

# TPPA Marketing & Customer Service Conference

## March 24-26, 2014 Sheraton Austin Austin, Texas

### MONDAY, MARCH 24, 2014

Noon – 5:00 pm  
1:00 pm – 5:00 pm

**Registration** (Capitol A Foyer)  
**M&CS Committee Meeting** (Capitol D Ballroom)

- **Movie** – “*Switch: Discover the Future of Energy*”
- **Presentation: HCl Update & PowerSecure Product Review** – Bill Smart, Hometown Connections and Robbie Tugwell, PowerSecure
- **Roundtable Discussion: Dress Codes – “To Be Seen or NOT Seen: Appropriate Business Attire”** – Leticia Zavala, Georgetown
- **Business Meeting**

**5:00pm – 6:30pm**  
**Welcome Reception** (Capitol View Terrace South) – Sponsored by **Georgetown Utility Systems** and **Leidos**

### TUESDAY, MARCH 25, 2014

8:00am – 5:30 pm  
8:30am – 11:30am  
8:30am – 8:45am  
  
8:45am – 9:30am  
9:30am - 10:00am  
10:00am – 11:30am  
11:30am - 1:00pm  
1:00pm - 2:45pm

**Registration** (Capitol A Foyer)  
**General Session** (Capitol D Ballroom)  
**Welcome** – TPPA President Gary Zheng, Lubbock Power & Light and M&CS Committee Chair, Vicki Reim, Bryan Texas Utilities  
**TPPA/Texas Update** – Mark Zion, TPPA  
**Break** (Capitol View Terrace North) – Sponsored by **Austin Energy**  
**Keynote – Miracle on the Hudson: A Passenger’s Perspective** – Vallie Collins  
**Lunch** (Creekside, 2<sup>nd</sup> floor) - Sponsored **KPUB** and other by sponsorships are still available  
**Concurrent Sessions**

Time	Track A (Capitol BC Ballroom) Moderator: Gretchen Reuwer, NBU	Track B (Capitol View Terrace South) Moderator: Leticia Zavala, Georgetown
1:00pm – 1:50pm	<b>The Modern Grid; Nirvana for Public Power Systems</b> – Steve Collier, Milsoft Utility Solutions	<b>Building Customer Satisfaction and Loyalty with Online Energy Tools</b> – Larry Farthing, Enercom
1:55pm - 2:45pm	<b>Data = Awareness = Transformation... The Story Behind Interval Data &amp; Your Customers</b> – Cody Graves, Automated Energy	<b>Communication &amp; Customer Service Benchmarking</b> – Patty Cruz, Leidos and Rebecca Shiflea, Leidos

2:45pm - 3:05pm  
3:05pm - 4:50pm

**Break** (Capitol View Terrace North) – Sponsored by **Garland Power & Light**  
**Concurrent Sessions**

Time	Track A (Capitol BC Ballroom) Moderator: Ben Ornelas, Austin Energy	Track B (Capitol View Terrace South) Moderator: Kyle Dicke, Floresville EL&P
3:05pm - 3:55pm	<b>Focus on Utility Programs: Prepay Options</b> – April Bonifazi, BTU and <b>Smart Meter Opt Out</b> – Jawana “JJ” Gutierrez, Austin Energy	<b>Social Media Panel</b> – David King, PEC, Paul Buckner, BTU, Alicia Warner, BPUB and Ryan Greenfeld, BPUB
4:00pm - 4:50pm	<b>Customer Service: How to Get Your Zeal Back</b> – Penny McBride, Fredericksburg Chamber of Commerce	<b>Health, Calm &amp; Sanity for Utility Customer Service Agents</b> – David Armistead, Source <sup>2</sup> Consulting, Suzanne Armistead, Source <sup>2</sup> Consulting and Patty Cruz, Leidos

5:00pm – 6:30pm

**Reception** (Creekside, 2<sup>nd</sup> floor) – Sponsored by **Automated Energy** and **Bryan Texas Utilities** and other sponsorships are still available

### WEDNESDAY, MARCH 26, 2014

7:00am – 11:30am  
7:30am – 8:30am  
  
8:30am – 11:30am  
8:30am – 8:35 am  
8:35am – 9:05am  
9:05am – 10:05am  
  
10:00am – 10:15am  
10:15am – 11:15am  
  
11:15am – 11:30am

**Registration** (Capitol A Foyer)  
**Breakfast** (Creekside, 2<sup>nd</sup> floor) – Sponsored by **Denton Municipal Electric** and other sponsorships are still available  
**General Session** (Capitol D Ballroom)  
**Welcome** – M&CS Vice Chair, Lisa Lemons, Denton  
**ERCOT Communication’s Update** – Robbie Searcy, ERCOT  
**Panel on Customer Service and Payment Options** - Shawnee Solis, Frost Bank; Roxanne Soto, Frost Bank and Tiffany Terrell, Frost Bank  
**Break** (Capitol View Terrace North) – Sponsorships Available  
**Keynote: Influence = Success, Why Becoming a Person of Influence Should Be Your Number #1 Priority** – Erick Rheam, Automated Energy  
**Wrap-up & Drawing for Door Prizes** – Sponsored by Floresville Electric Light & Power, Hometown Connections and other sponsorships are still available