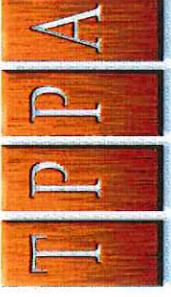


# 019 Marketing & Customer Service Conference Sponsors



Texas Public Power Association

## Marketing & Customer Service Conference

Welcome Reception	Brownsville PUB
Thurs. AM Break	Austin Energy
Thurs. PM Break	Garland Power & Light
Thurs. Reception	Automated Energy Bryan Texas Utilities
Fri. Breakfast	Automated Energy City of Fredericksburg College Station Utilities GEUS
Fri. AM Break	Georgetown Utility Systems
Door Prizes	M&S Engineering Seguin

### Mark Your Calendars for Next Year:

February 12-14, 2020  
Sheraton Austin  
Austin, Texas

February 13-15, 2019

Westin Riverwalk  
(San Antonio, TX)

## Wednesday, February 13, 2019

- 1:00pm - 5:00pm **Registration** (Ballroom Foyer)  
2:00pm - 5:00pm **M&CS Committee Meeting** (Navarro B Ballroom)  
- **National Accounts Approach at CPS Energy** - Karma Nilsson, CPS Energy  
- **Utility Scams** - Jen Myers, Oncor  
- **Business Meeting**
- 5:00pm - 6:00pm **Welcome Reception** (Camino Real, Lobby Level)  
Sponsored by Brownsville PUB
- 1:55pm - 2:45pm **Understanding the Customer Experience** - Michael Vigeant, GreatBlue Research  
2:45pm - 3:05pm **Break** - (Ballroom Foyer) Sponsored by Garland Power & Light  
3:05pm - 3:55pm **Hidden Gems in the Utility Code** - Paul Gonzalez, Davidson & Troilo  
4:00pm - 4:50pm **Electronic Payment Security & PCI Compliance** - Stan Herschorn, Paymentus  
5:00pm - 6:00pm **Reception** (Navarro B Ballroom )  
Sponsored by Automated Energy, Inc. and Bryan Texas Utilities

## Thursday, February 14, 2019

- 8:00am - 5:30pm **Registration** (Ballroom Foyer)  
8:30am - 11:30am **General Session** (Navarro A Ballroom)  
8:30am - 8:45am **Welcome** - M&CS Committee Chair - Leticia Zavala Jones, Georgetown Utility System and TPPA President - Kean Register, Bryan
- 8:45am - 9:30am **TPPA/Texas Update** - Russ Keene, TPPA  
9:30am - 9:45am **Break** (Ballroom Foyer) Sponsored by Austin Energy
- 9:45am - 10:30am **Using the Power of Social Media to Connect with Customers** - Sam Gonzales, American Public Power Association
- 10:30am - 11:30am **Electricity 101: How to Help Employees and Customers Understand the Basics** - Steve Collier, Milsoft Utility Solutions  
**Lunch on your own**
- 11:30am - 1:00pm **General Session** (Navarro A Ballroom) - M&CS Committee Vice-Chair, Gretchen Reuwer, NBU
- 1:00pm - 1:50pm **PUC Customer Rights** - Chris Burch, Public Utility Commission of Texas

## Friday, February 15, 2019

- 7:00am - 11:00am **Registration** (Ballroom Foyer)  
7:30am - 8:30am **TPPA Breakfast** (Navarro B Ballroom)  
Sponsored by Automated Energy, Inc., City of Fredericksburg, College Station Utilities and GEUS
- 8:30am - 11:00am **General Session** (Navarro A Ballroom)  
8:30am - 8:35am **Welcome** - M&CS Committee Chair, Leticia Zavala Jones and M&CS Committee Vice Chair, Gretchen Reuwer, NBU
- 8:35am - 9:20am **Customer Service: Leadership Issues & Cultures** - Patty Cruz, Hometown Connections
- 9:20am - 9:40am **Break** (Ballroom Foyer)  
Sponsored by Georgetown Utility Systems
- 9:40am - 10:40am **Nonverbal Communication = Good Customer Service** - Erick Rheim, Automated Energy
- 10:40am - 11:00am **Wrap-up and Door Prize Drawing**  
Sponsored by Hometown Connections, M&S Engineering and Seguin