UPCOMING EVENTS

CUSTOMER GROWTH THROUGH SUCCESSFUL MULTI-FAMILY PROGRAMS - Webinar Series - April 15th and April 29th.
(These sessions will be recorded and archived for later viewing.)

Featured utility success programs:

Part 1 - April 15, 9:30-10:30 a.m. CST

**Natural Gas Infrastructure in Multifamily Construction: The Customer Perspective**
Presented by: Jeremy Koster, Manager of Policy and Resources, Construction, Piedmont Natural Gas

**The Gas Advantage Multifamily Program**
Presented by: Josh Tingler, Sales Staff Consultant, CenterPoint Energy

Part 2 - April 29, 9:30 - 10:30 a.m. CT

**From Social Media to Customer Engineering Design: Washington Gas Uses a Multi-Prong Strategy to Capture Multifamily Growth**
Presented by: Colin Shay, Director Sustainability and Business Development, Washington Gas
Jennifer Eugene, Specialty Sales Manager - Specialty Sales, Washington Gas

**High-Rise Multifamily Successes in Atlanta**
Presented by: Dana (Danna) Godfrey, Senior Account Executive, specializing in multifamily, Atlanta Gas Light Company
Carl Garofalo, Manager of Energy Solutions, AGL Resources

For more details on content [click here](#).

Registration - Package / Series
- Individual connections, $295 for SGA Members and $395 for Non-Members.
- Multiple Connections in same company $395 - SGA Member
- Multiple Connections in same company $495 - SGA Non-Member
- SGA Network MemberPlus subscribers - this series is included in the subscription; no additional charge. [Click here](#) to see if your company is a MemberPlus Network subscriber.
MUTUAL ASSISTANCE & EMERGENCY MANAGEMENT WORKSHOP
May 14-16, 2013 - New Orleans, LA
This workshop is conducted annually and combines training and education for managing both natural disasters and third party damage emergencies. This workshop is beneficial for key personnel involved in emergency planning and response, field operations management, public awareness professionals, corporate communications experts that deal with media outlets on a day to day basis, and technical support personnel that work with regulatory agencies during a time of a pipeline incident.

Who Should Attend

- Key Personnel involved in emergency planning and response
- Field operations management
- Public awareness professionals
- Corporate communications experts that deal with media outlets on a day to day basis
- Technical support personnel that work with regulatory agencies during a time of a pipeline incident

Registration

- Member: $475
- Non-Member: $595

Click Here to view the Agenda
Click Here to Register Now

Hotel
Intercontinental Hotel New Orleans

- Room Rate: $159/night (Single/Double Occupancy)
  - Ask for the Southern Gas Association rate
- Call In Reservations: (888) 424-6835
- Online Reservations - click here
- Block Rate Cut-off Date: April 22, 2014

2014 SPRING TRAINING WEEK
Natural Gas Fundamentals and Leadership Program
May 20-22, 2014

SGA’s Training Week provides an excellent opportunity for employees to receive valuable, industry specific training in only a few short days. Workshops are often combined during the week so that attendees can attend multiple classes to get the most benefit out of their travel and schedule.

Workshops:

- Introduction to the Natural Gas Industry
  - Tuesday, May 20, 8:30 am - 4:30 pm
- Introduction to Regulated Natural Gas Accounting
  - Wednesday, May 21, 8:30 am - 4:30 pm to Thursday, May 22 8:30 am - Noon
- How Natural Gas is Bought and Sold
  - Wednesday, May 21, 8:30 am - 4:30 pm to Thursday, May 22 8:30 am - Noon
- The Ratemaking Process
  - Wednesday, May 21, 8:30 am - 4:30 pm to Thursday, May 22 8:30 am - Noon

Registration:

- Member Rate: $395 (per class)
- Non-Member Rate: $595 (per class)
  - Click Here to Register

Hotel: (SGA room rate cut-off date: 04/22/2014)
- Hyatt Regency - Downtown Houston, TX (connects to CenterPoint building)
  - Rate: $165.00 per night (based on availability)
  - Reservations: Click Here or call Call (713) 654-1234 (Ask for SGA or Southern Gas Association Rate)

Location:
CenterPoint's Offices - Houston, TX
1111 Louisiana St Houston, Texas 77002 - 13th Floor
  - CLICK HERE to view 2014 Fall Training Week details (September, Plano, TX).

