Committee Purpose
The purpose of the Section Managing Committee is to build a collaborative community within this section, engage in dialogue to facilitate the exchange of information, and to manage training and education relevant to this section and the natural gas industry. This committee sponsors forums for member companies to learn, develop, and share best practices to enhance essential corporate functions of member companies.

Areas of Focus
- Analytics
- End Use Codes and Standards
- CNG/NGV’s
- Energy Efficiency
- New Equipment and Technology
- Marketing Campaigns
- Commercial Foodservice
- Residential Sales & Marketing
- Commercial & Industrial Sales & Marketing

Activities
- Strategize & Deliver Relevant Content for Management Conference | September 2-4, 2020 | Louisville, KY
  - Premier event to engage in discussion with industry vice presidents, directors and other senior officers where the agenda is designed to provide a platform for strategic planning, industry updates, sharing best practices and seeking solutions to challenges.
  - Committee develop and facilitate relevant roundtables to be conducted at conference; research and solicit speakers, secure presentation materials, serve as roundtable session champion as a moderator
- Support Industry-Specific Workshops/Webinars
  - Provide 2-3 liaison representatives to SGA Learning & Development department to ensure training needs are met and materials are updated.
- Sponsor/Support Roundtables for Section related to:
  - Natural Gas Connect Conference
- Other potential activities could include awards, conference planning, workshops, printables for distribution, webinars, op ed article writing, blog contribution, or other innovative ideas.

Time Commitment
- 1-2 hours monthly Conference Call meetings/prep work over 12-months
- 60-90 min presentations at SGA Events, self-selected
- Attend 1-2 day Planning Meeting for Management Conference and/or Natural Gas Connect Conference, as needed
- Attend 2-3 day Management Conference

Governance
- This committee reports to the Executive Council every April with a report of section activities
- The following Committees will report up to this section:
  - Residential Sales & Marketing
  - Commercial & Industrial Sales & Marketing
  - End Use Codes and Standards
- Section leadership team meets bi-annually with reporting committees to provide oversight and counsel around their activity plan deliverables

Committee Information
- Committee Roster
Growth & Retention Section Managing Committee
Activity Plan 2020

Committee Leadership 2019-2020

Jason Ketchum  
Chair  
ONE Gas, Inc.  
Vice President of Commercial Activities  
Phone: (918) 947-7452  
jason.ketchum@onegas.com

Kira Lake  
Vice Chair  
Florida Public Utilities, Inc.  
Manager, Business Financial Analysis  
(386) 668-9759  
klake@chpk.com

TBD  
2nd Vice Chair  
Company Name: TBD  
Title: TBD  
Phone: TBD  
TBD@TBD.com

Committee Leadership Roles

- **Chair:** Facilitate meetings and conference calls, create an atmosphere of sharing and developing; prime the committee to engage, participate and accomplish committee goals.
- **Vice Chair:** Manages the planning associated with the annual roundtable topics, speakers, and moderators.
- **2nd Vice Chair:** Assist in planning activities outside of the roundtable (i.e., workshops, webinars, collateral, copy, surveys, etc.). If a committee does not have a second activity, the 2nd Vice Chair serves as additional support where needed.

SGA Staff Liaison

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