



# CONNECT AND ENGAGE SHARE IDEAS AND SOLUTIONS

**AMERICAN PUBLIC  
POWER ASSOCIATION**

October 24–27  
**2021**


**THE ACADEMY**

## Customer Connections Conference

Scottsdale, Arizona

**PUBLIC COMMUNICATIONS  
CUSTOMER SERVICE  
ENERGY INNOVATION  
KEY ACCOUNTS**

**AMERICAN  
PUBLIC POWER  
ASSOCIATION**  
Powering Strong  
Communities



**C**onnect face-to-face with the national network of public power professionals focused on customer and community connections. Find new ideas, discover best practices, and learn from practical case studies while engaging with experts, reconnecting with friends and building your professional network.

Network with other utility professionals — both veterans and those new to the electric industry — to discuss your challenges and share solutions.

## LEARN MORE AND REGISTER

[www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections)

### AGENDA AT A GLANCE

# SUNDAY, OCTOBER 24

## Preconference Seminars

With more time to learn from experienced instructors in smaller groups, these courses offer expert insights, real-world case studies, and strategies and tactics to help with your critical challenges.

**8:30 a.m. – Noon**

### Transforming Positivity into Productivity

Negative behaviors and interpersonal dynamics can derail productivity — on both a personal and organizational level. Learn innovative and proven ways to remain positive, productive, and effective, even in the midst of change or adversity, through this Totally Responsible Person® (TRP®) training workshop for utility employees of all levels. Learn to apply TRP principles in real-world scenarios, and get tips, materials, and action plans you can start using immediately.

**1:30 – 5 p.m.**

### Modern Media Management: Communicating in a Crisis (Or to Avoid One)

This hands-on course walks you through the fundamentals of what to do when, not if, your organization gets pulled into the media spotlight. Learn the "control tools" to help anticipate questions and prepare answers to press questions, respond to negativity on social media, and foster effective public speaking experiences — and get honest coaching on how you handle a mock scenario. The tips, tools, and coaching can be applied immediately to encounters on a variety of channels.

**5 – 6:30 p.m.**

### Welcome Reception



CUSTOMER SERVICE



PUBLIC COMMUNICATIONS



ENERGY INNOVATION



KEY ACCOUNTS

# MONDAY, OCTOBER 25



## PUBLIC COMMUNICATIONS



## CUSTOMER SERVICE



## ENERGY INNOVATION



## KEY ACCOUNTS

7:30 – 8:30 a.m.

Networking Breakfast

8:45 – 10 a.m.

Opening General Session

10:30 – 11:45 a.m.

Public Communications Roundtable

Customer Service Roundtable

Scaling Energy Solutions for All

Key Accounts Roundtable

1:30 – 2:45 p.m.

Volunteerism and Reaching Customers in Need

Prepay it Forward

To Welcome or Be Wary: Unpredictable Large Customers

3:15 – 4:30 p.m.

Leveraging Technology to Communicate with Customers

Enhancing Customer Communications in the Ice (Storm) Age

Online Tools, Real-Life Value

Power Quality: Symptoms, Causes & Solutions

5 – 6 p.m.

Happy Hour with Colleagues

## OPENING GENERAL SESSION

### The Future of Public Power

**JOY DITTO**, *President & CEO, American Public Power Association*



From demonstrating continued excellence and resilience to aligning with global trends and customer expectations, the public power model has ample opportunity to thrive in the future. Reflect on our strengths and the challenges ahead – and how public power leaders must act to support continued success.

## Honoring our Colleagues: Excellence in Public Power Communication

Innovative, informative, and inspiring: view the winning videos from APPA members honored with 2021 Excellence in Public Power Communications Awards.



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](http://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, virtual events, continuing education and custom in-house trainings at [www.PublicPower.org/Academy](http://www.PublicPower.org/Academy).

# TUESDAY, OCTOBER 26



7:30 – 8:30 a.m.

Women in Public Power Breakfast & Networking Breakfast

8:45 – 10 a.m.

General Session

10:30 – 11:45 a.m.