**NETWORK - APRIL PROGRAM**

"Leveraging the Power of the Generations Roundtable Discussion"
April 24th, 2014: 9:30 - 10:30 am CST

In this second session of our annual series understand how your industry peers are maximizing each generation's contributions by going beyond common generational stereotypes.

Click Here to register - free to all SGA Network subscribing companies. Click Here to see if your company is an SGA network subscriber.

**2014 COMMUNICATIONS AWARD PROGRAM**

The CAP is an award which focuses on SGA member company programs that improve corporate effectiveness through the use of communications. Entries should be innovative and clearly demonstrate that communications were a cornerstone of the program that improved corporate effectiveness. A company may submit more than one entry per category. Click Here to view last year's winners.

Look for a communication with more information - Coming Soon

**MARKETING, CUSTOMER EXPERIENCE, AND COMMUNICATIONS CONFERENCE**
August 4-6, 2014 - Sarasota, FL

The Marketing, Customer Experience & Communications Conference is ideal for professionals that work in the fields of: customer growth/marketing, customer experience, communications and building codes & standards within a natural gas distribution company. This conference offers a unique opportunity to share best practices, network, learn more about the latest products, technologies, and solutions to issues facing today's natural gas professionals.

Roundtables/Breakout Sessions:

- (Building) Codes and Standards
- Commercial Industrial Sales & Marketing
- Contact Center Operations
- Customer Field Service Delivery
- Communications
- Meter to Cash
- Residential Sales & Marketing
Registration:

- **Early Bird**
  - Member: $655
  - Non-Member: $875
- **After July 8th, 2014**
  - Member: $755
  - Non-Member: $975
- [Click Here](#) to register

Hotel Information:
(Block Rate Cut-off Date: 07/11/2014)

- [Hyatt Regency - Sarasota, FL](#)
- [Click Here](#) to reserve a room, or call (941) 953-1234 (Ask for the SGA or Southern Gas Association rate.)
- Room Rates - $139.00 per night (based on availability)

**UPDATES AND INFORMATION**

**SALES AND MARKETING SEMINAR, part of SGA Spring Gas Conference & Expo**
On March 18-19, 2014, approximately 30 industry professionals gathered at the Columbia Metropolitan Convention Center in South Carolina to share and learn about the industry and ways to be even more successful in the commercial and residential markets. Presentations included: a look at Piedmont Natural Gas' success in the multi-family housing market, changes effecting water heater energy codes and a presentation on price, supply and curtailment. Please [click here](#) for available slides.

Each year a planning team of industry professionals from SGA member gas companies, plans this customized learning experience in a 1 1/2 day event. The seminar is designed to connect marketing and sales professionals with one another, to better understand and address the industry changes and challenges to help growth in all segments.

Mark your calendar for the next Sales & Marketing Seminar at the annual SGA Spring Gas Conference & Expo - **March 23-25, 2015** - Sheraton Hotel and Resort, Charlotte, NC!

**COMMUNITY SERVICE AWARDS WINNERS**
The Community Service Awards recognize the most effective service and/or outreach programs that improve the communities in which member companies operate. The 2014 winners are as follows:

1st Place
Atmos Energy Corporation - "Atmos Energy Literacy Center"

2nd Place
Washington Gas - "WGL - Day of Weatherization"

3rd Place
Memphis Light, Gas and Water - "Plus - 1 Push"

[Click Here](#) for more information on the winning programs.

Contact [Jake Wagner](#) if you would like information on entering the 2015 Community Service Awards.

**CENTERPOINT ENERGY WINS 2013-2014 SGA MARKETING EXCELLENCE AWARD!**
Another congratulation goes out to CenterPoint Energy on their award-winning program/practice, Natural Gas - Customer Attrition Reversal Study and Strategy! If you missed Dan Dippon’s (Director, Marketing & Sales) presentation at the SGA Management Conference in Orlando on April 4th, you will have the opportunity to learn more about the program on May 29th, via webinar. Please click here to register and for details.

Click here for a summary of CenterPoint’s Natural Gas - Customer Attrition Reversal Study and Strategy.

