Services



Get help in understanding and managing your risk. Start with an independent evaluation to identify risks and get suggestions for improvements. Find out about services offered by insurers to help you assess and reduce loss exposures for savings and better operations. Learn how you can control your liability with baseline programs for safety, loss prevention, and public safety awareness.

Scot Macomber, *CGE, Vice President Loss Control Utility Operations, AEGIS Insurance Services, Inc., East Rutherford, New Jersey; Jennifer K. Housel*, *Sr. Account Manager, FM Global, St. Louis, Missouri; and Sandy Meyers*, *CPA, CPCU, ARM-E, AINS, Director-Risk Management, City Utilities of Springfield, Missouri*

11:45 a.m. – 1:30 p.m.

Lunch on your own

1:30 – 3 p.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Pay as You Please: More Options for Customers

CPE Field of Study: Specialized Knowledge



Today, customers place a premium on convenience and one-stop digital shopping. They're looking for new ways to pay their electricity bills. Find out what options other public power utilities are offering. Learn how you can institute multiple pay channels with proper physical and financial controls. See how to provide the best customer service while ensuring security. Review how to select vendors, process electronic files, and manage options efficiently on the back end.

Jolisa Bagley, Customer Account Manager, Credit & Collections and Remittance Processing, Austin Energy, Texas

Internal Audit: Can Your Organization Afford to be Without It?

CPE Field of Study: Auditing



Do you need an internal audit team? This presentation will discuss analyzing the need for an internal audit team and how to develop a team that will add value to the organization by improving operations. Properly directed internal audit program resources can help an organization uncover new improvement opportunities.

Scott McKay, CPA, CFE, CIA, Partner, Advisory Services, Cherry Bekaert, LLP, Raleigh, North Carolina; **Claire Rogers**, Director, Audit Services, Sacramento Municipal Utility District, California; and **Ofelia Tamayo**, Vice President, Internal Audit, Bandai Manco Holdings USA Inc., Mission Viejo, California

Moving on Up: Investment Planning Tips

CPE Field of Study: Specialized Knowledge

(Closed to the Press)



What does the market look like for investments? What is the short and long-term forecast? How do you maintain accountability while leveraging the market to your benefit? Come and get insights on investments that will add value to your utility. Get strategies to develop an effective investment policy. Understand what goes into decision making. Consult with the experts and put your investment ideas and plans to the test.

Stephen Faber, Managing Director, PFM Asset Management LLC, Princeton, New Jersey

1:30 – 3 p.m.

Understanding Diversity and Inclusion with Emotional Intelligence

HRCI: 1.5 / CPE Field of Study: Personnel/HR



Do your utility's mission, strategies, and practices support and value differences between your employees? Do you have a collaborative, respectful environment that increases the participation and contribution of all employees? Discover how diversity and inclusion can make your organization a high-performing one that excels in customer service, innovation, and employee retention. Learn how you can help your staff become culturally attuned to diversity by applying emotional intelligence and intentional self-reflection techniques.

Dr. Helen Abdali Soosan Fagan, Ph.D., Principal, Founder, Global Leadership Group, Lincoln, Nebraska; and **S. Yvette Carter**, Community and Government Relations Officer, Gainesville Regional Utilities, Florida

Mobilize to Optimize: Gathering the Forces

CPE Field of Study: Specialized Knowledge



How can you leverage technology and mobile platforms to dispatch your utility crews every day as well as outage situations? Find out how other utilities like yours are mobilizing field crews in a vendor neutral manner to implement service orders and other day-to-day tasks. Discover how to mobilize so you can increase worker productivity and safety, improve operational efficiency, and respond to emergency situations with the ability to transfer information in real-time.

Flex Your Rate Muscles, Shape Your Load

CPE Field of Study: Specialized Knowledge



Thoughtfully designed rate structures can send price signals to change customer behaviors in consuming electricity or adopting distributed energy resources. Join us to review various rate design options and how they could impact load patterns. Explore what type of rate designs — such as time of use rates combined with other varying rate elements — encourage energy efficiency and reduce peak demand. Understand how you can shape load to help customers save while ensuring your utility's financial health.

