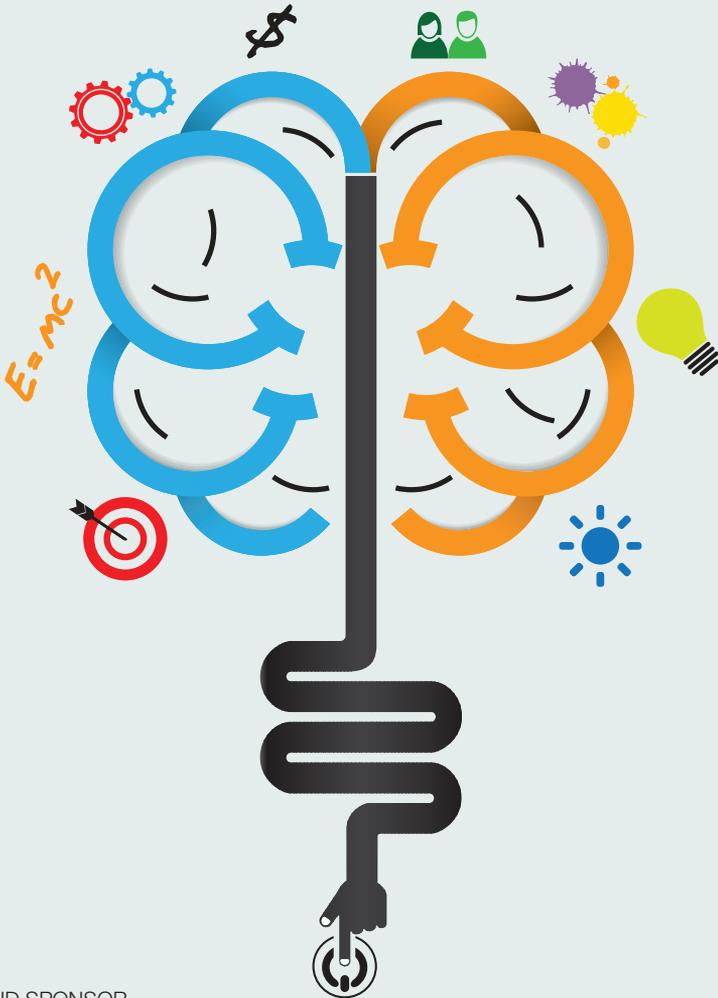


CUSTOMER CONNECTIONS CONFERENCE

OCTOBER 18–21, 2015 | AUSTIN, TEXAS

CUSTOMER SERVICES ■ ECONOMIC DEVELOPMENT ■
ENERGY SERVICES ■ KEY ACCOUNTS ■
PUBLIC COMMUNICATIONS



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Extending Your Enterprise

APPA Academy
Where Power and Knowledge Meet®

CONNECT

Join us at the American Public Power Association's Customer Connections Conference and connect with over 300 public power professionals, from utilities across the country, to address challenges, find new opportunities and better position your utility and community to succeed. Connect with experts and hear the latest on industry hot topics, trends and best practices. Expand your professional network, share ideas and discover new ways to implement what you learn.

Who Should Attend

The conference is an essential educational and networking event for public power utility professionals involved in economic development, key accounts, energy services, marketing, public communications, and customer service.

Visit www.publicpower.org/CustomerConnections for program updates and to register.



The American Public Power Association represents not-for-profit, community-owned electric utilities that power homes, businesses and streets in nearly 2,000 towns and cities, serving 48 million Americans. With no divided loyalties, these utilities are focused on a single mission — providing reliable electricity at a reasonable price, while protecting the environment.



The APPA Academy is public power's complete resource for professional education and certification. Through a variety of delivery methods, the APPA Academy helps electric utility employees stay abreast of rapidly moving industry technologies and regulatory requirements.

BREAKOUT SESSIONS AT A GLANCE

Monday, Oct. 19	Customer Services	Public Communications	Energy Services	Economic Development	Key Accounts
10:30 a.m.– Noon	Customer Service Roundtable	Video Production: Studio in Your Pocket	Energy Services Roundtable	Key Accounts/Economic Development Roundtable	
1:30–2:45 p.m.	Rebuilding the Customer Experience After a Breakdown	Public Communications Roundtable	Innovations in Demand Response	Customers Speak: Key Account Customer Panel	
	Joint Action Agency/State/Regional Organizations Roundtable				
3–4:15 p.m.	Measuring Customer Service Performance in Three Numbers	CYA: Cover Your Assets (And Other Copyright Tips)	Preparing Customers for Dynamic Pricing	Retail Recruitment: Tips and Strategies for Building Stronger Communities	Making Your Key Account Event a Success
4:30–5:30 p.m.	RP3: The Roadmap to a Reliable Workforce				

Tuesday, Oct. 20	Customer Services	Public Communications	Energy Services	Economic Development	Key Accounts
8:30–10 a.m.	Top Ten Tips to Create a Customer Service Culture	How to Up Your Social Media Game	Five Steps to Prepare for Distributed Generation	Using Sustainability as an Economic Development Tool	Dealing with Unique Customers and their Needs
10:15–11:45 a.m.	Take the Bells, Leave the Whistles: Determining Your CIS Software Needs	Power Up Your Publicity	Solar Engagement for Public Power	Using Analytics and Visualization to Create Economic Development Opportunities	Working with Key Accounts on Distributed Generation Techniques
1:15–2:45 p.m.	Fast and Furious: New Ideas in Customer Service	Media Relations 2.0	Emerging Technologies in Residential Energy Efficiency	Site Selection Panel: Business Trends 2015	Key Account Success Stories
3–4:15 p.m.	Optimizing Your Customer Service Workforce	Infographics and Other Cutting-Edge Creative	Commercial Demand Response and Energy Efficiency: What's New?	Successful Economic Development from a Statewide Perspective	Key Account Jeopardy

