MARKETING EXCELLENCE AWARD
(Formerly known as the Marketing Best Practice Award)
The SGA Marketing Section Managing Committee, is pleased to announce Florida Public Utilities (FPU) as the winner of the 2013 Marketing Excellence Award! FPU's presentation on their winning entry - Natural Gas Love Campaign - will be featured at the 2013 Marketing Executives Roundtable and the 2013 Marketing & Customer Experience Conference.

The award honors outstanding marketing performance based on excellence in situation analysis, innovation, program execution, and business results. Members of the Marketing Section Managing Committee review and discuss all the submissions and their collective votes determine the winner.

The Marketing Excellence Award is judged on the following:
- Quality of the research and analysis to understand the problem or opportunity
- Level of creativity and innovation in execution and promotion
- Relevance and Implementation effectiveness
- Impact and measurable results of the marketing effort

Thank you to all of the participating companies. We will begin accepting 2014 entries in December, 2013.

THE 2013 INTEGRATED COMMUNICATIONS AWARD PROGRAM
The ICAP is a new 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. All entries must have been implemented in the past two (2) years. Recipients will be announced at the 2013 Marketing and Customer Experience Conference, August 12-14 in New Orleans.

Click Here to read the full article

Contact: Randy Randolph

2013 COMMUNITY SERVICE AWARDS
New Orleans, LA - April 4, 2012 - The Southern Gas Association Integrated Communications Committee announced the 2013 Community Service Award recipient. This Year we had two categories, with a first place winner for each one. For the Community Service Project Award, the winner was Atmos Energy with "Project Pipeline." For the Corporate Community Service Campaign Award, the winner was Mobile Gas with "Employee
Volunteer Future Program."- Announced at the Management Conference Customer Experience Roundtable.

Click Here to view the full article

Contact: Randy Randolph

EFFECTIVE EXTERNAL COMMUNICATIONS
Is your company considering or have you already started an accelerated main replacement program? These programs have the potential to improve safety and reliability but existing and potential customers will be impacted in the process and effective communication with those groups is critical to the success of your project.

The SGA is sponsoring a six part webinar series on Accelerated Replacement Programs and Session # 3 scheduled for Thursday April 25 is titled "Effective External Communications". Beth McKern, Alagasco and Mike Baugher, Laclede Gas will be sharing their company’s lessons learned on how and when to best communicate with community officials, homeowners associations and individual customers. Multiple methods of communication will be analyzed for effectiveness.

Interested in participating in this session? Click Here to view the webpage, or contact Kent Hobart

2013 SALES AND MARKETING SEMINAR, PART OF THE SPRING GAS CONFERENCE AND EXPO
It was another successful event, with an engaging agenda and increased participation from 2012! This seminar brings together sales and marketing professionals for 1 ½ days of presentations, open roundtable discussion and networking. On March 12-13, 2013, participants gathered in Charlotte, North Carolina, to learn and share on a variety of topics such as the psychology of selling/sales skills, emerging technologies, best practices on commercial and residential conversions and NGVs.

A special thanks goes out to the planning committee: Chair, Mary Anne Martin/Piedmont Natural Gas, Past Chair, Dean Starling/PSNC, Past Chair, Greg Epting/Piedmont Natural Gas and 2014 Chair, Greg Reynolds/PSNC.

Please mark your calendar for the 2014 Sales & Marketing Seminar at the SGA Spring Gas Conference & Expo. The conference is being held in Columbia, South Carolina at the Marriott Columbia on March 17-19.

LACLEDE JOINS WITH SIEMENS
Introducing Spire™ Natural Gas Fueling Solutions
One of the cleanest energy sources, natural gas is gaining traction as the country's fuel of choice. New technologies are constantly being developed to take advantage of this abundant domestic supply of natural gas. To harness the power of these emerging technologies, Laclede is teaming with the Building Technologies Division of Siemens Industry, Inc. to launch Spire™ natural gas fueling solutions.

Cost savings are driving the switch from gasoline and diesel. Natural gas as a transportation fuel is significantly less expensive on average than equivalent gallons of gasoline or diesel. A typical transit agency can see a 30% reduction in fuel costs with compressed natural gas compared to diesel. That equals $12,000 savings per year per bus.

Click Here to read the full article

AMERICAN PUBLIC GAS ASSOCIATION - NGV WEBPAGE
On February 8, APGA unveiled its new natural gas vehicle (NGV) events webpage to provide members with information about NGV events, expositions, and conferences around the country.

Click Here to read the full article
**UTILITY BEST PRACTICES WEBINARS**

In 2011 the Residential Sales & Marketing Committee launched quarterly and now monthly best practices webinars. The program features entries from the SGA Marketing Excellence Awards along with other topics of interest in the marketing and sales arena, customized for the natural gas industry. These one-hour sessions include Q & A and are archived for later viewing. Members also benefit by receiving one credit of Professional Development Hours (PDH). In 2012, SGA partnered with APGA on the program and the webinars are now offered to APGA membership.