Honorable Mention
Oklahoma Natural Gas' entry, The ONE in Energy New Home Program, received honorable mention. You can learn more about ONG's program at the annual SGA Marketing, Customer Experience & Communications Conference. The program will be featured in Sarasota, Florida (August 4-6, 2014) at the Residential Sales & Marketing Roundtable. It will also be presented via webinar after the August conference.

Each year the SGA Marketing Section Managing Committee opens this exclusive competition to SGA members. The Marketing Excellence Awards is dedicated to identifying marketing campaigns that demonstrate success with measurable results in the following: Residential, Commercial/Industrial, Innovative Energy Efficiency Marketing and Advertising. All member companies are encouraged to participate by entering one or more program.

SGA will start accepting entries for 2014-2015 in December. Click here for more information.

MANAGEMENT CONFERENCE ROUNDTABLE JOINT SESSION - DOES, CE, MARKETING
April 3, 2014 - Orlando, FL

The Executives of the Distribution Operations, Customer Experience and Marketing Sections joined to produce a unique exchange of ideas and lessons learned within SGA Member Companies to provide customers with safe, reliable, affordable, seamless delivery of energy. In this golden age of natural gas where a one hundred year supply is taken for granted and price stability and reliability make natural gas an attractive source of energy for homeowners and industry, how do we grow our customer base and help our customers expand their utilization to take advantage of these times?

Tal Centers, CenterPoint Energy, representing Distribution Operations & Engineering, Connie McIntyre, AGL Resources, representing Customer Experience and Gary Rehm, Atmos Energy, representing Marketing, worked diligently with their respective section managing committee to develop an outstanding forum for three distinct business sectors to engage in a discussion on how they collectively and cooperatively can grow the natural gas customer base. They challenged their sectors to be innovative and creative and find ways to retain customers and increase new meters installations, more natural gas appliances, competitive fuel conversions, main extensions, new subdivisions and new industrial and manufacturing applications.

The critical questions: 1) Are we making it easy for our customers to do business with us? And 2) Are we viewed at innovative and responsive to the customer's needs? 3) Are we improving process flows between business sectors (marketing, engineering, customer experience, and operations) to get to "yes" with the customer?

The Joint Session was attended by almost 90 members. Gary, Tal and Connie provided presentations which gave the attendees a macro-view of what is going on in each sector to team with the appropriate departments and people in each organization to provide customers with speed, options, solutions and value.

Gary opened with a focus on the "Q" and removing barriers to retain and bring on new customers. Tal followed with a message of making engineers enablers and problem solvers to ensure that new customers are connected on a timely, seem-less process. Connie's message gave an overview of the customer experience and supported the breaching of silos within organization to enhance the customer experience and increase "Q".

In the second half of the Joint Session, SGA Member Company representatives: Len Mize, SourceGas,
Mia Haynes, Piedmont Gas, Kevin Webber, Florida Public Utilities, Dan Dippon, CenterPoint Energy and William Peeples, AGL Resources, provided “white papers” detailing an example within their respective organizations where organizational silos were breached and collaborative, innovative, out-of-the-box thinking resulted in getting the customer to a "yes". That "yes" that resulted in value for the customer, the company, the shareholder and the employees.

We all have a tendency to focus on the job at hand and many times fail to look to see the ultimate goal of providing service to customers and building a natural gas "brand" loyalty with customers by meeting expectations and delivering on our promise of safe, reliable, affordable natural gas. How is your organization improving process and communication flows between engineering, operations, marketing and customer experience to get to "yes" with your customers?

CONNECT@SGA

CONNECT@SGA - An Exciting Way to Connect with Other Industry Professionals

Click here for the details.

Contact: Doug Hinkle and Gary Hines
The SGA Network is pleased to release your monthly newsletter. It is packed full of information on Accounting & Finance which is this month's focus.

Inside you will find:
1. April Network Program - Leveraging the Power of Generations: Communicating in your Workplace
2. May Network Program - Managing and Supporting Change

We hope you enjoy all that the newsletter has to offer and look forward to hearing your feedback. Be on the lookout for another SGA Network Newsletter next month.

Click Here to visit our communication center page to read the full article.

Questions? Contact Jake Wagner

PAST MARKETING/SALES ORIENTED PROGRAMS
Click here to view some videos that relate to sales and marketing. These videos are used as resources to enhance facilitation skills.

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(Communications - Newsletter)