





<b>SUNDAY, OCT. 27</b>	
8 am – 6 pm	Registration open
8:30 am – 5 pm	<b>PRECONFERENCE SEMINARS</b> <i>Each preconference seminar requires separate registration.</i>
8:30 am – Noon	<p><b>Invigorate Employee Performance Through Situational Leadership</b>  <i>CEUs .3 / PDHs 3.25 / CPEs 4.0, Personal Development</i></p> <p>One leadership style does not fit all. Explore how you can embrace situational leadership, which encourages you to tailor your leadership style to the needs of your “followers,” to help your employees become more effective in their work. Learn how to assess your followers' needs, including their competency and commitment to their role, task, or goal, and use those needs to foster motivation and engagement. Find out how to apply this timeless theory to help you be more focused and intentional in how you lead, including ideas for coaching even the most seasoned staff, setting a delegation action plan, and using influencing strategies to gain traction. Because in today's world, your leadership style matters — every day.</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>• The theory and concepts of situational leadership</li> <li>• Diagnose the difference between competence and commitment in employees, and why understanding each is important for effective leadership</li> <li>• Motivating stubborn or resistant colleagues</li> <li>• Assess your ability to influence others</li> <li>• How to delegate for growth (versus convenience)</li> </ul> <p><b>Cyndi Wentland</b>, Founder, <i>Intentional Leaders</i></p>
1:30 – 5 pm	<p><b>How Will Artificial Intelligence Change My Job?</b>  <i>CEUs .3 / PDHs 3.25 / CPEs 4.0, Information Technology</i></p> <p>There is a never-ending stream of discussion about AI: about what it can do, how it has been used, and the potential challenges and real concerns that stem from its burgeoning use. Get a detailed breakdown on what types of AI-driven technology exist, what’s coming next, and what it all means for public power specifically. Explore how — now and into the near future — your jobs, your customers, and the technology tools you use could change and how to learn to live with and leverage AI to your benefit. Share ideas and strategies for safely and ethically incorporating</p>

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	<p>AI into your work and what policies and measures to consider as you move ahead.</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>• What AI technology is and how it works</li> <li>• How utilities and others in the electric sector are using AI</li> <li>• The latest tools to help with your specific job</li> <li>• Who and what to follow in order to stay current on developments</li> </ul> <p><b>NOTE:</b> Attendees are requested to bring a laptop, tablet, or cell phone with them to class, to participate in hands-on application exercises.</p> <p><i>Dr. Alex Lawrence, Entrepreneur and College Professor</i></p>
5 – 6:30 pm	<p><b>Welcome Reception &amp; Sponsor Showcase</b></p> <p>Kick off the conference with an opportunity to unwind and network. Reconnect with friends and forge new connections, exchange insights, and build lasting relationships in a relaxed setting.</p>
<b>MONDAY, OCT. 28</b>	
7 am – 5 pm	Registration open
7:30 – 8:30 am	<p><b>Networking Breakfast &amp; Sponsor Showcase</b></p> <p>Energize your morning with coffee and connections at our informal continental breakfast. Held in the bustling sponsor showcase, this is a great opportunity to immerse yourself in lively conversations with colleagues and engage firsthand with our knowledgeable industry partners.</p>
7:30 – 8:30 am	<p><b>Newcomers Breakfast</b></p> <p>New to the Customer Connections Conference? Meet with other first-time conference attendees, discover conference insights, and forge lasting connections that will fuel your success throughout the event.</p>
7:30 – 8:30 am	<p><b>Joint Action &amp; Association Breakfast</b></p> <p>Join your joint action agency and state/regional association peers to discuss your challenges and successes over breakfast – a great way opportunity for collaboration and discovery to jump start the conference.</p>

