

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: HCI 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, 2nd floor) - Sponsored **KPUB** and other by sponsorships are still available
Concurrent Sessions

<i>Time</i>	Track A (Capitol BC Ballroom) Moderator: Gretchen Reuwer, NBU	Track B (Capitol View Terrace South) Moderator: Leticia Zavala, Georgetown
1:00pm – 1:50pm	Social Media Panel – David King, PEC, Paul Buckner, Bryan, Alicia Warner, BPUB and Ryan Greenfeld, BPUB	Building Customer Satisfaction and Loyalty with Online Energy Tools – Larry Farthing, Enercom
1:55pm - 2:45pm	Data = Awareness = Transformation... The Story Behind Interval Data & Your Customers – Cody Graves, Automated Energy	Communication & Customer Service Benchmarking – 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

<i>Time</i>	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	Focus on Utility Programs: Prepay Options – April Bonifazi, BTU and Smart Meter Opt Out – Jawanna Gutierrez, Austin Energy	The Modern Grid; Nirvana for Public Power Systems – Steve Collier, Milsoft Utility Solutions
4:00pm - 4:50pm	Customer Service: How to Get Your Zeal Back – Penny McBride, Fredericksburg Chamber of Commerce	Health, Calm & Sanity for Utility Customer Service Agents – David Armistead, Source ² Consulting, Suzanne Armistead, Source ² Consulting and Patty Cruz, Leidos

5:00pm – 6:30pm

Reception (Creekside, 2nd 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, 2nd 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 - Shawnee Solis, Frost Bank and other speakers TBD
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