Scott Burnham, Executive Consultant, NewGen Strategies & Solutions, LLC, Lakewood, Colorado; and **Ahmad Faruqui**, Principal, The Brattle Group, San Francisco, California

Anatomy of a Claim

CPE Field of Study: Management Services



When you are hit by a loss, claiming on your insurance is never easy. From the initial notification until the final payment is disbursed, learn how best to gather evidence, document costs, and communicate with claims representatives and insurers to speed the recovery process along. Find out how to negotiate a preliminary distribution of funds as soon as possible. Get tips on how to work with operations personnel and engineering experts. Take home a claims checklist.

Josh Collier, CPCU, AIC, Senior Consultant, Aon Risk Solutions, Global Risk Consulting, Property Risk Consulting, Boston, Massachusetts;

Isaac “Ike” Copeland MS, ARM-P, Director of Legal, Risk and Procurement Services, and **Ray Jackson** Environmental Compliance and Emergency Response Manager, Legal/Risk Procurement Services, Fayetteville Public Works Commission, North Carolina

3 – 3:15 p.m.

Break with Sponsors

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

3:15 – 4:30 p.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Improve Collections with AMI & System Integration

CPE Field of Study: Specialized Knowledge



Advanced metering infrastructure and system integration can save your utility considerable resources through remote billing, connect/disconnect, and payment and collection options. Find out how other utilities are saving with AMI-enabled technologies. Apply lessons learned to build a seamless collections processes with improved efficiencies, stronger controls, and less customer traffic to the utility. Ensure timely and accurate control of collections. Avoid shutting off a customer that has already paid.

Corey Brown, Manager, Meter Services, **Mark Brown**, Senior Customer Programs Officer, **Mike Molina**, MDM/RNI Operations Supervisor, and **Lucille Phillips**, Manager Service Delivery, Fayetteville Public Works Commission, North Carolina

3:15 – 4:30 p.m.

ROI: Recruit, Onboard, Inspire your Accounting Team

CPE Field of Study: Personnel/Human Resources



The skills required to be an accountant today have changed significantly—and they're continuing to evolve. Recruiting qualified and experienced accounting staff is getting more difficult, especially as employment rates rise. Join your peers to discuss recruiting ideas, how to successfully onboard your new accounting staff and develop a succession plan that inspires each individual to be an accounting superstar.

Olga Darlington, *Business Assurance Senior Manager*, and **Julie Desimone**, *Business Assurance Partner, Moss Adams, LLP, Portland, Oregon*

#What's Up DC

CPE Field of Study: Specialized Knowledge



The new administration is continually evolving and each revolution could potentially change how we do business. Come learn about potential changes in legislation that may impact your utility, your state and the economy.

John Godfrey, *Senior Government Relations Director, American Public Power Association, Arlington, Virginia*

Ask the HR Attorney

HRCI: 1.5 / CPE Field of Study: Business Law



Legal advice without a fee? It may sound too good to be true! Bring your most pressing HR legal questions to this session and receive input from two employment attorneys. Hear challenges and questions from other utility HR colleagues at this tried and true session led by the experts.

Emily J. Fox, *Esq., Attorney at Law*, and **Michael S. Kalt**, *Partner, Wilson Turner Kosmo LLP, San Diego, California*

Shared Technologies, Multiplied Benefits

CPE Field of Study: Information Technology



Public power utilities are coming together to share software to manage operations and business functions. They are taking advantage of hosted solutions to save costs while keeping up with new technologies and stepping up customer service. Learn how the collaboration works and what you can learn from other utilities that have walked down this road. Dive into a case study of one utility that pursued a hosted solution for meter data management.

Steve Dalon, Director, Sales and Marketing, ElectSolve Technology Solutions, Shreveport, Louisiana

Pricing & Market Analysis Roundtable

CPE Field of Study: Specialized Knowledge



Meet with peers from utilities like yours to discuss current issues in pricing and market analysis. Bring your issues to the table on electrification, mitigating sales loss, demand charges, standby rates, economic development rates, and net metering 2.0.