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<div>8:30 – 10 am</div>	<div> <div>Opening General Session</div> <div>CEUs .2 / PDHs 1.5 / CPEs 1.5, Specialized Knowledge</div> </div> <div> <div>  </div> <div> <div> <b>Welcome</b>  <b>Zack Davis</b>, Vice President of Destination  Services, Louisville Tourism </div> </div> </div> <div> <div> <b>Honoring Our Colleagues: Smart Energy Providers and Public Power Customer Satisfaction Awards</b>  Applaud excellence in energy efficiency and sustainability with the 2024 Smart Energy Provider designees. Celebrate exceptional customer service as we recognize the winners of the Public Power Customer Satisfaction Awards. </div> </div> <div> <div>  </div> <div> <div> <b>The AI Revolution Is Here</b>  Get a crash course on the history and technology behind AI from Dr. Alex Lawrence, a highly respected and sought-after expert on AI and ChatGPT. Get the insight from this founder and leader of various tech companies – including the nation's leading used electric vehicle dealership – on how the technology world is looking at and talking about the concerns, opportunities, and future for AI. Learn why the AI revolution is pertinent to public power, including what issues it presents for the industry and what specific tools and ideas could help your organization. </div> <div> <b>Dr. Alex Lawrence</b>, Entrepreneur and College Professor </div> </div> </div>

Thank you to our Signature Sponsor!






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10 – 10:30 am	<b>Break &amp; Sponsor Showcase</b>
10:30-11:45 am	<b>Breakout Sessions</b>
<b>[Public Communications]</b>	<b>Public Communications Roundtable</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Communications &amp; Marketing</i> Gather with your utility communicator peers to discuss the latest and most pressing public communications opportunities and challenges. Topics include: building a stable of community ambassadors, engaging the next generation of your utility workforce, and informing your communications with research.
<b>[Customer Service]</b>	<b>Customer Service Roundtable</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i> Kick off the conference by sharing your hot topics and priorities in customer service in a lively discussion with peers from utilities like yours. Swap strategies and brainstorm potential solutions to mutual challenges.
<b>[Energy Innovation &amp; Adoption]</b>	<b>AI Roundtable</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Information Technology</i> Discover how AI-driven strategies are enhancing user experience, promoting energy efficiency, and fostering stronger connections between utilities and customers. Discuss the future of AI in utilities, from predictive analytics to personalized outreach and enhanced customer experiences. Key topics could include: vetting tools, using AI responsibly, building AI literacy, and key related infrastructure needs.  <i><b>Vaibhav Vavilala</b>, PhD Student, University of Illinois at Urbana-Champaign; and <b>Justin York</b>, Key Account Representative, Huntsville Utilities, Alabama</i>
<b>[Key Accounts]</b>	<b>Key Accounts Roundtable</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i> Join industry leaders and experts in a breakout session focused on optimizing key account management, account executive training, selling the importance of the key account manager/Key account program. Learn more about managing your most valuable accounts. Gain insights, and network with peers.
11:45 am – 1:30 pm	<b>Lunch on your own</b>

