

# TPPA Customer Service & Communications Conference Schedule

MONDAY, MARCH 9, 2026

2:00 PM - 6:00 PM	<b>Registration Open</b> <i>San Juan Pre-Function</i>
3:00 PM - 5:00 PM	<b>Customer Service &amp; Communications Committee Roundtable</b> <i>Meagan Brown, Bryan Texas Utilities</i> <i>San Juan A</i>
5:00 PM - 6:00 PM	<b>Welcome Reception</b> <i>San Juan Pre-Function</i>

TUESDAY, MARCH 10 2026

8:00 AM - 6:00 PM	<b>Registration Open</b> <i>San Juan Pre-Function</i>				
8:00 AM - 8:30 AM	<b>Breakfast</b> <i>San Juan Pre-Function</i>				
8:30 AM - 9:00 AM	<b>Welcome and TPPA/Texas Update</b> <i>Meagan Brown, Bryan Texas Utilities and Taylor Kilroy, TPPA</i> <i>San Juan A</i>				
9:00 AM - 10:00 AM	<b>Customer Assistance</b> <i>ArDeanna Hicks and Arnold Santayana, CPS Energy</i> <i>San Juan A</i>				
10:00 AM - 10:15 AM	<b>Break</b>				
10:15 AM - 11:00 AM	<b>How ERCOT Builds Trust Through Communications</b> <i>Mark Miner, ERCOT</i> <i>San Juan A</i>				
11:00 AM - 11:30 AM	<b>How HEB Sites Stores</b> <i>Rob Konopaske, ME360</i> <i>San Juan A</i>				
11:30 AM - 1:00 PM	<b>Lunch on Your Own</b>				
1:00 PM - 1:45 PM	<table border="0"> <tr> <td><b>Track A – San Juan B</b></td> <td><b>Track B – Meeting Room D</b></td> </tr> <tr> <td><b>Surviving Ransomware: GEUS’s Real-World Response and Recovery   Micah Harris and Kami Williams, GEUS</b></td> <td><b>Redefining the Hometown Utility   Alexa Perez and Miguel Collis, Brownsville PUB</b></td> </tr> </table>	<b>Track A – San Juan B</b>	<b>Track B – Meeting Room D</b>	<b>Surviving Ransomware: GEUS’s Real-World Response and Recovery   Micah Harris and Kami Williams, GEUS</b>	<b>Redefining the Hometown Utility   Alexa Perez and Miguel Collis, Brownsville PUB</b>
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1:55 PM - 2:40 PM	<table border="0"> <tr> <td><b>How to Benchmark Your Utility with APPA Awards   Allison Bueche, Kerrville PUB</b></td> <td><b>Building Trust One Text at a Time: Improving Outage Communication with Two-Way Messaging   Jessica Pruitt, City of College Station</b></td> </tr> </table>	<b>How to Benchmark Your Utility with APPA Awards   Allison Bueche, Kerrville PUB</b>	<b>Building Trust One Text at a Time: Improving Outage Communication with Two-Way Messaging   Jessica Pruitt, City of College Station</b>		
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# TPPA Customer Service & Communications Conference Schedule

TUESDAY, MARCH 10, 2026

2:40 PM - 3:00 PM	<b>Break</b> <i>San Juan Pre-Function</i>	
3:00 PM - 3:50 PM	<b>Track A - San Juan B</b> Making Insights Stick: How Customer Understanding Powers Better Stories   <i>Melissa Sorola, CPS Energy</i>	<b>Track B - Meeting Room D</b> Restoring the Connection: A People-First Approach to Utility Communications   <i>Charlcee Cervantez and Jewelia Villarreal, New Braunfels Utilities</i>
4:00 PM - 5:00 PM	<b>Federal Update</b> <i>Michael Nolan, MJN Consulting</i>	<b>San Juan A</b>
5:00 PM - 6:00 PM	<b>Reception</b> <i>San Juan Pre-Function</i>	

WEDNESDAY, MARCH 11, 2026

8:00 AM - 11:00 AM	<b>Registration Open</b> <i>San Juan Pre-Function</i>	
8:00 AM - 8:30 AM	<b>Breakfast</b> <i>San Juan Pre-Function</i>	
8:30 AM - 9:15 AM	<b>What's Coming for the Utility of the Future</b> <i>Ramsey Cripe, SEnergy</i>	<b>San Juan A</b>
9:15 AM - 9:30 AM	<b>Break</b> <i>San Juan Pre-Function</i>	
9:30 AM - 10:15 AM	<b>Ratemaking for the Utility of the Future</b> <i>Tony Georgis, NewGen Strategies</i>	<b>San Juan A</b>
10:15 AM - 11:00 AM	<b>Panel: Utility of the Future</b> <i>Tammy Cooper, Austin Energy; Nick Bennett, CPS Energy; Jackson Daly, City of Georgetown</i>	<b>San Juan A</b>
11:00 AM - 11:15 AM	<b>Wrap-Up &amp; Door Prizes</b> <i>San Juan A</i>	

## SAVE THE DATE!

**TPPA Annual Conference**  
July 20-22, 2026  
The Westin Austin at the Domain  
Austin, Texas

More information about registration and hotel reservations coming soon!  
[TPPA.com/meetings](https://TPPA.com/meetings)