[Click Here](#) for more information on Utility Best Practices Webinars, or to view past webinars.

**ADVANCED COMMERCIAL FOODSERVICE WORKSHOP**

April 9 - 11, 2013 - [Alagasco Center for Technology](#)

This workshop is a tier II course to what was offered in 2012. This does not mean you had to attend the 2012 workshop to participate in the 2013 workshop.

This two and a half day workshop will utilize a combination of gas industry professionals and instructors and presentations from customers in the different foodservice market segments. Case studies will be featured throughout the workshop on the different segments that will help attendees to better understand how to successfully market to that foodservice market segment. The 2013 workshop will include natural gas foodservice equipment demos, chef-led, hands-on lunch presentations, and tours of kitchens in various facilities.

**Registration Fee**

- Member: $655
- Non-Member: $875

[Click Here](#) to register and for more information

Hosted by Alagasco

Sponsored by the SGA Commercial/Industrial Sales & Marketing Committee

**TRAINING WEEK I - Natural Gas Fundamentals & Leadership Programs**

May 14-16, 2013 - Atmos’ Charles K. Vaughan Training Center - Plano, TX

Training Week 1 includes the following workshops:

- **Introduction to the Natural Gas Industry**
  - Registration fee - Member: $395, Non-member: $595
- **The Ratemaking Process**
  - Registration fee - Member: $395, Non-member: $595
- **How Natural Gas Is Bought and Sold**
  - Registration fee - Member: $395, Non-member: $595
- **Introduction to Regulated Natural Gas Accounting**
  - Registration fee - Member: $395, Non-member: $595
- **The Level Headed Leader: Understanding Yourself before Leading Others**
  - Registration fee - Member: $295, Non-member: $495
- **Team Engagement**
  - Registration fee - Member: $450, Non-member: $650
The Marketing and Customer Experience Conference is ideal for professionals that work within the marketing or customer experience fields within a natural gas distribution company. This conference offers a unique opportunity to network and learn more about the residential, commercial and industrial markets, as well as the latest products, technologies, and solutions to issues facing today's natural gas marketing professional. Those involved with contact centers, customer field service delivery, and meter to cash functions won't want to miss this comprehensive program. Communications professionals will want to attend to learn best practices and discuss current challenges and innovative solutions.

Roundtables/Breakout Sessions

- Commercial Industrial Sales & Marketing
- Contact Center Operations
- Customer Service Field Delivery
- Integrated Communications
- Meter to Cash
- Residential Sales & Marketing

Registration Fee
Member: $655  
Non-member: $875

Click Here to register and for more information
COMING SOON: Connect@SGA

We hear often that members love the conferences offered and the opportunity to roundtable and share best practices, ideas, leveraging opportunities, etc. However, we also hear that they wish there was the opportunity to do this more than just once a few times a year at their respective workshops, roundtables, and conferences. To extend the opportunity to members beyond the face to face roundtables, the SGA is currently implementing a virtual platform called Connect@SGA to allow member company employees to share resources and ideas throughout the year. Here are some highlights of the new system:

- Ability to maintain only one profile through the SGA event registrations and Connect@SGA
- Connect with other member company employees based on your interests and preferences
- Engage in online dialogue through Connect@SGA communities
- Share resources (reference material, policies, procedures, etc.) through the online resource library
- Receive updates via email of dialogue and discussion in communities of your choice

If you are interested in being a champion and helping to shape this new system, please contact Doug Hinkle.

SGA NETWORK

SWITCH - The Documentary

Friday, April 19 (9-11 am CT) (10-noon ET)

We are excited to be working with the producers of the documentary, "Switch," to broadcast this movie to our members. View the Trailer - click here (2.5 minutes)

This groundbreaking film, video and education program is uniting diverse audiences in a shared understanding of energy and promoting efficiency. Following the program, the movie's authors and producers, Dr. Scott Tinker from the University of Texas, and Harry Lynch, will be live (via technology) to answer questions. We are unable to archive this program so be sure to mark this date.

Registration Fees - click here to register

- SGA Network Member Plus - Free* (but registration is required)
- SGA Network Member - $250*
- SGA Member - $1,000*
- Non-SGA Member $2,500*

*Registration includes unlimited satellite connections and up to 5 website connections-additional fees apply for additional connections. For more details visit our website or contact Farlene Powell

NETWORK NEWS - APRIL ISSUE

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:

- April Broadcast Information
- Recommended Reading
- SGA Network and Mapping Updates
- Learning Trends

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 view the full April Newsletter
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.

If you are reading this Newsletter from a hard copy, you may view online from the SGA website. (Communications - Newsletter)