The Damage is Done (Third Party Recovery)

CPE Field of Study: Management Services



If utility equipment or facilities have been damaged by a third party, what repair, material, and labor expenses can you recover? How can you collect dues from late-paying customers without alienating them? How can you manage your receivables while sustaining positive customer relationships? Get answers and best practices from experts with their boots on the ground who work through these issues every day. Learn to work with third parties, insurers, and customers through a shared problem-solving approach.

Nichole Magnifico, CPCU, Assistant Vice President, Assistant Claims Manager, Claim Strategies, East Providence, Rhode Island; and **Heath Silvey**, MBA, CPCU, ARM, Manager-Risk/Damage Prevention, City Utilities of Springfield, Missouri

6 – 7:30 p.m.

Reception

Join your colleagues for an evening reception. You are welcome to bring a guest.

WEDNESDAY

September 19

7:45 – 8:30 a.m.

Networking Continental Breakfast

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

8:30 – 10 a.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Customer Accounting & Services Roundtable

CPE Field of Study: Specialized Knowledge



Meet with peers from utilities like yours to discuss current issues in customer accounting and services. Bring your issues to the table.

Building a Culture of Credibility

CPE Field of Study: Personnel/Human Resources



Credibility positions leaders as a highly dependable source of expertise, information, and decision making. Credible leaders create win-win situations for all and help to build workplace cultures that foster excellence, productivity, and profits. Credibility = (Curiosity + Initiative + Excellence) * Relationships. See how this simple equation can change your mindset on what it takes to be a leader and contribute to a culture in which everyone all team members can trust one another and thrive.

*Jeff Shannon, Partner, Bravium Human Development,
Omaha, Nebraska*

Becoming a Mindful Leader

HRCI: 1.5 / CPE Field of Study: Personnel/HR



In a world of distractions and information overload, mindfulness can reduce stress and burnout, preventing turnover. Being a mindful leader makes you a deeper listener, more values-focused, less reactive, and more empathetic. You'll have greater access to the parts of your brain that are responsible for creativity, productivity, problem solving, and effective leadership. Don't miss this interactive session where you can learn transformational mindfulness practices to incorporate into your everyday life.

Stacy Kesten, *Transformational Leadership Consultant, Integrated Leader, Los Angeles, California*

Cyber Alert, Shore Up Your Defenses

CPE Field of Study: Information Technology



Cyber threats are on the rise and your utility is not immune. How do you move from a reactive to a proactive posture to prevent cyber incidents? Learn how you can tap into intelligence sources to develop predictive and proactive capability to secure your data and networks. Get help preparing a cyber incident response plan for your utility. Discover the power of cyber mutual aid agreements and shared threat monitoring. Build resilience with help from the experts.

Philip D. Propes, *Chief Information Security Officer, Tennessee Valley Authority, Chattanooga, Tennessee*

Change and Challenge: Keeping the Lights On at Your Utility

CPE Field of Study: Specialized Knowledge



Just because you've been around for decades does not mean your utility business model is secure. Technology and lifestyles are changing the way electricity is produced, delivered, and used. The growth of distributed energy resources is making it harder to maintain revenue and forecast load. Find out how you can effectively recover costs and develop strategies to manage a range of growing risks — loss of load, privatization or sale of your utility, infrastructure obsolescence, third party competition, etc.

Glen Justis, *Partner, Experience on Demand, Chesterfield, Missouri*

KEY TO SESSIONS



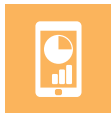
Customer Accounting & Services



General Accounting, Finance & Audit



Human Resources & Training



Information Technology



Pricing & Market Analysis



Risk Management & Insurance

Contractual Risk Considerations (Fortifying Your Contractual Risk Transfer Program)

CPE Field of Study: Management Services



Effective risk transfer allocates risk equitably to parties that can control the risk. Learn how you can plan and manage risk transfer to protect against losses caused by third parties you work with. Understand how to review contracts for potential risks, determine the insurance and indemnification requirements of vendors, and track certificates of insurance. Establish minimum insurance requirements that all onsite vendors should be required to carry and see where extra coverage should be added.