Engaging Staff in Storytelling  
(Without Losing the Brand)

Customer Engagement in a  
Post-Pandemic World

Nuclear Reactor vs.  
Virtual Power Plant

Resetting Key Accounts  
Management

1:30 – 2:45 p.m.

Tales of Communicating  
In a Pandemic

Customer Service  
When It Hurts the Most

Understanding and  
Managing EV Load

Leveraging Data to  
Better Serve Key Accounts

3:15 – 4:30 p.m.

Public Communications  
Rapid-Fire Workshop

Self-Leadership in  
Changing Times

Making Community  
Solar Work

Sustainability Partners:  
Utilities and Key Accounts

5:30 – 7 p.m.

Reception

## GENERAL SESSION

### Honoring our Colleagues: Smart Energy Providers

Recognize utilities excelling at incorporating energy efficiencies and sustainability in their operations and services.

### Chair's Address

**COLIN HANSEN**, Executive Director, Kansas Municipal Utilities; and Chair, American Public Power Association



## What's Next? Preparing for Future 4.0

As we move into a post-pandemic world, all the opportunities and challenges we faced prior to this global crisis still exist...they just look different. Get insight into three dynamic forces driving change in this new environment, explore why and where disruption takes place, and learn how you can keep your strategy ahead of disruption and key trends. Learn six "must haves" for every organization, tips for navigating the new economy and labor market, which four technologies will change everything, and how the Internet of Things and Industry 4.0 are the solutions to the future.

**TOM MORRISON** is an author, life coach, and award-winning association executive who lives and breathes marketplace disruption and personal development. A sought-after expert on the new Uberization economy, Tom led his company to over a 1,500% growth over the past 15 years.



# WEDNESDAY, OCTOBER 27



## PUBLIC COMMUNICATIONS



## CUSTOMER SERVICE



## ENERGY INNOVATION



## KEY ACCOUNTS

7:30 – 8:30 a.m.

Networking Breakfast

8:30 – 9:45 a.m.

Tell It to Sell It

Customer Service Grab Bag

Energy Innovation Roundtable

The Polar Vortex: Lessons Learned from Texas

10:15 – 11:45 a.m.

Closing General Session

### CLOSING GENERAL SESSION

#### Honoring Our Colleagues: Excellence in Public Power Communications and Certificate Program Graduates

Celebrate winners of the Excellence in Public Power Communications awards and congratulate the newest graduates from the Academy's certificate programs.

#### Harnessing Your SELF to Create Change

**DERRECK KAYONGO** built a multimillion-dollar venture that distributes recycled soap to people around the world who lack access to the personal hygiene staple through global health programs. Join him as he breaks down the key

factors that have led to his success: Service, Education, Leadership, and Faith (SELF). Derreck will share his account of life as a Ugandan refugee and the turning point that led him to a brilliant transformation as a social entrepreneur as he challenges you to focus on personal accountability, to seek out opportunities to improve, and, most importantly, to maintain faith in yourself and your team so that together you create an environment where everyone is empowered to thrive.

**DERRECK KAYONGO** is an internationally recognized visionary and humanitarian. The Global Soap Project demonstrates his creativity and innovation, making him a leader in both global health and environmental sustainability.



## MAKE YOUR PLANS

[www.PublicPower.org/CustomerConnections](http://www.PublicPower.org/CustomerConnections)

Visit our web site for more information about the 2021 Customer Connections Conference, including:

- How to register
- Group discounts
- Complete program information
- Hotel information

2021

October 24-27

AMERICAN PUBLIC  
POWER ASSOCIATION

Scottsdale, Arizona

THE ACADEMY  
Customer  
Connections  
Conference

PUBLIC COMMUNICATIONS  
CUSTOMER SERVICE  
ENERGY INNOVATION  
KEY ACCOUNTS

AMERICAN  
PUBLIC POWER  
ASSOCIATION  
Powering Strong  
Communities



AMERICAN  
PUBLIC  
POWER  
ASSOCIATION  
Powering Strong Communities

2451 Crystal Drive  
Suite 1000  
Arlington, VA 22202-4804

Standard  
Presort  
U.S. Postage Paid  
Arlington, VA  
Permit No. 188