

TPPA Marketing & Customer Service Conference

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

Wednesday, April 14, 2010

Noon – 6:00 pm
2:00 pm – 5:00 pm

Registration
M&CS Committee Meeting

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

5:00pm – 6:00pm

Welcome Reception – Sponsored by Milsoft Utility Solutions and Georgetown Utility Systems

Thursday, April 15, 2010

8:00am – 6:30 pm
8:30am – 11:30am
8:30am – 8:45am
8:45am – 9:30am
9:30am - 9:45am
9:45am – 10:30am

Registration
General Session
Welcome

Keynote: Brownsville Senator Eddie Lucio, Jr.

Break – 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 – Sponsored by Austin Energy, City of Boerne and Automated Energy

1:00pm - 2:45pm

Concurrent Sessions

<i>Time</i>	Track A	Track B
1:00pm – 1:50pm	Delivering Bad News to Difficult Customers through Customer Service, Communications and Social Media Channels – Kathleen Malone, Questline and Dave Reim, Questline	Austin Energy's Results from Residential Energy Audits – Karl Rabago, 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 – Sponsored by GVEC

3:05pm - 4:50pm

Concurrent Sessions

<i>Time</i>	Track A	Track B
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, Terry Jones, Denton and Jimmy Sikes, Georgetown and Speaker TBD, KPUB	How to Start an Energy Efficiency Program – Ned Brown, Schneider Engineering, Jill Christian, Boerne and Speaker TBD

5:00pm – 6:30pm

Reception – Sponsored by Bryan Texas Utilities and CPS Energy

Friday, April 16, 2010

7:45am – 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

TPPA Breakfast – Sponsored by Brownsville PUB

General Session

Keynote: TPPA/Texas Update – Mark Zion, TPPA

Keynote: Federal Update – Michael Nolan, MJN Consulting

Break – 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