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1:30 – 2:45 pm	<b>Breakout Sessions</b>
<b>[Public Communications]</b>	<p><b>Creating Accessible Messaging for Every Audience</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Communications &amp; Marketing</i></p> <p>Public communicators need to consider all their audiences when they are designing and executing programs and content. Our work also needs to represent the diversity of our communities. Learn practical how-to tips for producing content that is inclusive — starting TODAY.</p> <p><i><b>Julie DeCook</b>, Communications Manager, Holland Board of Public Works, Michigan; and <b>Bob Gunnell</b>, Rainmaker, Boxcar PR</i></p>
<b>[Customer Service]</b>	<p><b>Powering Progress: Navigating Organizational Change with Finesse</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Management Services</i></p> <p>Achieving and maintaining high standards of customer service requires continuous adaptation and improvement. Explore the importance of change management in customer service, including how to apply its concepts, principles, and practices when dealing with people or the personal side of change. Gain strategies for implementing change and maintaining continuous improvement that enhances customer satisfaction, boosts employee engagement, and drives organizational success.</p> <p><i><b>Daniel Montgomery</b>, CEO Founder, Lead Consultant, Leadership Reality; and <b>Rebecca Rostar</b>, Supervisor, Organizational Training, Development &amp; Change Management, Lansing Board of Water &amp; Light</i></p>
<b>[Energy Innovation &amp; Adoption]</b>	<p><b>How EVs and DERs Will Actually Affect the Grid</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>With the uptake of electric vehicle adoption and installation of distributed energy resources in homes and businesses, the distribution grid could see significant changes in load patterns, demand, or uncontrolled phenomena. Learn about various tools being produced by federal labs and other resources that you can use to get actionable insights into how these technologies are likely to affect your system, and how you can prepare for the future accordingly.</p> <p><i><b>Elizabeth Massey</b>, Director, Data Dynamics &amp; Strategic Innovations, and <b>Sarah Valovcin</b>, Principal Data Scientist, The Energy Authority, Florida</i></p>
<b>[Key Accounts]</b>	<p><b>Communicating the Value of Public Power</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>As the bridge between utility services and key accounts, key account managers are core ambassadors for the utility and thereby in conveying</p>





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	<p>the significance of public power to their community. Join us to explore effective approaches and best practices in advocating for public power and sharing the ongoing value of community ownership to your biggest customers and beyond.</p> <p><b>Tim Blodgett</b>, VP Member Services &amp; Communications and <b>Shannon Murfield</b>, Director of Energy Services, Missouri River Energy Services; and <b>Bridget Penton</b>, Economic Development Director, Detroit Lakes Public Utilities, Minnesota</p>
2:45 – 3:15 pm	<b>Break &amp; Sponsor Showcase</b>
3:15 pm – 4:30 pm	<b>Breakout Sessions</b>
<b>[Public Communications]</b>	<p><b>From Expert to Educator: Equipping Your Workforce for Media Success</b>  CEUs .1 / PDHs 1.25 / CPEs 1.5, <i>Communications &amp; Marketing</i></p> <p>Public power leaders and subject matter experts are critical spokespeople for your utility. But experience doesn't always mean they can easily deliver key messages to members of the press. Delve into concrete strategies and techniques that can help your colleagues gain the practical skills needed for navigating media opportunities effectively. Explore case studies to think through where your team is well-prepared to handle the complexities of media engagement and where they could use some support.</p> <p><b>Amy Adamy</b>, Public Relations &amp; Marketing Manager, Lansing Board of Water &amp; Light, Michigan</p>
<b>[Customer Service]</b>	<p><b>Inspiring Purpose and Passion in Your Team</b>  CEUs .1 / PDHs 1.25 / CPEs 1.5, <i>Personal Development</i></p> <p>As a customer service leader or manager, you can guide your team members through completing tasks, or you can empower them to achieve their full potential. Gain practical strategies and techniques for fostering a culture of purpose and passion within your team, including reviewing what motivates team members and how to put your people first.</p> <p><b>Crystal Kemp</b>, Chief Marketing Officer, Conway Corp, Arkansas</p>
<b>[Energy Innovation &amp; Adoption]</b>	<p><b>Balancing Customer Needs with Utility Realities</b>  CEUs .1 / PDHs 1.25 / CPEs 1.5, <i>Specialized Knowledge</i></p> <p>Balancing Customer Needs with Utility Realities  Customers and community groups often push for more environmentally friendly and renewable-powered generation but are often unaware of</p>

