Communications and Marketing Committee Meeting
Fall
La Posada de Santa Fe
Santa Fe, NM

Agenda

Welcome Reception: Wednesday, October 18, 2017 @ 5:00 pm

Day 1: Thursday, October 19, 2017

8:00 – 8:30 am  Registration and Breakfast

8:30 – 9:00 am  Welcome and Introductions/AGA Antitrust Compliance Reminder
Jennifer O’Shea
AGA Vice President, Communications

Katherine Ferguson
Manager, Market Strategy and Support
DTE Energy
AGA Communications and Marketing Committee Co-Chairman

Chase Kelley
Vice President, Marketing and Communications
Vectren Corporation
AGA Communications and Marketing Committee Co-Chairman

9:00 – 10:00 am  American Gas Association Your Energy Campaign
Jennifer O’Shea
AGA Vice President, Communications

Jennifer Miller
Senior Vice President, Client Relations
DDC

Jennifer and Jen will update the Committee on the status of Your Energy since its launch in April and look ahead at what is planned for 2018.

10:00 – 10:15 am  Break
10:30 – 11:00 am **Mobilizing Employees**
William Cantrell  
President & CEO  
Southern Gas Association

Mike Banas  
Director, Communications  
NiSource

Utilities are trusted within their communities, and have a relatable perspective that will resonate, particularly as the public seeks more information about energy. In parallel with AGA’s Your Energy Campaign, we have been looking at how we can prepare and mobilize the large number of people employed by natural gas utilities to help amplify the pro-gas voice across the country. Working with the Southern Gas Association and INGAA, AGA has been developing an employee mobilization program that will utilize common messaging and content. Last month, NiSource held the first pilot of the program, and Mike and Bill will join Jen in discussing what we know so far, and discussing with the Committee how we can best engage employees to advocate for our industry.

11:00 – 11:30 am **AGA Team Update**
AGA Team

The team will provide an overview of AGA’s recent activities.

11:30 am – 12:15 pm **National Energy Foundation Energy Literacy Research**
Elissa Richards  
President & CEO  
National Energy Foundation

Gary Swan  
Vice President of Development  
National Energy Foundation

Elissa and Gary will share learnings from NEF’s recently completed survey on energy literacy.

12:15 – 1:15 pm **Lunch**

1:15 – 1:45 pm **Thinking About Conversion in a New Way**
Andrew Wappler  
Vice President, Customer Operations and Communications

Andrew will discuss how it recently simplified its residential gas tariff, bringing flat-rate pricing to new gas customer installations. The step has enhanced the customer experience and improved PSE’s project management efficiency and cycle-time.
1:45 – 2:30 pm  **Renewable Natural Gas Panel**  
Steve Pangarliotas  
Public Policy & Strategy Manager  
SoCalGas  
Katherine Ferguson  
Manager, Market Strategy and Support  
DTE Energy  

This session will focus on the regulatory and legislative environment surrounding RNG, projects underway, helpful resources and research being leveraged as well as communications approaches being employed.

2:30 – 3:15 pm  **How to Approach a Rebrand**  
Dominion Energy Representative  

Joining us in a live streaming WebEx, a representative from Dominion Energy will share how they approached their recent rebrand, what things you need to consider and what they learned along the way.

3:15 – 3:30 pm  **Break**

3:30 – 4:15 pm  **AGA ICF Study on Electrification**  
Chris McGill  
AGA Vice President, Energy Analysis and Standards  

In the national policy arena, the idea of 100% electrification is often discussed without any real metrics applied to overall costs, customer impacts or influences on greenhouse gas emissions. In order to have data to present a realistic vision of how this would impact the nation, AGA is working with the energy consulting firm ICF on a study that will include both national and regional examination implications of this scenario. Chris will outline details and status of this important study.

4:15 pm  **Adjourn**

5:15 pm  **Meet in the hotel lobby**  
We will take a short walk over to the restaurant

5:30 pm  **Cocktails and Dinner**  
*Santacafe*  
231 Washington Avenue  
Santa Fe, NM 87501  

Sponsored by: **DDC**

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### Day 2: Friday, October 20, 2017

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<th>Time</th>
<th>Session Title</th>
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<td>8:00 – 8:30 am</td>
<td>Hot Breakfast</td>
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| 8:30 – 9:30 am | Public Perception of the Natural Gas Industry: How to Achieve Acceptance and Drive Vocal Support  
Dimitri Schildmeijer  
Partner  
WPTN Communications  
Following up on the Your Energy conversation on day one, Dimitri will give an overview of the work he has done on a global scale related to public acceptance and how the industry can best position itself. |
| 9:30 – 10:15 am | Utilities United Against Scams and Utility Consumer Scam Awareness & Education Guide  
Sheri Givens  
President, Givens Consulting  
Executive Director, Utilities Against Scams  
Hear about the work of 100-plus North American gas, electric, and water companies (and their respective trade associations) on sharing data and best practices, working together to implement initiatives to inform and protect utility customers, and becoming more involved through the work of its four committees.  
Learn about AGA’s, and four other trade associations’ (EEI, NRECA, APPA, and NAWC), support of a consumer scam awareness and education guide to be published this November in conjunction with the Second Annual Utility Scam Awareness Day (November 15, 2017). |
| 10:15 – 10:30 am | Break                                                                         |
| 10:30 – 11:15 am | Launching a New Website  
Nekole Johnson  
Director of Marketing  
Washington Gas Light  
Embarking on updating a corporate website can be a daunting task. Washington Gas Light has recently launched a redesign of their site, and Nekole will share challenges along the way, lessons learned, and what she would do again. |
11:15 am – 12:15 pm **New Ways to Embrace Social Media**  
Becca Virden  
Manager, Public Relations  
CenterPoint Energy

Alfonso Quiroz  
Media Relations Manager  
ConEdison

Sidney Alvarez  
Media Relations Manager  
ConEdison

Centerpoint and ConEd have both been working to integrate new platforms into their communications and outreach strategies. Becca, Alfonso and Sidney will share some of their recent experiences and thoughts on use of these platforms for the natural gas industry.

12:15 pm **Closing Remarks and Adjourn**