Wednesday, Oct. 21	Customer Services	Public Communications	Energy Services	Economic Development	Key Accounts
8:30–10 a.m.	Communicating with Customers Discussion Forum	Public Communications Roundtable	Energy Services Roundtable	Utility Economic Development Best Practices	Improving C&I Customer Satisfaction

SUNDAY, OCTOBER 18

8 a.m.–7 p.m.

Conference Registration

Preconference Seminars

Preconference seminars offer longer class times, smaller class sizes, interactive formats and experienced instructors. With a deep dive into hot topics, these seminars add value to your conference experience.

Seminars require separate registration and fees (in addition to main conference registration).

8:30 a.m.–4:30 p.m. (full day)

Crucial Conversations: Get Unstuck with Best Practices for High-Stakes Interactions

*Recommended CEUs .7/PDHs 6.5/CPEs 7.8,
Specialized Knowledge and Applications*

Stuck in a rut in your interactions with coworkers? It may be because you're not able to have the right conversations with the right people. Whether you're addressing poor work quality, dysfunctional teams, declining customer satisfaction, or a strained relationship, you can achieve a breakthrough by fostering open dialogue—learn how in this award-winning training seminar from VitalSmarts.

Topics include:

- Speaking persuasively not abrasively
- Fostering teamwork and better decision making
- Building acceptance rather than resistance
- Resolving individual and group disagreements

Instructor: Jon Hofman, Human Resources Manager, Holland Board of Public Works, Mich.

8:30 a.m.–Noon (half day)

Building Strong Customer Relationships in Public Power

*Recommended CEUs .3/PDHs 3.25/CPEs 3.9,
Specialized Knowledge and Applications*

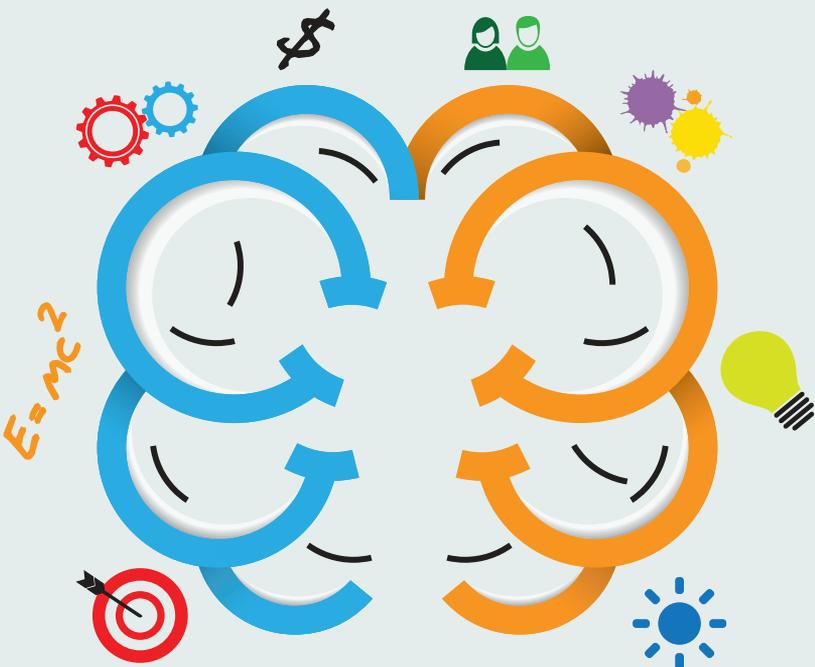
Public power utilities must maintain good relationships with the communities they serve and it all starts with outstanding customer service. This seminar explains how to create a culture of excellence in customer service throughout the organization, with board and executive management buy-in.

Topics include:

- Communicating the value of public power
- Prioritizing and defining good customer service
- Building a customer service culture and team
- Managing changing customer demographics and expectations
- Understanding internal customers and needs
- Supporting frontline customer service staff and technologies
- Tracking key customer service measures
- Customer service challenges with a multigenerational customer base
- Keeping the focus and priority on good customer service

The seminar shares case studies and lessons from a new APPA guidebook on customer service, available free to all seminar attendees.

Instructor: Steve VanderMeer, Vice President, Planning & Marketing, Hometown Connections, Evergreen, Colo.



SUNDAY, OCTOBER 18

1:30–5 p.m. (half day)

Mobile Storytelling: Smartphone Videos, Photos, and Podcasts

*Recommended CEUs .3/PDHs 3.25/CPEs 3.9,
Specialized Knowledge and Applications*

Engage your customers with compelling multimedia content—video, photos, audio—you can create with your smartphone or tablet. Get hands-on training and tips and tricks on how to shoot and edit powerful, professional quality videos, podcasts, and other shareable content without expensive equipment or training.