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	<p>the impacts on reliability. Discuss how to transform survey data regarding power reliability and customer satisfaction into a useful demand for green energy. By integrating flexible grid solutions, including microgrids, utilities can efficiently meet customer demands.</p> <p><i><b>Jimmy Allen</b>, Sr. Consultant, Business Development &amp; Strategy, Tennessee Valley Authority; <b>Jim Barbour</b>, Vice President of Utilities, Enchanted Rock</i></p>
<b>[Key Accounts]</b>	<p><b>Engaging With Your Key Accounts</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>Explore the latest strategies and tools for maximizing key account engagement. Discover innovative approaches to personalize your interactions, discuss how to maximize survey efficiency, and share ideas for boosting your annual events. Converge on what it takes to talk with your key account reps, from the preferred lingo they use to what they're most interested in on site visits and other interactions.</p> <p><i><b>Jeff Matzke</b>, Key Accounts Advisor, Manitowoc Public Utilities, Wisconsin; <b>Kellee O'Rourke</b>, Customer Relations Program Manager, Pasadena Water &amp; Power, California; <b>Masha Sams</b>, Account Executive, JEA, Jacksonville, Florida; <b>Justin York</b>, Key Account Representative, Huntsville Utilities, Alabama</i></p>
<b>[Industry Spotlight]</b>	<p><b>The Power of Real-Time Feedback on the Customer Experience</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>As utilities support more customers — and their needs and expectations continue to expand — improving customer service with existing resources is an imperative. Learn how you can leverage technology for customer communications to expand innovative options for sharing actionable information. Come away with an understanding of how you can use real-time customer feedback to improve customer service and enhance customer relationships.</p> <p><i><b>Mark Nielsen</b>, Executive Chairman, TextPower and <b>Brittanye Roberts</b>, Customer Service Manager, CDE Lightband, Tennessee</i></p>
<b>5 pm</b>	<p><b>Happy Hour with Colleagues</b></p> <p>Enjoy refreshing drinks and dynamic conversations at this informal pay-your-own-way happy hour. Unwind, connect with your fellow attendees, and envision the future.</p>

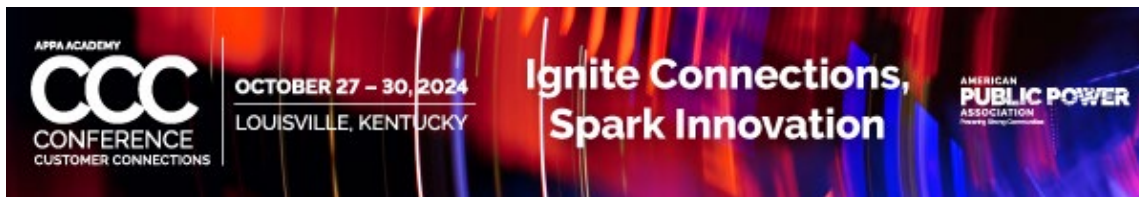
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TUESDAY, OCT. 29	
7 am – 5 pm	Registration open
7:30 – 8:30 am	<b>Women in Public Power Breakfast</b> Ignite empowering connections as you join a vibrant gathering of women in public power, fostering engaging conversations that unravel shared challenges, embrace exciting opportunities, and propel our industry forward.
7:30 – 8:30 am	<b>Networking Breakfast &amp; Sponsor Showcase</b> Fuel up for another day with a powerful boost of caffeine and meaningful connections at this informal continental breakfast and seize the opportunity to ignite valuable conversations with sponsors and your fellow attendees.
8:30 – 10 am	<b>General Session</b> <i>CEUs .2 / PDHs 1.5 / CPEs 1.5, Specialized Knowledge</i> <div>  <div> <b>Welcome</b>  <b>Doug Buresh</b>, President &amp; CEO, Kentucky Municipal Energy Agency           </div> </div> <b>Honoring Our Colleagues: Key Account and Advanced Key Account Certificate Program Graduates</b> Congratulate the newest graduates from the APPA Academy's Key Accounts and Advanced Key Accounts Certificate Programs.  <div>  <div> <b>Connecting Our Work</b>            Public power utilities big and small are making impressive accomplishments amid change – and facing immense challenges. Hear some examples of what different public power utilities are doing to innovate and support their communities, and how your efforts and feedback inform APPA’s policy, regulatory, and programmatic work in Washington, D.C.         </div> </div> <div>  <div> <b>Scott Corwin</b>, President and CEO, American Public Power Association; and <b>Nick Lawler</b>, General Manager, Littleton Electric Light &amp; Water Departments, Massachusetts; and Chair of APPA’s Board of Directors         </div> </div>




