

TPPA Marketing & Customer Service Conference

April 14-16, 2010 ISLA Grand Resort South Padre Island, Texas

WEDNESDAY, APRIL 14, 2010

Noon – 5:00 pm
2:00 pm – 4:30 pm

Registration (Ballroom Foyer)
M&CS Committee Meeting (Royal/Majestic Ballroom)

- Presentation: Brownsville PUB Update – Eddy Hernandez, BPUB
- Presentation: Hometown Connections Overview – Bill Smart, HCI
- Business Meeting

5:00pm – 6:00pm

Welcome Reception (Quarterdeck Bar) – Sponsored by Milsoft Utility Solutions and Georgetown Utility Systems

THURSDAY, APRIL 15, 2010

8:00am – 5:30 pm
8:30am – 11:30am
8:30am – 8:45am

Registration (Ballroom Foyer)
General Session (Royal/Sabal Ballroom)
Welcome – TPPA President David McMillan, FELP and M&CS Committee Chair, Vicki Reim, Bryan Texas Utilities

8:45am – 9:15am
9:15am - 9:30am
9:30am – 10:30am

Keynote: Brownsville Senator Eddie Lucio, Jr.
Break (Foyer) – Sponsored by Garland Power & Light
Keynote: Social Media: Waste of Time or Winning Ticket? – Susan Price, Firecat Studio

10:30am – 11:30am
11:30am - 1:00pm

Keynote: Is Your Grid Smarter than a Fifth Grader? – Steve Collier, Milsoft
TPPA Luncheon with Topic Discussion Tables (Tower Ballroom) – Sponsored by Austin Energy, City of Boerne and Automated Energy

1:00pm - 2:45pm

Concurrent Sessions

Time	Track A (Majestic Ballroom)	Track B (Paradise Ballroom)
1:00pm – 1:50pm	Tailoring Your Energy Efficiency Message to Match Your Customers – Dr. Robert Hines, Questline	Austin Energy's Results from Residential Energy Audits – Fred Yebra, Austin Energy
1:55pm - 2:45pm	Driving Customers to Website via Customer Portals – Gwen McCarthy, Duke Energy and Al Kaufmann, NBU	Efficiency in Texas, a Case Study in Load Profiling and its Critical Role in Energy Efficiency – Erick Rheam, Automated Energy, Glen Smith, GP&L and Lisa Lemons, Denton

2:45pm - 3:05pm

Break (Foyer) – Sponsored by GVEC

3:05pm - 4:50pm

Concurrent Sessions

Time	Track A (Majestic Ballroom)	Track B (Paradise Ballroom)
3:05pm - 3:55pm	Process Design and AMI Implementation – Tim Wolf, R.W. Beck and Chris Surbey, CPS Energy	SECO Local Government Projects Update – Stephen Ross, SECO
4:00pm - 4:50pm	IVR Panel Discussion: Public Power Experience with IVR – Steve Collier, Milsoft, Jimmy Sikes, Georgetown and Greg Roeber, Bluebonnet Electric Cooperative	How to Start an Energy Efficiency Program – Ned Brown, Schneider Engineering and Jill Christian, Boerne

5:00pm – 6:30pm

Reception (Tower Ballroom) – Sponsored by Bryan Texas Utilities and CPS Energy

FRIDAY, APRIL 16, 2010

7:30am – 11:30am
7:30am – 8:30am
8:30am – 11:30am
8:30am – 9:10am
9:10am – 9:50am
9:50am – 10:05am
10:05am – 10:45am
10:45am – 11:15am
11:15am – 11:30am

Registration (Ballroom Foyer)
TPPA Breakfast (Majestic/Paradise Ballroom) – Sponsored by Brownsville PUB
General Session (Royal/Sabal Ballroom)
Keynote: TPPA/Texas Update – Mark Zion, TPPA
Keynote: Federal Update – Michael Nolan, MJN Consulting
Break (Foyer) – Sponsored by LCRA
Keynote: ERCOT Update – Mark Dreyfus, Austin Energy
Panel Discussion: Local, State & Federal Response to Energy Issues – Mark Zion, TPPA, Michael Nolan, MJN Consulting and Mark Dreyfus, Austin Energy
Wrap-up & Drawing for Door Prizes – Sponsored by Hometown Connections, KPUB and City of San Marcos Electric Utility