Topics include:

- The why and what of multimedia content marketing
- What stories can and should be told in each medium
- How to get the best mobile photos
- How to gather and edit high-quality audio on your smartphone
- How to shoot and edit videos—from interviews to cinematic sequences—on your smartphone or tablet
- Where to distribute your multimedia content

Attendees must bring a smartphone or tablet with headphones and an in-line microphone.

Instructor: Sarah Redohl, *Managing Editor, Columbia Business Times and Chief Trainer, StoryLab, Columbia, Mo.*

5:30–7 p.m.

Welcome Reception

Enjoy hors d'oeuvres and drinks at this informal reception while you network with public power professionals from across the nation and learn more about conference sponsors.

MONDAY, OCTOBER 19

7:30 a.m.–4:30 p.m.

Conference Registration

7:30–8:30 a.m.

Networking Continental Breakfast

To help you make the most of your time away from the office, the conference offers informal networking breakfasts. No speakers or moderators; just a chance to meet and visit with your peers and learn more about the conference sponsors.

8:30–10 a.m.

Opening General Session

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

APPA CEO Address

Sue Kelly, *President & CEO, American Public Power Association*



Tomorrow's Utility Workforce



Discover what it takes to attract, train, and retain talent for your utility. Learn about recruitment and retention practices that can help bolster the industry's image, how to increase outreach efforts, and help rebuild power-related curriculums in schools. Understand how to align your practices with what employees

want. Learn the importance of diversity, knowledge management, and corporate culture norms to transition to the grid of the future.

Wanda Reder, *Chief Strategy Officer, S&C Electric Company, Chicago, Ill.*

10–10:30 a.m.

Break with Sponsors

KEY TO SESSIONS



Customer Services



Key Accounts



Economic Development



Public Communications



Energy Services

MONDAY, OCTOBER 19

10:30 a.m.–Noon

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Customer Service Roundtable



Network with public power customer services professionals from around the country while discussing the key issues facing your utility. Cover a range of topics—credit, collections, bankruptcies and bad debt; CSR training and recruitment; serving the different generations; and internal customer service.

Key Accounts and Economic Development Roundtable



Get together with other key accounts and economic development professionals to discuss hot topics and best practices for getting these two groups to work together toward common goals. Learn how to identify who's involved in business retention and expansion projects and discuss the process for identifying, collaborating and taking action on projects.

Energy Services Roundtable



Network and discuss energy services issues such as engaging property owners in demand response and energy efficiency initiatives, and how to achieve demand and energy savings targets beyond commercial and residential lighting. Discuss your program successes, challenges and lessons learned.

Video Production: Studio in Your Pocket



Video is THE way to reach your audience in this world of information overload. But video can be intimidating, expensive, difficult and time-consuming—if you don't have the right tips and tricks in your pocket. Bring your smart phone or tablet and learn—step by step—how to shoot, edit, and share high-quality videos for customer and public engagement.

Speaker: Sarah Redohl, *Managing Editor, Columbia Business Times and Chief Trainer, StoryLab, Columbia, Mo.*

Noon–1:30 p.m.

Lunch with Colleagues & Sponsors

Join your colleagues and enjoy a meal while taking advantage of this final opportunity to visit with conference sponsors. Lunch is available from Noon–1:15 p.m.

1:30–2:45 p.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Rebuilding the Customer Experience After a Breakdown



Learn best practices to improve and sustain the customer experience and drive your business goals. Discover where performance breaks down—systems, agent behavior, or coaching practices—and how to make good. Review the call center experience through the eyes of the customer. Develop the right skills and behaviors in customer service staff and learn to coach for performance. Find out all this and more through the experiences of one public power utility recognized by JD Powers.

Speakers: **Nicole Carter**, Assistant Vice President of Customer Care, Chesapeake Utilities, Dover, Del.; and **Dina Vance**, Senior Vice President of Sales & Marketing/Managing Director of North American Operations, Ulysses Learning, New York, N.Y.

Customers Speak: Key Account Customer Panel



How can public power utilities attract and retain major business customers in the community? Hear from a panel of large customers, including national chains, on what they expect from utilities. Get an inside look at their site selection process and what they want on rates, reliability, and communications. Discover what drives customer satisfaction and location and expansion decisions. Learn how to best work with large customers.

Speakers: Representatives from **Whole Foods**, **Samsung Austin Semiconductor**, and other Austin-based key accounts

Innovations in Demand Response



Discover opportunities for demand response programs from case studies presented by two public power representatives. See how Austin Energy achieved success with its Bring Your Own Device Program, and learn about the Iowa Association of Municipal Utilities' 2Degrees2Save™, a demand response program that uses programmable communicating thermostats and load control switches on air-conditioning and water heating units.

Speakers: **Sara Kaplan**, Energy Services Engineer, Iowa Association of Municipal Utilities, Ankeny, Iowa; and **Karen Poff**, Demand Response Manager, Austin Energy, Texas

MONDAY, OCTOBER 19

Public Communications Roundtable



Network and discuss communications issues with your peers from other utilities. Review internal communications best practices, what's working in your community, distributed generation messaging and community dialogue, and the future of the annual report.

Joint Action Agency/State/Regional Organizations Roundtable

Meet with your peers to discuss hot topics in the customer communications areas facing joint action agencies and state and regional associations.

