



2017

MEMBERS MEETING & Fall Workshop

Austin, Texas

September 13–14, 2017

Hosted by
Austin Energy

Austin Energy Town Lake Center – 721 Barton Springs Rd., Austin, Texas 78704
Shudde Fath Assembly Room 130

REGISTER NOW

DAY ONE

8:30 – 9:00 Registration & Breakfast

9:00 Opening Remarks from SGCC Board Chair Mark Brown

Mark Brown, SGCC Board Chair and Senior Customer Programs Officer at Fayetteville Public Works Commission, will discuss key smart grid market trends and impacts for stakeholders to think about.

9:10 SGCC Year-In-Review: Top Key Takeaways from Research and Education & Outreach

Find out what projects and endeavors SGCC's committees have been working on this year. This session will provide an overview into two of SGCC's many committees: Research and Education & Outreach. This fireside chat with **Gomathi Sadhasivan** – Lead, Customer Decision Sciences at DNV GL, **Clare Butterfield** – Program Director at Illinois Science & Energy Innovation Foundation and **Naomi Manley-Casimir** – Director, Innovation Centre for Utilities at Accenture will guide you through some surprising consumer findings in SGCC's work this year.

10:00 Break

10:15 Keynote One: Jackie Sargent, General Manager of Austin Energy

Learn what Austin Energy has in the pipeline for their strategic vision.

11:00 Retail Marketplaces: Are Utilities the Next Amazon of Energy?

As economies move to a decentralized, customization-centric approach, the energy ecosystem must also evolve. The emergence of strategic partnerships, aggregators and other new entrants into the energy ecosystems affects the business model's industry stakeholders and opens new opportunities for how products and services are configured and offered. Hear from energy industry executives **David Quin** – Director of Marketing and Customer Strategy at CenterPoint Energy, **James Eber** – Manager of Demand Response and Dynamic Pricing at Commonwealth Edison, **Colin Lamb** – Team Lead, Product Strategy and Development at Xcel Energy and **Dan Bautch** – Partner, Commercial Analytics & Execution at Twenty First Century Utilities on how they see the future of their own businesses, the products/services they have in mind and the barriers they see in making these visions happen as it relates to consumer needs.

12:00 Power Networking Luncheon

Attendees form new connections with SGCC's diverse group of members.

1:00 Transforming to Serve the Dynamic Energy Industry

Hear from **Patty Durand** – President & CEO at Smart Grid Consumer Collaborative, **Brad Langley** – Director of Corporate Marketing and Communications at Tendril, **Becky Obbema** – Senior Program Director at Interprose and **Ryan Alford** – Marketing Director at Interprose about the future of the organization and provide your thoughts on the ever-changing energy consumer. This town hall session will be a way to offer feedback ensuring SGCC is tackling the right issues.

1:30 Strategic Dialogues: SGCC Committee Breakout Session – Part One

Let your voice be heard and influence the work that SGCC delivers. The breakout sessions will provide attendees the opportunity to discuss the ways to collectively understand consumers, strengthen consumer knowledge of the smart grid and expand SGCC's stakeholder engagement efforts.

- > Increase consumer understanding — Research
- > Strengthen consumer knowledge — Education & Outreach

DAY ONE - continued

2:30 Meet the Board! Speeches, Election and Installation

Current SGCC Board of Directors will be introduced and board candidates share the reasons why they are well-positioned to serve in the organization's leadership; attendees cast their votes and the elected are formally instated.

2:55 Recap and Preview of Day 2 from SGCC President & CEO Patty Durand

3:00 – 5:30 Tour of Austin Energy's System Control Center – 2500 Montopolis Drive Austin, Texas 78741

5:30 – 7:30 Networking and Cocktail Reception

Hyatt Regency Austin | Zilker Terrace | 208 Barton Springs, Austin, Texas 78704

DAY TWO

8:30 – 9:00 Breakfast

9:00 The Connected Home: What do Consumers Want?

Take a look into the value of utility->appliance->consumer communication. Consumers show growing interest into smart home and connected devices but how are these devices actually helping them to make better energy decisions? **Emmett Romine** – Senior Vice President Business Development at Powerley, **Sherry Hubbard** – Research & Development Coordinator at AEP Ohio, **Leesa Lee** – Vice President, Marketing at Bidgely, **Oren Schetrit** – Co-Founder & Vice President of Product at Whisker Labs and **Lance Brown** – Vice President of Customer Service at Smart Utility Systems will assess the barrier consumers have to fully integrated connected home platforms as well as inspect the landscape of current and potential partnership in the smart home space.

9:45 Awarding Those Who Make a Difference — Awards Presentation

Each year we honor a few that stand out in their achievements with SGCC.

10:00 Break

10:15 Keynote Day Two: Debbie Kimberly, Vice President of Customer Energy Services

Learn about what Austin Energy has planned for consumers in the future.

11:00 Strategic Dialogues: SGCC Committee Breakout Session – Part Two

We've talked about the strategic possibilities and now it's time to align on specific actions for the coming year. This session will help committees to set their agendas for 2017 in a fun, interactive setting.

- > Increase consumer understanding — Research
- > Strengthen consumer knowledge — Education & Outreach

12:00 Hot Topics Roundtable

By 2022 millennials will be the largest demographic in the US. These consumers are demanding a more customized experience from their energy provider and from technology. SGCC's recent research on millennials will provide a framework for a moderated discussion on trending topics in the energy industry relating to millennials. Join **Michele Gregg** – Director of External Relations at Texas Office of Public Utility Counsel, **Erik Funkhouser** – Senior Consultant at Research Into Action, **Rick McLaughlin** – Managing Director, Power and Utilities at Deloitte, **Kelly Wallace** – Consultant, Energy Retail and Customer Services at Accenture and **Tim Wolf** – Director of Marketing Communications at Itron as they discuss the new technologies that consumers are using related to energy such as EV's, DER's and IoT.

12:45 Final Thoughts from SGCC President & CEO Patty Durand

1:00 Lunch on the Go!

Attendees are welcome to continue to network or take their box lunches to go.