

Wednesday, March 29, 2006

7:30 am - 11:30 am **Registration** (Ballroom Foyer)
7:30 am - 8:30 am **TPPA Breakfast** (Hill Country Bar/Monterey Oak)
Sponsored by Garland Power & Light
8:30 am - 11:30 am **General Session** (Red Oak/Live Oak)
8:30 am - 9:00 am **Work Force Planning for Public Power Utilities** -
Kevin Cullather, APPA
9:00 am - 10:00 am **Work Force Panel Discussion: Succession Planning** -
Calvin Zanders, Austin Energy; **A Great Place to Work:
Employee Involvement** - Amelia Badders, CPS Energy;
and **Diversity: A Step Toward Inclusion** - Jacqueline
Hill, LCRA
10:00 am - 10:15 am **Break**
10:15 am - 11:15 am **Keynote: Business Etiquette** - Mary Rauch,
Mary E. Rauch Communications
11:15 am - 11:30 am **Wrap-up and Door Prize Drawing**
Sponsored by KPUB, Hometown Connections Inc., and
Radisson Hill Country Resort



Texas Public Power Association

**Marketing & Customer
Service Conference**

March 27-29, 2006

**Radisson Hill Country Resort
(San Antonio, TX)**

Mark Your Calendars for Next Year:

**March 26-28, 2007
Radisson South Padre Island
South Padre Island, TX**

Monday, March 27, 2006

Noon - 6:00 pm **Registration** (Ballroom Foyer)
1:00 pm - 4:00 pm **M&CS Committee Meeting** (Ballroom)
4:00 pm - 5:30 pm **Welcome Reception** (Member's Dining Area)
Sponsored by LCRA

Tuesday, March 28, 2006

8:00 am - 5:00 pm **Registration** (Ballroom Foyer)
8:30 am - 11:30 am **General Session** (Ballroom)
8:30 am - 8:45 am **Welcome** - Vicki Reim, BTU and TPPA President
Derrell Oliver, Lubbock Power & Light
9:00 am - 10:15 am **Keynote: Boomers, Geeks and Geezers:
Unraveling the Mysteries of Today's Work Force** -
Tom Davidson, Kinesis International
10:15 am - 10:30 am **Break** (Ballroom Foyer)
Sponsored by TXU Wholesale
10:30 am - 11:30 am **TPPA/Texas Update** - Mark Zion, TPPA
11:30 am - 1:30 pm **TPPA Luncheon & Discussion Tables**
(Member's Dining Area)
Sponsored by Bluebonnet Electric Cooperative,
Georgetown and College Station Utilities
1:30 pm - 3:05 pm **Concurrent Sessions**

TRACK A - KEY ACCOUNTS (Monterey Oak)

Moderator - Mike Mayben, Georgetown

1:30 pm - 2:15 pm **Rates or Prices? Where are We with Energy
Only Rates?** - Vicki Reim, BTU and Mike
Connor, BTU
2:20 pm - 3:05 pm **Channels of Communications with Key Account
Customers** - Ann Salerno, Austin Energy, Vance
Hamilton, Bluebonnet EC and Mike Tyler, CPS
Energy

TRACK B - CUSTOMER SERVICE (Red Oak)

Moderator - Renee Ramey, Garland

1:30 pm - 2:15 pm **Latest and Greatest Meter Trends** - Arun Sehgal,
Itron, Inc. and Nic King, Texas Meter and Device
2:20 pm - 3:05 pm **Key Hiring Attributes for Frontline Customer
Service Employees** - Christine Kozlosky, Ascent
Group

TRACK C - COMMUNICATIONS (Live Oak)

Moderator - Tami Knipstein, Bluebonnet EC

1:30 pm - 2:15 pm **What's in a Name (Change)?** - Bob McCullough,
CPS Energy and Lisa Lewis, CPS Energy
2:20 pm - 3:05 pm **He Meant... She Meant: Decoding Male
Female Communications at Work** - Tom
Davidson, =Kinesis International
3:05 pm - 3:25 pm **Break** (Ballroom Foyer)
Sponsored by TXU Wholesale
3:25 pm - 5:00 pm **Concurrent Sessions**

TRACK A - KEY ACCOUNTS (Monterey Oak)

Moderator - John Saenz, CPS Energy

3:25 pm - 4:10 pm **Best Practices Responsible for Trends in
Key Accounts Management** - Joe Ellis, TQS
Direct
4:15 pm - 5:00 pm **Key Accounts: The Customer Perspective** -
Dan Titerle, SAWS; Dennis Vollink, Drury
Southwest Inc.; Garland Scott, Randolph AFB;
and David Jurenovich, University of Incarnate
Word

TRACK B - CUSTOMER SERVICE (Red Oak)

Moderator - Sylvia Arnold, CPS Energy

3:25 pm - 4:10 pm **Disaster Preparedness (Plan, Execution &
What to do Next Time)** - Marilyn Sutton,
Livingston; Billy Marricle, SBEC and George
Kassise, CPS Energy
4:15 pm - 5:00 pm **Strategies to Mitigate Revenue Losses** -
Art Sedestrom, Navigant Consulting

TRACK C - COMMUNICATIONS (Live Oak)

Moderator - Ben Ornelas, Austin Energy

3:25 pm - 4:10 pm **Communication Market Research Trends** -
Luis Garcia, Garcia 360
4:15 pm - 5:00 pm **How to Communicate Unexpected/Emergency
Issues to Customers and Employees** -
Gretchen Reuwer, NBU; Catherine Poppe, Fayette
EC; and Robert Cullick, LCRA
5:00 pm - 7:00 pm **Reception** (Member's Dining Area)
Sponsored by Austin Energy, BTU, GVEC and
Itron