

# TPPA Marketing & Customer Service Conference

## March 3-5, 2004 Four Seasons Hotel      Austin, Texas

### Wednesday, March 3, 2004

1:00pm– 3:00pm

**Pre-Conference Seminar: Events Marketing: How to Get Started**

Peter Tinberg, Pro-Graphix and Catherine Poppe, Fayette Electric Cooperative

3:00pm – 5:00pm

**Committee Meeting**

5:00pm – 6:00pm

**Welcome Reception**

### Thursday, March 4, 2004

8:00am

**Registration**

8:45am – 9:00am

**Welcome** – Gary Brown, President, TPPA and City Manager, Floydada

9:00am – 10:20am

**Keynote:** Suzanne Penley, Communications Skills: Understanding People... What Attracts them and Motivates Them

10:20am - 10:40am

**Break**

10:40am – 11:40am

**TPPA/Texas Update** – Mark Zion, Executive Director, TPPA

11:40am - 1:30pm

**Lunch On Your Own**

1:30pm - 3:05pm

**Concurrent Sessions**

<i>Time</i>	<i>Track A Key Accounts</i>	<i>Track B Customer Service</i>	<i>Track C Communications</i>
1:30pm - 2:15pm	<b>Credit Insurance for Key Accounts</b> – David Werley, NBU and Bob DeSantis, Euler	<b>CIS – What We Have Learned and Where We are Headed</b> – Tim Blodgett, HCI	<b>Postal Requirements and Rates</b> Steve Mosier, Austin Energy and Elaine Herrmann, Austin Energy
2:20pm - 3:05pm	<b>Personalized Electronic Communications with Key Accounts</b> – Kerry Davis, Austin Energy and Tom Foreman, LCRA	<b>Innovative Low Income Programs &amp; How to Administer</b> – Doris Sanders, GEUS and Jerrel Gustafson, Austin Energy and Sandra Currans, Austin Energy	<b>Benefits of Participating in Trade Shows</b> – Gretchen Reuwer, NBU, Elizabeth Kimbrough, GP&L, Catherine Poppe, FEC and Vicki Reim, BTU

3:05pm - 3:25pm

**Break**

3:25pm - 5:00pm

**Concurrent Sessions**

<i>Time</i>	<i>Track A Key Accounts</i>	<i>Track B Customer Service</i>	<i>Track C Communications</i>
3:25pm - 4:10pm	<b>Business Diversity for Key Accounts Customers</b> – Glen Smith, GP&L and Mike Connor, BTU	<b>Use Your Customer Results for Proactive Customer Service</b> – Tim Blodgett, HCI and Todd Morris, SDS	<b>Marketing – Get More Bang for the Buck... Return on Investment and What Works!</b> – Sam Snead, KPUB, Robert Cullick, LCRA and TBA
4:15pm - 5:00pm	<b>Discussion Forum: Topics to include Contracts and other issues</b> - TBA	<b>Discussion Forum: Topics to include: Call Center Outsourcing, Credit Card Fees/Changes, Credit Scoring, Selling on the Web</b> – Charles Revell, RW Beck to lead discussion	<b>Discussion Forum: Innovative Printing Products and other topics to include how to handle non-profit request and other issue.</b> -

5:00pm – 7:00pm

**Reception**

### Friday, March 5, 2004

8:00am – 8:30am

**Continental Breakfast**

8:30am – 8:45am

**Announcements and Drawing for Door Prizes**

8:45am – 10:00am

**Keynote: Connecting With Your Customers** – Tim Blodgett, HCI

10:00am – 10:15am

**Break**

**10:15am – 11:15am**

**Panel Discussion: How Our Customers Connect with Their Customers –**  
Chris Strand, Strand Brothers, Debbie Leverett, Austin Four Seasons Hotel and Mike Hewlett,  
Don Hewlett Chevrolet-Buick

**11:15am – 11:30am**

**Wrap-up & Drawing for Door Prizes**