UPCOMING EVENTS (VIRTUAL & ONSITE)

Marketing, Customer Experience & Communications Conference

Don't forget to register for the Marketing, Customer Experience & Communications Conference! This conference is a great mix of learning, sharing and fun! Plan to be in Sarasota, Florida, August 4-6 to discuss industry successes and issues, learn more about new and emerging technologies and services and connect with other industry professionals. Approximately, 30 gas companies are currently registered for the conference as well as several industry partners.

New Conference Features…
In addition to relevant roundtable and general sessions, this year, two "speed sessions" (15 minutes each) will be offered. One session is geared toward first time attendees or anyone looking to make new connections and the other is to educate attendees on how SGA can help them/industry professionals in their careers. Please look for these sessions in the foyer outside of the general session ballroom (Tuesday, August 5, 9:30 – 10:00 a.m.).

Another 2014 addition is the (Building) Codes & Standards Roundtable. This roundtable will hold several joint sessions with the Residential Sales & Marketing Roundtable, as well as individual roundtable sessions. These groups will jointly kick off the conference slightly earlier than the official conference start. Codes & Standards and Residential Sales and Marketing will begin with two joint sessions on Monday, August 4, 3 – 5 p.m. View the agenda.

General Session II - "Getting to the Yes for the Customer"
The Customer and Growth – The Business Perspective
It’s easy to ask the question, "If our utilities are increasing rate base and earnings so successfully with infrastructure replacement programs why do we need to work to add new customers?" But, a look at the long term financial reality of these programs reveals adding customers now is more
important than ever before. Don't miss this session where industry thought leaders from Marketing, Customer Experience and Operations explore the business reasons for working together to add customers and attack the traditional barriers that make successful partnerships across departmental lines so challenging.

The conference is a great learning and sharing platform, however it does include time to relax and have fun! To get "warmed up", Paymentus is hosting a "Welcome Reception" by the pool on Monday, 6 – 7 p.m. Attendees will have the option to mingle outdoor, alongside the pool, or take up the fun in the air conditioned poolside indoor meeting space.

Also, Pivotal Home Solutions (PHS) is sponsoring another great special event on the second night of the conference. Join the party at Tommy Bahama for live entertainment, food and networking fun! The event will be held on Tuesday, August 5, starting at 6 p.m.

**Network Programming (July – September)**

**Embracing Technology: Managing Information Over-Load**

**Audience:** All Employees  
**Presenter:** Dr. Melanie Brown, IT Manager, CenterPoint Energy  
**Available:** Starting July 1  
**Program Overview:**

How can we embrace ALL the many technological advances in our world? In this 3 part video series learn strategies for success including:

• Selecting Your Key Information Areas
How to Be Successful in a Behavioral Interview

Audience: All Employees
Presenter: Roger Hulse, HR Consultant, Sr-Training, ONE Gas
Available: Starting July 10

Program Overview:
Interviewing successfully is probably the most crucial element in advancing or securing a new career. You must demonstrate in a job interview your values, traits, skills and experiences that make you the perfect match for the opportunity.

Whether you are interviewing for a new company or for an internal position with your current employer, you should plan to answer both traditional and behavior interview questions.

In this video program learn tips and techniques on how to be successful in a behavior interview. Topics include:
- Interview preparation tips
- What is a behavior interview?
- 3 mock interview scenarios showcasing the good, the bad & the ugly!

Special thanks to Memphis Light Gas & Water and ONE Gas, SGA Network's production partners, on this video series.

How to Facilitate an Effective Meeting

Audience: All Employees
Presenter: Mike Grubb, President & CEO, Southern Gas Association
Available: Live interactive webinar - July 15 (9:30 to 10 CT)

Program Overview:
This webinar was conducted in early 2013 and included a lively discussion with participants; plenty of good ideas shared. We encourage you to access this recorded session in the library to learn best practices in planning and facilitating an effective meeting.

Then join us live on July 15 (9:30 to 10 CT) for a webinar focused on meeting facilitation. Learn:
- Effective meeting openings
- How to introduce speakers
- Best practices for engaging attendees in your meeting

Find Your FOCUS

*BONUS video program recorded live at the SGA Environmental, Safety & Health, and Training Conference in Tampa, FL on June 25, 2014

Audience: All Employees
Presenter: Richard Hawk, www.makesafetyfun.com
Available: July 22, 2014
Program Overview:
In today's fast-paced world, lack of focus and mental distractions are a major root cause of accidents. Every year, un-focused acts cost billions of dollars in damage and injury. "Find Your Focus" combats this problem by giving you the tools to concentrate better, heighten your attention to detail and effectively manage distractions. The end result? A safer workplace.

Using Technology to Network
Audience: All Employees
Presenter: Ally Nevarez, CenterPoint Energy
Available: August 1, 2014
Program Overview:
Even if you are not a born networker, networking is an important skill that can easily be learned and refined throughout your career. Developing and maintaining a strong network of connections will not only serve you well and help you along your career path but, overtime, will allow you to assist others along their path. You will learn:
• What Networking is and is not
• Why Networking is so important
• Who should be in your network
• Strategies for developing and maintaining a network
• Networking online

Using Social Media to Create Your Personal Brand
Audience: All Employees
Presenter: Andrew Bowen, CenterPoint Energy
Available: August 15, 2014
Program Overview:
Branding used to be purely for businesses, but that's not the case anymore. Personal branding is when you have a specific look, feel, or message associated with your name.