Moderator: Gregg Welch, Manager, Programs & Services, *Electricities of North Carolina, Inc., Raleigh, N.C.*

2:45–3 p.m.

Break

3–4:15 p.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Measuring Customer Service Performance in Three Numbers



Your customer service story can be told by three numbers: customer satisfaction rating, write-off ratio, and expenses ratio. These numbers are a barometer for your operations, showing the big picture on customer service, and indicating the need for improvements. Learn how to measure and track your utility's customer service so you can make informed decisions and improve service.

Speakers: Ben Hill, Customer Services Manager, *Owensboro Municipal Utilities, Ky.*; **Tim Hunt**, Director, Customer & Utility Analytics, *JEA, Jacksonville, Fla.*; and **Paul Zummo**, Manager of Policy Research and Analysis, *American Public Power Association*

Retail Recruitment:

Tips and Strategies for Building Stronger Communities



Learn how to create a business-friendly environment that attracts national/regional brands and large retail distribution centers to your community. Hear case studies and discover proven techniques to assess your current retail environment, create a strong community brand identity, evaluate your purchasing power, recruit developers and retailers who share your vision, and take a proactive approach to retail revitalization. Also learn strategies to strengthen current businesses in your community and foster local entrepreneurship.

Speakers: C. Kelly Cofer, CCIM, President/CEO, and **Aaron Farmer**, Senior Vice President, *The Retail Coach, Austin, Texas*

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Making Your Key Account Event a Success



Key account events can help to maintain customer engagement, introduce new programs, discuss hot topics, manage relationships, and provide networking opportunities. Hear about best practices for hosting successful key account events such as quarterly meetings or annual roundtables. Get tips from your peers and share your success stories.

Speakers: **Ryan Gleason**, *Account Manager, City of Riverside Public Utilities, Calif.*; and **Adrienne Rogers**, *Energy Services Specialist, Colton Public Utilities, Calif.*

Preparing Customers for Dynamic Pricing



Deploying new rate structures can pose many challenges for your utility and customers. Hear about the Sacramento Municipal Utility District's ongoing transition to time-of-use rates for residential customers. Learn how SMUD used this as an opportunity to partner with customers to address summer "needle peak," and how it leveraged relationships with customers to create a positive experience.

Speakers: **Erik Krause**, *Project Integration Manager*, and **Karen McCord**, *Marketing Specialist, Sacramento Municipal Utility District, Calif.*

CYA: Cover Your Assets (and Other Copyright Tips)



Are you protecting your intellectual property? Are you infringing on the property of others? It's so easy these days to "grab and use," but do you know the ramifications of illegally using other people's images, photos, music, etc.? Get some practical advice for navigating the wide world of copyright.

Speaker: **Eric Stevens**, *Partner, Poyner Spruill, LLP, Raleigh, N.C.*

4:30–5:30 p.m.

Breakout Session

Recommended CEUs .1 / PDHs 1 / CPEs 1.2

RP₃: The Roadmap to a Reliable Workforce

APPA's Reliable Public Power Provider (RP₃) program knows that the key to maintaining a utility's reliability begins by building a reliable workforce. RP₃ encourages utilities to adopt leading practices in the area of workforce development, including: succession planning, individual development plans, recruitment practices, and more. Attend this session to hear utility workforce case studies and learn how RP₃ can be utilized as a marketing tool for public communication, to help improve your customer service, promote economic development and lower insurance costs.

6 p.m.

Dinner with Friends

Reconnect with old friends and meet new people as you join other conference attendees at one of several local restaurants for a casual "pay your own way" dinner. Meet in the main hotel lobby by 6 p.m. and walk with your group to the restaurant of your choice for a 6:15 p.m. dinner reservation.

Sign up at the conference registration desk by noon on Monday so we can confirm the dinner reservations.

TUESDAY, OCTOBER 20

7:30 a.m.–4:30 p.m.

Conference Registration

7:30–8:30 a.m.

Networking Continental Breakfast

8:30–10 a.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Top Ten Tips to Create a Customer Service Culture



Learn how to create an organization-wide culture of customer service excellence, from defining your utility's service philosophy to maintaining high levels of employee satisfaction. Hear examples of what high performing utilities are doing to make a difference for their customers.

Speakers: Patricia Cruz, Senior Consultant, Leidos, Austin, Texas; and **Rebecca Shiflea**, Senior Project Manager, Leidos, Denver, Colo.

Using Sustainability as an Economic Development Tool



Changes in industry environmental regulations and customer power needs and desires have made sustainability a critical investment. Public power utilities are finding the opportunity in this new environment and providing creative solutions to leverage sustainability to enhance their image and value, add new revenue streams, and differentiate their communities. Hear how one utility played a pivotal role in driving economic growth through sustainable innovation and design, while others used energy efficiency as a business attraction, retention and expansion tool.

Speakers: Randy Corbin, Assistant Vice President, Energy Policy and Sustainability, American Municipal Power, Inc., Columbus, Ohio; **Debbie Kimberly**, Vice President of Customer Energy Solutions, Austin Energy, Texas; and **Alandus Sims**, Development Services Administrator, Orlando Utilities Commission, Fla.

Dealing with Unique Customers and their Needs



Not all customers are the same, or have the same needs. The key account manager must identify customers with unique needs who require special attention, and find ways to serve them best. Hear from utilities that are effectively serving out-of-the-ordinary customers. Get ideas for how you can address the unique needs of your special customers.

