

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 – Bruce Evans, Nexant
 - Business Meeting
- 5:00pm – 6:30pm** **Welcome Reception** (Primrose D) – Austin Energy and GDF Suez

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

- 2:45pm - 3:05pm** **Break** (Camelia) – Sponsored by Garland Power & Light and City of Georgetown
- 3:05pm - 4:50pm** **Concurrent Sessions**

<i>Time</i>	Track A (Primrose A)	Track B (Primrose B)
3:05pm - 3:55pm	Facebook, Twitter: Social Media and Public Power Utilities – Brian Daskam, Denton and Ed Clark, Austin Energy	Eliminate Your Bad Debt at the Point of Application – James Caperton, Online Utility Exchange
4:00pm - 4:50pm	Disaster/Emergency Plans (Fires, Floods, Storms = Power Outages) – Steven Fruchtman, SAIC, Don Roberts, San Bernard Electric Cooperative and Eddy Hernandez, Brownsville PUB	Can Controllable Customer be Happy Customers? – Jeff Fanning, Consert, 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 Brownsville PUB
- 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** **The Rest of the World is Closer than you Think!** – 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, SAIC and San Marcos Electric Utility and other Sponsorships Still Available