Topics to be addressed include:
• The basics of personal branding
• Six steps to create the best personal brand for you
• How to apply your brand to social media

Fall Training Week

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.

All workshops qualify for professional development hours (PDH). All workshops, except for Introduction to the Natural Gas Industry, qualify for Continued Professional Education credits (CPE). Forms will be available on-site as well as in the follow-up email.
Registration includes comprehensive workbooks, breakfasts, and refreshment breaks for all classes. Lunch is included for days where workshops extend from morning to afternoon or where attendees are attending multiple workshops.

Registration
INGI, Ratemaking, IRNGA, and How Natural Gas is Bought and Sold
- Member fee - $395 (per class)
- Non-member fee - $595 (per class)
- Atmos Employees, contact Member Services to register

REGISTER FOR EVENT

Workshops:
- Introduction to the Natural Gas Industry
  September 23, 8:30 am – 4:30 pm and September 24, 8:30 am – Noon
  Includes Tour of Access Midstream Facility in Fort Worth, TX.
- The Ratemaking Process
  September 23, 8:30 am – 4:30 pm and September 24, 8:30 am – Noon
- How Natural Gas is Bought and Sold
  September 24, 1:00 pm – 4:30 pm and September 25, 8:30 pm - 4:30 pm
  Includes Tour of Atmos’ Natural Gas City and Atmos’ Flow Meter Lab.
- Introduction to Regulated Natural Gas Accounting
  September 24, 1:00 pm – 4:30 pm and September 25, 8:30 pm - 4:30 pm

INITIATIVES

SGA Marketing Section to be Re-structured and Re-named
The SGA Marketing Section Managing Committee and other key players will begin discussion on restructuring and retitling the marketing section within SGA. The initiative is being led by Committee Chair, Gary Rehm, Atmos Energy. On August 4th the group will meet in Sarasota, Florida, to begin strategizing and designing a platform with a more defined mission or purpose to better meet the needs of the SGA membership. Please look forward to an update following the August meeting.

View the SGA Marketing Section Managing Committee roster and activity plan.

SGA Retailer Outreach Task Force
The Task Force is a team of representatives from nine utility companies, missioned to create strong retailer outreach programs in order to retain and grow natural gas burner tips in the residential customer's home.

The group formed in 2012 and conducted several calls throughout 2013, sharing retailer program best practices, including training, signage and event planning, in order to launch and/or grow existing retailer programs. They also shared national retailer corporate contacts in
order to strengthen and grow their respective retailer outreach programs.

Last year, the group contributed a total of $20,000 toward a sponsorship for the Energy Star Products Partner Meeting and planned to meet with several corporate contacts at the event. Their intention was to use their collective industry voice to secure additional retailer gas appliance inventory in major retailers and encourage retailers to provide in-kind gas appliance rebates at in-store or holiday events. However, the event was cancelled due to the 2013 government budget "crisis"/"shut down".

The Task Force was able to somewhat recover by scheduling the anticipated in-person meetings via conference call. Participants had the opportunity to meet with Sears and Best Buy to get insight to the best way to connect with the store decision makers, how they operate and who to contact about in-store events, messaging or signage and training (to educate the retailers’ sales associates on the benefits of natural gas appliances). In 2014, the SGA Task Force will consult with Melanie Anthony, ESC National Accounts Consortium, and anticipate her participation on the first 2014 call.

How You Can Participate…
The SGA Retailer Task Force is currently chaired by Kelly Chase, CenterPoint Energy. The team is scheduled to meet via teleconference, for the first time in 2014, on **Tuesday, July 22, 1:30 – 2:30 p.m. CDT**. The group will share market segment updates and discuss potential opportunity for 2014 and beyond.

If you would like to join the Task Force, please contact Veronica Garza, SGA.

(Building) Codes & Standards, Partnered with AGA BECS

In the past SGA maintained a strong Codes and Standards Committee, but with time, retirement and other events, the committee faded. However, the committee is back into the swing of things and growing. In addition to a roundtable at the SGA Marketing, Customer Experience & Communications Conference (also open to non-committee members) and monthly conference calls, the committee has partnered with AGA to strengthen the industry effort in the area of building codes and standards. Major plans include: quarterly webinars (after August) to educate industry professionals on basic building codes and standards and provide update on changes or DOE plans and rulings. The committee will work close with AGA to file comment on proposals, rules and regulations. The group will work diligently to involve as many utilities as possible, as DOE rulings will affect all of the industry markets.

Current leadership is Committee Chair, Reggie Johnson, Alagasco, and Vice Chair, Mike Deegan, Clearwater Gas System. Please check the complete roster and committee activity plan. If you would like to join the committee and are an employee of an SGA member company, please contact Veronica Garza, SGA.
Connect@SGA
An effective way to connect with your peers in the natural gas industry
• Engage in discussions on industry-related topics
• Share best practices

How to Access Connect
1. Go to connect.southerngas.org/home
2. Login (using your credentials for SGA, or create one)
3. Select "Communities" in the menu tab and select "All Communities."
4. Find the communities that interest you and join in
Name: <<FIRST_NM>> <<LAST_NM>>
Company: <<PREFERRED_COMPANY_NM>>
Title: <<EMPLOYMENT_TITLE>>
Address: <<PREFERRED_ADDRESS>>
Phone: <<PREFERRED_PHONE>>
To update your personal profile, visit mySGA. Users may also modify their user name & password.