Speakers: **David Grubbs**, *Director of Regulatory Affairs & Compliance, Garland Power & Light, Texas*; and **Lance Robertson**, *Public Affairs Manager, Eugene Water & Electric Board, Ore.*

Five Steps to Prepare for Distributed Generation



Increased distributed generation penetration can impact your utility's financial condition, system planning, operations, and customer service. By identifying these potential impacts in advance, you can gain critical insight and make decisions for the future. Learn a 5-step process to craft a strategic response and prepare for a full range of potential outcomes from DG integration.

Speakers: **Raiford Smith**, *Corporate Development & Planning, CPS Energy, San Antonio, Texas*; **Pam Sullivan**, *Senior Vice President of Marketing & Operations, American Municipal Power, Inc., Columbus, Ohio*; and **Fred Wellington**, *Managing Director, Leidos Energy Consulting, Henderson, Tenn.*

How to Up Your Social Media Game



Learn best practices, tips, and tricks to take your utility's social media presence to the next level. See how you can keep up with the rapid growth in social media platforms, discover what's trending, and learn where and how you should be active to get maximum exposure and engage with current and future customers. Hear from the utility that authored "the best utility tweet of all time."

Speakers: **Sam Gonzales**, *Director of Digital and Social Media, American Public Power Association*; and **Scott Thomsen**, *Senior Strategic Adviser, Seattle City Light, Wash.*

10–10:15 a.m.

Break

TUESDAY, OCTOBER 20

10:15–11:45 a.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Take the Bells, Leave the Whistles: Determining Your CIS Software Needs



Investing in a new customer information system is expensive and time consuming. Hear an unbiased, nuts-and-bolts approach to CIS software to help you determine your needs. Then derive ‘lessons learned’ from utilities that have recently upgraded their CIS software. Get a template for questions to ask a potential CIS vendor to learn what’s hiding under the bed, and get the features and functions you really need.

Speakers: Fred Christie, Chief Information Officer, Easton Utilities, Md.; **Leticia Zavala**, Customer Care Director, Georgetown Utility Services, Texas; and **Cara Zipperer**, Customer Support Supervisor, Manitowoc Public Utilities, Wis.

Using Analytics and Visualization to Create Economic Development Opportunities



Taking an analytical approach to understanding the assets in your service territory and defining the opportunities that best fit your community can help you focus your economic development efforts, develop an action plan, and position your community for success. Discover how to find and use geospatial technology and data to gain insight into your service territory. Hear from the expert who coined the term “Shovel Ready” on how to use analytics to visualize potential assets, pinpoint optimal sites and maximize their use to ensure strategic growth. Learn how to identify and market to the right sectors and understand what site selectors are looking for.

Speaker: Shaun Donnelly, Partner, FastFacility and getClarity, Toronto, Canada

Working with Key Accounts on Distributed Generation Techniques



Working with your key accounts on distributed generation can provide a number of benefits to your utility and customers. Hear how utilities can accommodate key accounts’ interest in distributed generation and how to partner with these customers to develop programs to meet mutual needs.

Speakers: Jeff Feldt, General Manager, Kaukauna Utilities, Wis.; and **Craig Rizzo**, Director of Distributed Energy Solutions, Leidos Energy Consulting, Syracuse, N.Y.

Solar Engagement for Public Power



While integration of solar energy can pose a challenge for some utilities, it also presents great opportunity for growth. Learn four major approaches for integration of solar power: purchased power, utility ownership, customer engagement, and community solar. Case studies from small and large utilities will provide real-world examples of deployment of solar in public power communities.

Speakers: **Ted Davidovich**, *Utility Planning Manager, Solar Electric Power Association, Washington, D.C.*; and **Gus Foster**, *Assistant Superintendent of Distribution, Vineland Municipal Electric Utility, N.J.*

Power Up Your Publicity



A great publicity program doesn't happen by accident; it happens through planning, execution, measurement, and evaluation. Get tips for your utility's publicity programs and understand how to identify public relations opportunities and evaluate media coverage for future potential. Take away tools you can immediately apply to your work.

Speakers: **Sandra Manning**, *Utility Marketing Administrator, Utility Services, City of Tallahassee, Fla.*; and **Diane Nelson**, *Public Relations Specialist, Florida Municipal Power Agency, Orlando, Fla.*

11:45 a.m.–1:15 p.m.

Lunch on your own

1:15–2:45 p.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Fast and Furious: New Ideas in Customer Service



Learn about innovative customer service programs and policies being implemented by public power utilities around the country. Hear short presentations on new customer service programs, from low-income assistance to virtual queuing, collection processing, customer segmentation, and employee incentives. Share your own customer service success stories and lessons learned.

