MONDAY, MARCH 5, 2018
1:00pm – 5:00pm  Registration (Press Club, 2nd Floor)
2:00pm – 5:00pm  M&CS Committee Meeting (Austin Ballroom 1, 2nd Floor)
Stream Your Utility, Speaker TBD, BPUB
Roundtable Discussions
•  Dress Codes and Employee Handbooks
•  Policies for Life Support Customers
•  Social Media – What Platforms are you using?
5:00pm – 6:00pm  Welcome Reception (Atrium, 2nd Floor)

TUESDAY, MARCH 6, 2018
8:00am – 5:30pm  Registration (Press Club, 2nd Floor)
8:30am – 11:30am  General Session (Austin Ballroom 2, 2nd Floor)
Welcome - M&CS Committee Chair, Leticia Zavala Jones, Georgetown Utility Systems
and TPPA President Sharon Hayes, Weatherford
8:45am – 9:45am  TPPA/Texas Update - Walt Baum, TPPA
9:45am – 10:30am  Break (Press Club, 2nd Floor)
9:45am – 10:30am  Utility Industry Trends and Challenges – Bill Smart, Hometown Connections
10:30am – 11:45am  Lunch (Atrium, 2nd Floor)
1:00pm - 2:45pm  Concurrent Sessions

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<tr>
<th>Time</th>
<th>Track A (Austin Ballroom 1, 2nd Floor)</th>
<th>Track B (Austin Ballroom 3, 2nd Floor)</th>
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<td>Moderator:</td>
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<td>1:00pm – 1:50pm</td>
<td>Panel Discussion on Emergencies...</td>
<td>Panel Discussion on Energy Efficiency Trends</td>
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<td>1:55pm - 2:45pm</td>
<td>Addressing Barriers to Success with Key Accounts</td>
<td>Trends in Internal Communications</td>
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<td>2:45pm - 3:05pm</td>
<td>Break (Press Club, 2nd Floor)</td>
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<td>3:05pm - 4:50pm</td>
<td>Concurrent Sessions</td>
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<td>3:05pm - 3:55pm</td>
<td>The Whole Enchilada: DER, TOU and Energy Efficiency</td>
<td>Cyber Security/Physical Security Update</td>
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<td>4:00pm - 4:50pm</td>
<td>Reputation Management Matters</td>
<td>How to Make Data Useful to Customers</td>
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5:00pm – 6:00pm  Reception (Atrium, 2nd Floor)

WEDNESDAY, MARCH 7, 2018
7:00am – 11:30am  Registration (Press Club, 2nd Floor)
7:30am – 8:30am  Breakfast (Atrium, 2nd Floor)
8:30am – 11:00 am  General Session (Austin Ballroom 2, 2nd Floor)
8:30am – 8:35am  Welcome - M&CS Vice Chair, Gretchen Reuwer, New Braunfels Utilities
8:35am – 9:20am  Legal Issues with Social Media Explained – Brian England, Garland
9:20am – 9:40am  Break (Press Club, 2nd Floor)
9:40am – 10:50am  How We Can All Work Together... The Generations Explained – Speaker TBD
10:50am – 11:00am  Wrap-up & Drawing for Door Prizes

DRAFT Agenda Updated 10/18/17