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	<p><b>Honoring Our Colleagues: Excellence in Public Power Communications</b></p> <p>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.</p>
10 – 10:30 am	<b>Break &amp; Sponsor Showcase</b>
10:30 – 11:45 am	<b>Breakout Sessions</b>
[Public Communications]	<p><b>Sharing a Legacy: Connecting Public Power’s Past, Present, and Future</b>  CEUs .1 / PDHs 1.25 / CPEs 1.5, <i>Communications &amp; Marketing</i></p> <p>Our utilities are deeply entrenched and intertwined in the history of our communities. Take a look at how public power utilities have successfully tapped into these stories, and share the ways that you connect parts of your history to the good work that you are doing today. Also share ideas for transforming that history and good work into physical displays in lobbies, visitor centers, and more to boost public knowledge and create positive experiences</p> <p><i><b>Justin Alberty</b>, Corporate Communications Director, Grand River Dam Authority, Oklahoma; and <b>Kristin Lodge</b>, Visitor Services Manager, Chelan County PUD, Washington</i></p>
[Customer Service]	<p><b>Reaching Income-Qualified Customers</b>  CEUs .1 / PDHs 1.25 / CPEs 1.5, <i>Specialized Knowledge</i></p> <p>As public power utilities develop programs aimed at reducing energy burden, increasing efficiency, or otherwise connect customers in need to assistance, they need to make sure these efforts align with community needs and access. Learn from one joint action agency’s research into how its member utilities could better connect with and support customers with lower incomes to boost participation in energy assistance programs. Also hear about efforts in Los Angeles to implement community-guided strategies to support an equitable transition to 100% clean energy.</p> <p><i><b>Megan Day</b>, Senior Energy Analyst, National Renewables Energy Laboratory; <b>Gregory Reed</b>, Director of Water Engineering &amp; Technical Services Division, Los Angeles Department of Water &amp; Power, California; and <b>Anna Stieve</b>, Senior Energy Services Manager, WPPI Energy, Wisconsin</i></p>

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<b>[Energy Innovation &amp; Adoption]</b>	<p><b>Powering Tinseltown: How LDES Allows Burbank to Deploy Reliable, Renewable Energy</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>Burbank Water and Power is the utility that powers Hollywood, keeping the bright lights on and the cameras rolling. In addition to powering the energy-hungry entertainment industry, BWP is addressing ambitious clean energy goals for a greenhouse gas-free power supply by 2040. Learn how BWP is developing an “Energy Warehouse” – a 75 kilowatt/500 kilowatt hour long-duration energy storage system that will be connected to a 265 kW solar array. Explore how the energy storage supplier working with BWP sees how utilities can use storage systems to support peak demand, providing long-term support for clean energy targets, and support resiliency and safety goals.</p> <p><i><b>Paul Notti</b>, Director of Sales, ESS Tech, Inc.; and <b>Michael Wang</b>, Principal Electrical Engineer, Burbank Water and Power, California</i></p>
<b>[Key Accounts]</b>	<p><b>How AI Is Changing Economic Development</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>Navigate the intersection of AI and economic development, including what data prospective customers are leaning on to drive site selection and what that means for your utility. Break down how various popular AI-based systems influence site selection for businesses and industries and explore how your community can leverage AI-powered tools to optimize location decisions in your community.</p> <p><i><b>Steve Weitzner</b>, President, Silverlode Consulting Corp.</i></p>
<b>11:45 am – 1:30 pm</b>	<b>Lunch on your own</b>
<b>1:30 – 2:45 pm</b>	<b>Breakout Sessions</b>
<b>[Public Communications]</b>	<p><b>Communicating Using AI: Tools and Tactics</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Communications &amp; Marketing</i></p> <p>Explore the suite of artificial intelligence tools for developing messages and content and discuss actionable tactics for public power communicators in using these tools effectively, ethically, and safely. Join in on this grounded discussion on the real-world implications for communication professionals in using AI, and walk away with concrete strategies and tips for implementing AI tools effectively in your workflows.</p> <p><i><b>Ray Tri</b>, Chief Technology Officer, Hatfield Media</i></p>