Speakers: **Amy Burris**, *Customer Service Manager, Richmond Power & Light, Ind.*; **Rene Evenson**, *Small & Medium Sized Accounts Coordinator, Fort Collins Utilities, Colo.*; **Sharon Grove**, *Assistant General Manager, Los Angeles Department of Water & Power, Calif.*; **Karen Larsen**, *Division Director of Customer Service, Provo City Power, Utah*; **Jessica Sutorus**, *Environmental Conservation Supervisor, Colton Public Utilities, Calif.*; and **Cara Zipperer**, *Customer Support Supervisor, Manitowoc Public Utilities, Wis.*

TUESDAY, OCTOBER 20

Site Selection Panel: Business Trends 2015



Examine the trends and location priorities currently driving economic development activity in a number of industry sectors. Hear from a panel of site locators about what they're looking for when they visit your community, meet with local leaders, and go through the incentives and negotiations process. Learn how to forge partnerships to raise your community's profile and discuss how to avoid some of the hurdles and errors that can weigh in on final location decisions. Hear a comparative analysis of the major site selection and quality-of-life factors that influence location and expansion decisions.

Moderator: Dennis Shea, *President/Publisher, Area Development Magazine, Westbury, N.Y.*

Speakers: Scott Kupperman, *Founder, Kupperman Location Solutions, Lake Forest, Ill.*; **Brad Migdal**, *Executive Managing Director, Business Incentives Advisory, Transwestern, Chicago, Ill.*; and **Kelley Rendziperis**, *Principal, Site Selection Group, Austin, Texas*

Key Account Success Stories



Hear summaries of successful utility key accounts programs. Learn internal and external techniques for maximizing the key account program benefits. Share your success stories, too—prizes will be awarded for the best stories.

Speakers: Debbie Garrick, *Key Accounts Manager, City of Rock Hill, S.C.*; **Lisa Miotke**, *Energy Services Representative*, and **Melissa Moren**, *Energy Services Representative, WPPI Energy, Sun Prairie, Wis.*

Emerging Technologies in Residential Energy Efficiency



Residential energy efficiency programs often represent the low hanging fruit of a comprehensive utility energy services portfolio. Learn about new developments and trends in this space, from new technologies to the latest in LED lighting.

Speakers: Kenneth Black, *Co-Chairman, E Source, Denver, Colo.*; and **John D. Steedly**, *Director, Program Development, Santee Cooper, Moncks Corner, S.C.*

Media Relations 2.0



Learn how to take the news straight to your audience instead of depending on the press. Pick up practical guidelines to makeover your media relations program and get messages to your key audiences. Leverage your website, social media, and visual communications to create a newsroom that is open to everyone and that engages reporters and the public.

Speakers: Jodi Baker, *Media Specialist, Omaha Public Power District, Neb.*; and **Mollie Gore**, *Manager, Corporate Communications, Santee Cooper, Moncks Corner, S.C.*

@PublicPower #PublicPower [Join the Conversation](#)

2:45–3 p.m.

Break

3–4:15 p.m.

Breakout Sessions

Recommended CEUs .1 / PDHs 1.25 / CPEs 1.5

Optimizing Your Customer Service Workforce



Making your customer service workforce more efficient can improve customer service operations across the board. Learn how one utility implemented a change management process and established a customer loyalty team to improve the customer experience through workforce optimization. Then, learn strategies to teach your CSRs to deal with difficult customers and situations so they can operate more effectively in challenging situations.

Speakers: *Tracy Carlson*, Director, Customer Operations, **Weslee Howell**, Organizational Development Specialist, and **Jenna Lesch**, Customer Services Supervisor, Sacramento Municipal Utility District, Calif.; and **Nicki Parks**, Customer Care Manager, Farmington Electric Utility System, N.M.

Successful Economic Development from a Statewide Perspective



Consistently ranked as one of the best states for business, with a strong economy and consistent job creation, Texas has the blueprint for economic development success. Learn best practices from Texas on business recruitment and expansion, incentives to expand and cultivate industry clusters, and creating a unified and proactive approach to economic development. See how the state's unique marketing approach (TexasOne) has played a key role in boosting economic development initiatives and created global awareness of Texas' business friendly climate.

Speakers: *Bryan Daniel*, Executive Director, Economic Development and Tourism Division, Office of the Governor, State of Texas; and **Tracye McDaniel**, President & CEO, Texas Economic Development Corporation/TexasOne, Austin, Texas

Key Account Jeopardy



Come test your knowledge of facts you should know as a key account manager, and get answers to issues facing your customers. In true Jeopardy fashion, join one of two audience teams to answer questions in categories such as technical equations, APPA services, electricity 101, key accounts wish list, etc. The winning team receives a prize.

Moderator: Peggy Jesion, Manager of Key Accounts, WPPI Energy, Sun Prairie, Wis.

TUESDAY, OCTOBER 20

Commercial Demand Response and Energy Efficiency: What's New?



Advances in technology may be breaking down barriers for small commercial customers, typically one of the hardest segments to engage in demand response and energy efficiency programs. Learn about innovations that are currently being tested or anticipated to launch in the near future.

Speakers: **Kenneth Black**, Co-Chairman, E Source, Denver, Colo.; and **Dan Westin**, Business and Financial Analyst, Rochelle Municipal Utilities, Ill.

Infographics and Other Cutting-Edge Creative



Come get inspired with the latest and greatest in creative communications. Learn about the hottest trends driving audience engagement on digital and social platforms, as well as traditional channels like print. Discover the power of infographics to tell your story and learn how to create your own.

Speakers: To be announced

4:30–6 p.m.

The Year in Public Power Videos Reception

Public power utilities produce great videos to promote their brand and services to a variety of audiences. View a selection of videos chosen from entries for APPA's Excellence in Public Power Communications Awards. Vote for the "Audience Choice Award," to be presented at Wednesday's closing general session.

