

# TPPA Marketing & Customer Service Conference

## March 26-28, 2012 Westin at the Domain Austin, Texas

### MONDAY, MARCH 26, 2012

- Noon – 5:00 pm** Registration (Verbena)
- 3:00 pm – 5:00 pm** **M&CS Committee Meeting** (Primrose AB)
- Presentation: Getting & Keeping Key Accounts Engaged – Erick Rheam, Automated Energy
  - Presentation: SECO/Nexant Update – Speaker TBD
  - Business Meeting
- 5:00pm – 6:30pm** **Welcome Reception** (Primrose D) – Sponsorships Still Available

### TUESDAY, MARCH 27, 2012

- 8:00am – 5:30 pm** Registration (Verbena)
- 8:30am – 11:30am** **General Session** (Primrose C)
- 8:30am – 8:45am** **Welcome** – TPPA President Doug Faseler, Seguin and M&CS Committee Chair, Vicki Reim, Bryan Texas Utilities
- 8:45am – 9:30am** **TPPA/Texas Update** – Mark Zion, TPPA
- 9:30am - 9:50am** **Break** (Camelia) – Sponsored by LCRA
- 9:50am – 11:30am** **The Changing Customer and Connecting the Generations** – Clint Swindall, Verbalocity
- 11:30am - 1:00pm** **Lunch On Your Own**
- 1:00pm - 2:45pm** **Concurrent Sessions**

<i>Time</i>	Track A (Primrose A)	Track B (Primrose B)
<b>1:00pm – 1:50pm</b>	<b>Opportunities to Interact with Key Accounts</b> – BTU Speaker TBD and Kerri Davis, Austin Energy	<b>How to Justify Your Energy Efficiency Programs</b> – Wallace Barron, Barron & Associates
<b>1:55pm - 2:45pm</b>	<b>Creating Programs that Target Utility Customers</b> – Kathy Ragsdale, Georgetown and Lisa Lemons, Denton	<b>The Potential Impact of Smart Grid on Customer's Rate Structures</b> – Mark Beauchamp, Utility Financial Solutions

- 2:45pm - 3:05pm** **Break** (Camelia) – Sponsored by Garland Power & Light and other Sponsorships Still Available
- 3:05pm - 4:50pm** **Concurrent Sessions**

<i>Time</i>	Track A (Primrose A)	Track B (Primrose B)
<b>3:05pm - 3:55pm</b>	<b>Facebook, Tweeter: Social Media and Public Power Utilities</b> – Brian Daskam, Denton and Ed Clark, Austin Energy	<b>Eliminating the Utilities Bad Debt at the Point of Application for Service</b> – James Caperton, Online Utility Exchange
<b>4:00pm - 4:50pm</b>	<b>Disaster/Emergency Plans (Fires, Floods, Storms = Power Outages)</b> – Steven Fruchtman, SAIC, Don Roberts, San Bernard Electric Cooperative and Brownsville PUB Speaker TBD	<b>Can Controllable Customer be Happy Customers?</b> – Jeff Fanning, Consert, Ti Mougne, LCRA, Rob Rundstedt, PEC and Cheryl Dobos, Bluebonnet Electric Cooperative

- 5:00pm – 6:30pm** **Reception** (Primrose D) – Sponsored by Austin Energy and Bryan Texas Utilities

### WEDNESDAY, MARCH 28, 2012

- 7:30am – 11:30am** Registration (Verbena)
- 7:30am – 8:15am** **TPPA Breakfast** (Primrose D) – Sponsored by Automated Energy and other Sponsorships Still Available
- 8:15am – 11:30am** **General Session** (Primrose C)
- 8:15am – 9:00am** **Why No One is Paying Attention – Tips That Will Make a Difference** – Erick Rheam, Automated Energy
- 9:00am – 10:00am** **How are Things Around the Globe are Impacting Public Power** – Steve Collier, Milsoft
- 10:00am – 10:15am** **Break** (Camelia) – Sponsored by Denton Municipal Utilities and Kerrville PUB
- 10:15am – 11:15am** **Keynote: Are you Taking the Customer out of Customer Service?** – Suzanne Penley, Customer Focused Systems
- 11:15am – 11:30am** **Wrap-up & Drawing for Door Prizes** – Sponsored by Hometown Connections and San Marcos Electric Utility and other Sponsorships Still Available