<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00 – 8:30 am</td>
<td>Registration and Breakfast</td>
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<td>8:30 – 9:00 am</td>
<td>Welcome and Introductions/AGA Antitrust Compliance Reminder</td>
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<td></td>
<td>Jennifer O’Shea, Vice President, Communications, AGA</td>
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<td>Yvonne Low, AGA Communications and Marketing Committee Co-Chairman</td>
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<td>Manager, Customer Engagement &amp; Corporate Communications, Southwest Gas Corporation</td>
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<td>Chase Kelley, AGA Communications and Marketing Committee Co-Chairman</td>
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<td>Vice President, Marketing and Communications, Vectren Corporation</td>
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<tr>
<td>9:00 – 9:45 am</td>
<td>2016 Election Update</td>
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<td>Afshin Mohamadi, Principal, Quadrant Strategies</td>
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<td></td>
<td>With a background in corporate and political communications strategy,</td>
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<td>media relations and opinion research in Washington, DC, Afshin has a</td>
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<td>finger on the pulse of the political landscape. He will give an outlook</td>
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<td>of what we can expect through the remainder of the election season and</td>
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<td>in November both for the White House and in key Senate and House races</td>
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<td>across the country.</td>
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<td>9:45 – 10:30 am</td>
<td>Con Edison Heroes</td>
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<td>Chris Gallo, Customer Outreach &amp; Education, ConEdison</td>
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<td>Chris has led the development of ConEd’s Heroes App, an educational</td>
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<td>program that targets school children in grades K-8. He will outline</td>
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<td>details about the development, launch and marketing if this innovative</td>
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<td>education campaign.</td>
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<td>10:30 – 10:45 am</td>
<td>Break</td>
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#AGAMarCom
10:45 – 11:30 am  
**Internal Communications: Workplace@Walmart**  
Kate Lipsitz  
Managing Director  
Burson-Marsteller

In February 2015, Walmart’s global CEO announced a commitment to associates that would be made up of a collection of initiatives designed to directly change the way Walmart staffs, incents, develops, trains and supports its more than one million associates. By transforming the Workplace@Walmart, the company sought to improve the customer experience, as well as the lives of its associates and the communities it serves. Internal communications played a major role in achieving Walmart’s objectives. Kate will outline details and lessons learned from the initiative.

11:30 – 12:30 am  
**Crisis Communications**  
Eric Dezenhall  
CEO  
Dezenhall Resources, Ltd.

Responding to an incident involves every member of the team. While engineers handle mitigating damage and restoring service, communicators must manage relationships with the media, customers and stakeholders with an eye towards customer satisfaction and corporate reputation. A leading damage control expert and author will review lessons learned from communicating in hostile environments where the old “rules” of crisis management have collapsed under the weight of forces where those in crisis have significantly less control over reputational considerations.

12:30 – 1:30 pm  
**Lunch**

1:30 – 2:30 pm  
**Engaging the Hispanic Community**  
Ron Estrada  
Vice President of Corporate Relations and Community Empowerment  
Univision Communications Inc.

2:30 – 3:30 pm  
**A Cybersecurity Discussion**  
Aimee P. Ghosh  
Associate  
Pillsbury Winthrop Shaw Pittman

Safety is our top priority and that includes cybersecurity. An attorney and expert in cybersecurity will outline the public perception of cybersecurity risk and the implications for customer satisfaction and media attention.

3:30 – 4:00 pm  
**AGA Updates**  
The AGA team will update the group on recent activity.

4:00 – 4:30 pm  
**Break**

4:30 pm  
**Bus will depart from the Hyatt Regency Hotel lobby**

#AGAMarCom
4:45 pm Tour of The Washington Post offices
5:30 pm Walk/Bus Departs from Washington Post Offices to Dinner
6:00 pm Cocktails
6:30 pm Dinner
Fig and Olive
934 Palmer Alley NW (H and 9th St, NW)
Washington, DC 20001
Agenda

Day 2: April 22, 2016

8:00 am  Meet at AGA to Walk to Google Offices

8:30 – 9:30 am  Leveraging Google and YouTube for PR and Crisis Communications
Session to be held at Google offices
25 Massachusetts Ave NW #900, Washington, DC 20001

Nick Meads
Account Executive
Google

Google and YouTube rank the first and second largest search engines and are important platforms to leverage in your digital outreach. Nick will review how the media landscape has shifted over the last 10 years, how to leverage search reactively and proactively, how online video is increasingly important for having a dialogue with your key audiences and how to cultivate meaningful video content for your YouTube Channel.

9:30 am  Return to AGA offices from Google

10:00-10:45 am  Residential Housing Market Outlook
Toby Morrison
National Sales Manager
Hanley Wood

Toby Morrison will provide an update on the slow and steady return of the residential and multifamily housing markets as well as a forecast for 2016.

10:45 – 11:15 am  Breaking through the Multi-Family Market
Jennifer Eugene
Manager, Engineered Sales
Washington Gas

Washington Gas works with large property owners of multifamily units on conversion projects in order to lower energy usage, saving the property owners money, while allowing tenants to participate in energy efficiency. Jennifer Eugene will provide examples of projects and talk about the resources Washington Gas provides.
11:15am – 12:15pm  Utility Trusted Brand & Customer Engagement Study
Chris Oberle
Senior Vice President
Cogent

Chris will review the results of the 2015 Residential Utility Trusted Brand & Customer Engagement Study.

12:15 pm  Closing Remarks and Adjourn