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<b>[Customer Service]</b>	<p><b>Letting Expectations Meet Reality: Self-Service Digital Engagement</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>On the one hand, customers increasingly prefer to use self-service digital platforms, including in mobile apps, online portals, text messages, and emails. On the other, heightened customer expectations – and public power’s community focus – mean being available for personal, direct interactions. Discuss how utilities can navigate this seemingly conflicting demand and determine which features and tasks warrant priority. Dive into insights from GreatBlue’s recent nationwide research on customer preferences regarding self-service, including how a self-service digital ecosystem influences overall customer satisfaction and engagement.</p> <p><i><b>Michael Vigeant</b>, CEO, GreatBlue Research, Inc.</i></p>
<b>[Energy Innovation &amp; Adoption]</b>	<p><b>Leveraging Funding and Equity Plans for Energy Programs</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>Utilities today are being asked more and more about their customer program offerings — whether for new programs tailored for the latest technology or because of grants and funding opportunities. Get guidance and examples for how to address the overwhelming variety of requests and program opportunities for your customers by leveraging local partnerships and funding through the lens of equity and community benefit plans. Discover important best practices, strategies, and tools in creating winning equity plans. Learn more about Justice40, disadvantaged communities, and the various types of equity plans across federal agencies.</p> <p><i><b>Brian Blackmon</b>, Account Manager, Milepost; and <b>Anna Munie</b>, Manager, Carbon Neutrality Programs, Lansing Board of Water &amp; Light, Michigan</i></p>
<b>[Key Accounts]</b>	<p><b>What Your Biggest Customers Want From Their Utility</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>Hear from a panel of key account customers to gain insights into their perspectives, preferences, and priorities for energy needs and expectations from their utility. Touch on what data customers find useful, and what emphasis they place on electric sustainability, reliability, and affordability. Ask questions and learn how to best meet the needs of your key accounts by reflecting on how your customers’ priorities intertwine with your utility’s goals.</p> <p><i><b>Eric Austin</b>, Manager of Renewable Energy Finance, Walmart Energy Team; <b>Ray Fakhoury</b>, Manager, Energy Policy, Amazon Web Services</i></p>

	
	(AWS); <b>Jaime Heun</b> , Sr Manager Global IT Contracts, Brown-Forman Corporation, Kentucky
2:45 – 3:15 pm	<b>Break &amp; Sponsor Showcase</b> Take advantage of this final opportunity to network with conference sponsors.
3:15 – 4:30 pm	<b>Breakout Sessions</b>
[Public Communications]	<b>Public Communications Rapid-Fire Roundtable</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Communications &amp; Marketing</i> Join your fellow communicators to tackle your common challenges. Submit topics in advance for a rapid-fire Q&A and brainstorming session. You can be sure you'll get more than you give at this roundtable.
[Customer Service]	<b>Maximizing Impact: Customer Service Strategies for Small Teams</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i> In an era of increasing pressure to effectively engage customers, achieving success with limited resources can be challenging. Despite relative limited resources, public power utilities are often expected to achieve customer service objectives comparable to those of investor-owned utilities. Learn strategies unique to public power utilities that can help small teams be resourceful and savvy in enhancing customer satisfaction.  <b>Jenny Foss</b> , Communications & Administrative Coordinator, Elk River Municipal Utilities, Minnesota; <b>Mary Malone</b> , Director, Business Development, Questline; and <b>Lisa Stowe</b> , Marketing, Communication + Grants Manager, Westfield Gas & Electric, Massachusetts
JOINT SESSION: Energy Innovation & Adoption & Key Accounts	<b>Accommodating Unexpected Load Growth: From Crypto to AI</b> <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i> Amid the excitement around what AI can bring to the table is the question of how to accommodate all of the new demand the data centers that support AI-based applications require. Using lessons from cryptocurrency and traditional data centers, which have accounted for a significant portion of new and sometimes unexpected load, discuss what is realistic and practical in taking on high demand customers. Review considerations for establishing fair rates and policies that both accommodate and mitigate risk with these facilities.  <b>Paul Beckhusen</b> , Senior Vice President of Power Supply and Energy Marketing, American Municipal Power, Inc. (AMP), Ohio; <b>Pat Frazier</b> , Chief Operating Officer, and <b>Mike Heise</b> , President & CEO, Cloverland Electric Cooperative, Michigan; <b>Doug Handley</b> , Director of Finance, Power Supply & Rates, Paducah Power System, Kentucky; <b>Kevin Mantel</b> ,

