

2008 Marketing & Customer Service Conference Sponsors

- Welcome Reception -** Bluebonnet Electric Cooperative
NRG Energy
R.W. Beck
- Tuesday AM Break -** College Station Utilities
- Tuesday PM Break-** LCRA
- Tuesday Reception -** BTU
CPS Energy
Georgetown Utility Systems
- Wednesday Breakfast -** Garland Power & Light
- Wednesday Break-** Austin Energy
CPS Energy
- Door Prizes -** Hometown Connections
San Marcos Electric Utility

Mark Your Calendars for Next Year:

March 23-25, 2009
Menger Hotel
San Antonio, Texas



Texas Public Power Association

Marketing & Customer Service Conference

March 31 - April 2, 2008

**Marriott Courtyard/Residence Inn
at the Convention Center
(Austin, TX)**

Monday, March 31, 2008

- Noon - 6:00 pm **Registration** (Ballroom Foyer)
2:00 pm - 5:00 pm **M&CS Committee Meeting** (Guadalupe Room)
- (2:00 pm - 3:00 pm) **Business Meeting**
(3:00 pm - 3:45 pm) **GEUS Customer Satisfaction Survey** - Cory Hogan, GEUS and Todd Morris, SDS Research
(3:45 pm - 4:30 pm) **Austin Energy's Solar in Schools Program** - Leslie Libby, Austin Energy
(4:30 pm - 5:00 pm) **Committee Roundtable Discussion**
- 5:00 pm - 6:00 pm **Welcome Reception** (Rio Grande Ballroom)
Sponsored by Bluebonnet Electric Cooperative, NRG Energy and R.W. Beck

Tuesday, April 1, 2008

- 8:00 am - 6:30 pm **Registration** (Ballroom Foyer)
8:00 am - 11:30 am **Great Ideas Expo** (Brazos II)
8:30 am - 11:30 am **General Session** (Rio Grande Ballroom)
8:30 am - 8:45 am **Welcome** - M&CS Committee Chair - Vicki Reim, BTU and TPPA President - Jim Briggs, Georgetown Utility Systems
8:45 am - 9:30 am **TPPA/Texas Update** - Mark Zion, TPPA
9:30 am - 9:45 am **Break** (Brazos II)
Sponsored by College Station Utilities
9:45 am - 10:30 am **Energy Megatrends** - Mark Gabriel, R.W. Beck
10:30 am - 11:30 am **What Are They Thinking? Insight into the American Consumer Mindset on Energy and Energy Efficiency** - Suzanne Shelton, Shelton Group
11:30 am - 1:00 pm **Lunch** - On Your Own
1:00 pm - 5:00 pm **Great Ideas Expo** (Brazos II)
1:00 pm - 2:45 pm **Concurrent Sessions**

TRACK A - (Brazos I)

Moderator - Glen Smith, Garland Power & Light

- 1:00 pm - 1:50 pm **Will Your Grid Be Smart Enough for the 21st Century?** - Steve Collier, Milsoft Utility Solutions
1:55 pm - 2:45 pm **Can You Hear Them Now? Interactive Voice (and Web) Response for Customer Communications** - Steve Collier, Milsoft Utility Solutions

TRACK B - (Brazos III)

Moderator - Ben Ornelas, Austin Energy

- 1:00 pm - 1:50 pm **Design Your Utility Bills and Save Money** - Ed Kenney, USPS
1:55 pm - 2:45 pm **Access to Customer Information: What's Permitted and What's Not** - Zandra Pulis, CPS Energy and Judith Garanzuay, CPS Energy
2:45 pm - 3:05 pm **Break** - (Brazos II) Sponsored by LCRA

TRACK A - (Brazos I)

Moderator - David Werley, LCRA

- 3:05 pm - 3:55 pm **Energy Efficiency & Energy Audits** - David Koliba, Garland Power & Light and Paul Conlan, Enercom
4:00 pm - 4:50 pm **Current Trends in Electric Pricing** - Bryan Scott, Utilipoint International

TRACK B - (Brazos III)

Moderator - Wendy Thompson, NBU Utilities

- 3:05 pm - 3:55 pm **Meeting Customer Demands for Payment Options** - Mike Connor, BTU and Sylvia Arnold, CPS Energy
4:00 pm - 4:50 pm **Case Study: Strategic Planning Techniques** - Susan Walker, Brownsville PUB and Lynn Adams, R.W. Beck
5:00 pm - 6:30 pm **Reception** (Rio Grande Ballroom)
Sponsored by BTU, CPS Energy and Georgetown Utility Systems

Wednesday, April 2, 2008

- 7:30 am - 11:30 am **Registration** (Ballroom Foyer)
8:00 am - 8:30 am **TPPA Breakfast** (Brazos I, II and III)
Sponsored by Garland Power & Light
8:30 am - 11:30 am **General Session** (Rio Grande Ballroom)
8:30 am - 9:30 am **Global Warming and the Austin Climate Protection Plan** - Austin Mayor Will Wynn
9:30 am - 10:15 am **State of Texas: Why Energy Conservation?** - Dub Taylor, State Energy Conservation Office
10:15 am - 10:30 am **Break** (Ballroom Foyer)
Sponsored by Austin Energy and CPS Energy
10:30 am - 11:30 am **Public Power Energy Efficiency Case Studies** - Jerrel Gustafson, Austin Energy and Bruce Evans, CPS Energy
11:30 am - 11:45 am **Wrap-up and Door Prize Drawing**
Sponsored by HCI and San Marcos Electric Utility