A GREAT WAY TO NETWORK WITH OTHER PROFESSIONALS, BENCHMARK PERFORMANCE AND LEARN ABOUT EMERGING TRENDS IN OUR INDUSTRY.

Marc Shkolnick, Energy Services Manager,
Lincoln Electric System, Neb.

WEDNESDAY, OCTOBER 21

7:30–8:30 a.m.

Networking Continental Breakfast

8:30–10 a.m.

Breakout Sessions

Recommended CEUs .2 / PDHs 1.5 / CPEs 1.8

Communicating with Customers Discussion Forum



How can your utility successfully engage with customers? As you ramp up your social media outreach, how can you get your customers to pay attention? How do you communicate with diverse customers of different generations? How do you balance the time and resources to serve customers' multiple platforms—in person, phone, online, social media, etc.? And how do you reach customers who don't follow you on Twitter or read bill stuffers? Find answers and discuss your customer communications with your peers.

Speakers: Mollie Gore, *Manager of Corporate Communications, Santee Cooper, Moncks Corner, S.C.*; and **Nicki Parks**, *Customer Care Manager, Farmington Electric Utility System, N.M.*

Utility Economic Development Best Practices: Roundtable Discussion



The Greenville Utilities Commission, a public power utility in North Carolina, partnered with East Carolina University to conduct a national survey on public power utility best practices in economic development. Learn the results of that survey and review utility case studies on successful economic development projects, strategies, and practices. Share your experiences and discuss how other utilities measure the value of economic development efforts and how to articulate success.

Speakers: Carmine Scavo, Ph.D., *Professor and Director*, and **Haley Thore**, *Graduate Assistant, Master of Public Administration Program, East Carolina University, Greenville, N.C.*

Improving Commercial & Industrial Customer Satisfaction



Learn how to measure commercial and industrial customer satisfaction, how to interpret the results, zero in on the most important aspects, and use the results to improve customer satisfaction. Hear how one utility was able to move up from a 4th to 1st quartile ranking in the JD Power utility customer services rankings in just one year.

WEDNESDAY, OCTOBER 21

Energy Services Roundtable



This session will offer an opportunity to network and discuss energy services issues in an open forum. Possible topics include HVAC, integration of smart devices, evaluating pre-pay metering, and other industry challenges and potential game changers.

Public Communications Roundtable



Join your public communications colleagues for a discussion on key challenges and tactics for success in today's information overload world. Topics include: how to get the most from your creative consultants, tools that you can't live without (software, media monitoring, giveaways etc.), "Whoops" moments and others.

10–10:15 a.m.

Break

THE CONFERENCE IS ONE OF THE BEST I HAVE ATTENDED DURING MY UTILITY CAREER. THERE ARE SO MANY RELEVANT SESSIONS. I GLEANED SPECIFIC KNOWLEDGE OF HOW OTHER UTILITIES ARE RESPONDING TO CHALLENGES SO I DON'T HAVE TO REINVENT THE WHEEL.

Jan Rise, Administrative Services Director,
Fremont Department of Utilities, Neb.

10:15 a.m.–Noon

Closing General Session

*Recommended CEUs .2 / PDHs 2 / CPEs 2.4,
Specialized Knowledge & Applications*

Honoring Our Colleagues

Presentation of Excellence in Public Power Communications awards, Energy Efficiency Management certificates, Key Public Power Account Executive certificates, Customer Service Management certificates, and The Year in Public Power Videos “Audience Choice” award.

Enjoy the Ride



To achieve true success and fulfillment, you must first discover an enthusiasm for your work and personal life. Decide where you’re heading, get on the bus, choose the right seat and “Enjoy The Ride!” Learn how to check your passion (love what you do and why), cure your destination disease (live more for today), and refocus your attention (decide what’s important). The focus is on you—come and discover how to get the most out of life and examine where you are personally and professionally. Get inspired to evolve and appreciate, rather than simply maintain and exist.

Steve Gilliland, CSP, CPAE, Member of the National Speaker Hall of Fame,
Author, Charlotte, N.C.

Noon

Adjourn

1–5 p.m.

APPA Customer Services Benchmarking Survey Results Meeting

If your utility participated in the 2015 APPA Customer Services Benchmarking survey, join APPA and First Quartile Consulting to get survey results, discuss performance findings, and learn about new trends and best practices.

CONNECT

THE VALUE OF THE SHARED INFORMATION IS INDESCRIBABLE AND THE ABILITY TO RECEIVE LESSONS LEARNED AND COMMUNICATE WITH YOUR PEERS IS INVALUABLE.

Dana Box, Customer Service Manager,
Lubbock Power & Light, Texas

THE SESSIONS PROVIDED MEANINGFUL DISCUSSIONS AND REAL-WORLD ACTION STEPS THAT I COULD PUT TO USE IMMEDIATELY.

Scott Thomsen, Sr. Strategic Advisor, Communications,
Seattle City Light, Wash.

YOU NEED THIS CONFERENCE. YOU WILL COME BACK READY TO CHANGE THE WORLD!

Kinnzon Hutchinson, Customer Service Manager,
Gainesville Regional Utilities, Fla.

TIME VERY WELL SPENT!

Mike Criddle, Director of Economic
Development, City of LaGrange, Ga.