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	<p>Senior Account Manager, and <b>Thomas Smith</b>, Senior Director of Energy Development, Caterpillar Electric Power Division</p>
<b>[Industry Spotlight]</b>	<p><b>Building Trust With Your Customers</b>  <i>CEUs .1 / PDHs 1.25 / CPEs 1.5, Specialized Knowledge</i></p> <p>Customer trust plays a critical role in the success of your utility. Examine common reasons customers might not trust your utility and walk through a checklist you can use to spot opportunities for improvement. Uncover new customer engagement best practices and discuss the short-term and long-term results you can expect from implementing these strategies.</p> <p><b>Stephanie Knight Johndrow</b>, Business Development Manager, Brillion</p>
5:30 – 7 pm	<p><b>Reception – Fun For the Roses</b></p> <p>Jockey up to the bar and enjoy refreshments as you network with fellow attendees in a Derby-inspired reception – no fancy hats or seersucker required (but welcome if you feel the spirit). Chat about what’s kicking up the dust in your work, enjoy the live music, and build connections that will last more than two minutes.</p>
<b>WEDNESDAY, OCT. 30</b>	
7 – 9 am	Registration open
7:30 – 8:30 am	<p><b>Networking Breakfast &amp; Sponsor Showcase</b></p> <p>Seize the final networking opportunity of the conference as you gather with your peers at this informal continental breakfast. Don’t miss out on this opportunity to foster connections that will endure after the conference ends.</p>
8:30 – 10 am	<p><b>Closing General Session</b>  <i>CEUs .2 / PDHs 1. 5 / CPEs 1.5, Personal Development</i></p> <p><b>Honoring Our Colleagues: Excellence in Public Power Communications</b>  Celebrate winners of the Excellence in Public Power Communications awards, including the audience choice video award.</p> <div>  <div> <p><b>From Homeless to Harvard</b></p> <p>A story so powerful it was made into a movie, Liz Murray shares her fascinating, inspirational story of growing up with two drug addicted parents who she began supporting at age 10. Homeless at age 15, the</p> </div> </div>



<div> <div> <div>APRA ACADEMY</div> <div>CCC</div> <div>CONFERENCE</div> <div>CUSTOMER CONNECTIONS</div> </div> <div> <div>OCTOBER 27 – 30, 2024</div> <div>LOUISVILLE, KENTUCKY</div> </div> <div> <div>Ignite Connections,</div> <div>Spark Innovation</div> </div> <div> <div>AMERICAN</div> <div>PUBLIC POWER</div> <div>ASSOCIATION</div> <div>Powering Smart Communities</div> </div> </div>	
	<p>death of her mother was the wake-up call that made her break free of her circumstances and pursue a different path for her life. While living on the streets of New York, she completed and graduated from high school in just two years. Overcoming horrible odds, she won a full scholarship and was accepted to Harvard University. Murray offers one of the most moving, elegant and uplifting tales you will ever hear.</p>
10 am	Conference adjourns