Lisa Hough JD, MBA, Manager, Risk Management, Business Strategy Deployment, Omaha Public Power District, Nebraska; and **Dan McGarvey**, Managing Director, U.S. Power & Utilities Practice, Greenville, South Carolina

10 – 10:15 a.m.

Break

10:15 – 11:30 a.m.

CLOSING GENERAL SESSION

Failure is Not an Option: Leadership Lessons from Space

CPE Field of Study: Specialized Knowledge, Personal Development
Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Fred Haise served as the lunar module pilot during the ill-fated 1970 Apollo 13 space mission, for which he was honored with the Presidential Medal of Freedom. Soon after, he survived another harrowing ordeal — in 1973, he was burned over 65 percent of his body following an aircraft crash during filming of the Pearl Harbor epic, *Tora! Tora! Tora!* But Haise went on to become one of the first astronauts to pilot the space shuttle in test missions. He was inducted into the U.S. Astronaut Hall of Fame on October 4, 1997. Come and be inspired by Haise's courage and belief that there is no achievement without risk. See why teamwork is a critical component of success in any undertaking, great or small. Discover the value of good communication, individual responsibility, and trust for strong leadership.



Fred Haise

Fred Haise, Apollo 13 Astronaut and Recipient of the Presidential Medal of Freedom

11:30 a.m.

Adjourn

ACCREDITATION & Certification

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. N., Suite 700, Nashville, TN 37219-2417. Website: www.nasbregistry.org.

Earn up to 18.3 CPE credit hours for attending the conference, or up to 26 CPEs for also attending preconference seminars. All sessions are intermediate-level, group-live offerings with no prerequisites and no advance preparation required. Hours and areas of study are subject to change based on the final course agenda. For more information regarding administrative policies, such as clarification of requirements, complaints, and refunds, please contact EducationInfo@PublicPower.org.

Human Resources Certification Institute (HRCI) Credits



The American Public Power Association is an approved provider of recertification credit hours through the HR Certification Institute. The Association will apply to the HR Certification Institute to grant recertification credit for select conference sessions. For more information about certification or recertification, please visit the HR Certification Institute homepage at www.hrci.org.

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)

APPA 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.

Reliable Public Power Provider (RP3) Designation



Participating in conferences and seminars offered by the American Public Power Association's Academy is an easy way to earn points toward the 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. For more information, visit www.PublicPower.org/RP3.

ANAHEIM



Always a Good Time in Anaheim

From world-famous theme parks and nearby beaches to pro sports and foodie hotspots, sun-splashed Anaheim has it all. Find your favorite and leave the ordinary behind. Explore Catalina Island, Warner Bros. Studios, and the Aquarium of the Pacific.

Hotel

The 2018 Business & Financial Conference will be held at the Hilton Anaheim Hotel. Conference attendees get discounts for the APPA room block at this hotel only.

Hilton Anaheim
777 West Convention Way
Anaheim, California, 92802

- Group rate: \$239 per night Single/Double (plus tax, 25%)
- Check in: 4 p.m. / Check out: Noon
- Main telephone: 714-750-4321
- Complimentary wireless standard Internet access in guestrooms and main lobby

Reservations

- Online: www.publicpower.org/event/business-financial-conference under "Hotel"
- Attendee group code: APP
- Reservation telephone: 877-776-4932
- Reservation cut-off date: August 24, 2018

Scam Alert

Make your reservations only at www.publicpower.org/event/business-financial-conference

Note: Do not make hotel reservation through any third party that may contact you by phone or email. Use only this online reservation link or the phone numbers and codes provided in brochures from the American Public Power Association.

REGISTRATION

www.publicpower.org/event/business-financial-conference

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

Conference Registration Fees

	By August 24	After August 24
Association Members	\$745	\$795
Nonmembers	\$1,490	\$1,540

Preconference Seminar Fees (each class)

	By August 24	After August 24
Association Members	\$325	\$375
Nonmembers	\$650	\$700

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Visit www.publicpower.org/event/business-financial-conference for program updates and to register online.

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