LOCATION



Austin

Austin is one of the nation's most exciting cities — a hub of creativity, a hotbed for start-ups, and a vibrant musical and artistic epicenter. It's home to the Texas state capitol, University of Texas, and the world-renowned South by Southwest festival (SXSW). Consistently topping "best city" lists, Austin boasts a diverse cultural scene, laid-back and friendly vibe, great weather, and stunning outdoor settings and activities. The self-proclaimed "Live Music Capital of the World," Austin celebrates music at over 250 venues citywide. Dining also puts the city on the map, with some of the country's best Tex-Mex and Southwestern-influenced fare. Despite rapid growth, the city remains an extraordinarily open and welcoming place with a casual yet lively atmosphere that appeals to everyone.

Explore more at www.AustinTexas.org.



HOTEL

Sheraton Austin at the Capitol

701 East 11th Street
Austin, Texas 78701

After undergoing a multi-million dollar overhaul, the Sheraton offers newly designed guest rooms and updated dining, entertainment, and meeting spaces. The hotel is centrally located — next door to the famed Capitol and just steps from the University of Texas — allowing easy access to Austin's premier attractions and proximity to the popular Sixth Street/Warehouse and business districts, with music venues, restaurants, and shopping and tourist attractions.

Room Rates

\$179 single/double, plus tax

Reservations

Please make your reservations directly with the Sheraton.

Online

Visit www.publicpower.org/CustomerConnections under Hotel Information.

By phone

512/478-1111; mention the APPA Customer Connections Conference.

All reservations will be charged a nonrefundable room deposit equal to one night's stay that will be charged to your credit card at the time the reservation is made.

Cut-off Date

September 25, 2015

Reserve your room no later than Sept. 25 to ensure you receive the APPA group rate. If rooms remain in the APPA block after the cut-off date, the APPA group rate will be honored. If not, you may be charged a higher rate. The room block may sell out before Sept. 25, so reserve now.

Additional Hotel Information

Check-in

3 p.m.

Check out

Noon

Parking

Valet and self-park facilities
\$22–32/day

Need help?

Contact APPA at
Registration@PublicPower.org or
202/467-2941.

@PublicPower #PublicPower [Join the Conversation](#)

REGISTRATION

www.PublicPower.org/CustomerConnections

Visit our website to register for the 2015 Customer Connections Conference online or to download a registration form.

Registration Fees

Register by September 28 to receive the following registration rates. All fees increase by \$50 after that date.

APPA Members		Nonmembers	
Conference fee	\$695	Conference fee	\$1,390
Half day seminars	\$275	Half day seminars	\$550
Full day seminar	\$375	Full day seminar	\$750

Members of APPA and the Texas Public Power Association (TPPA) receive the member rate. Community economic developers, elected officials, board/council members and other community leaders who attend with an APPA member also receive the member rate.

Climate & Attire

October is a perfect time to visit Austin, with average daily temperatures of 70-80° during the day and an average nightly low of 60°. Meeting room temperatures vary, so prepare to dress for cool conditions. The attire for the conference is business casual.

Guest Activities

Conference registrants may bring a guest to the Sunday evening Welcome Reception, Monday night Dinner with Friends, and Tuesday afternoon Year in Public Power Videos Reception.

Transportation

The hotel is located approximately 16 miles from the Austin-Bergstrom International Airport (AUS). Estimated taxi fare from airport to the hotel is \$25 and super shuttles can be arranged for \$20 (one way). Please contact the hotel for more transportation options, directions, and parking information.

Questions?

Email CustomerConnections@PublicPower.org or call 202/467-2921.

CONFERENCE SPONSORS

As of July 20, 2015

The American Public Power Association thanks all conference sponsors who provide financial support to help us bring the best possible experience to attendees while keeping costs low.

DIAMOND



PLATINUM



GOLD



SILVER



MOBILE APP



For more information about these companies, or to learn about sponsorship opportunities, visit www.publicpower.org/CustomerConnections.



ACCREDITATION & CERTIFICATION

Continuing Education Units (CEUs)



The American Public Power Association has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, APPA has demonstrated that it complies with the ANSI/IACET Standard, which is recognized internationally as a standard of good practice. As a result of their Authorized Provider Status, APPA is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard. For more information, visit www.APPAAcademy.org under "Accreditation" or contact EducationInfo@PublicPower.org.

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.nasba.org.

APPA is pleased to offer attendees of the Customer Connections Conference verification of attendance for up to 18.9 CPE credit hours for attending the conference (not including the pre-conference seminars). There are no prerequisites for the sessions offered; no advance preparation is required for any sessions or seminars. All sessions are group-live offerings; program level should be considered "basic" unless otherwise noted. Credit hours are included in the meeting agenda; areas of study for individual sessions will be available in the final program.

All hours are subject to change based on the final course agenda. Certificates will be awarded to participants who turn in the Verification of Attendance form at the end of the conference. For more information, visit www.APPAAcademy.org under "Accreditation" or contact EducationInfo@PublicPower.org.



International Economic Development Council (IEDC)

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers.

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.



CUSTOMER CONNECTIONS CONFERENCE

OCTOBER 18-21, 2015 | AUSTIN, TEXAS

CUSTOMER SERVICES ■ ECONOMIC DEVELOPMENT
ENERGY SERVICES ■ KEY ACCOUNTS
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