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WHAT'S UP THIS FALL!

UTILITY BEST PRACTICES WEBINARS
Thursday, October 24th, 9:30 - 10:30 a.m. CT

"Oklahoma Natural Gas Company CNG Rebate Program"
Presented By: Brad Ballard, Oklahoma Natural Gas
Oklahoma Natural Gas Company received regulatory approval June 2012 to implement Tariff 707 and initiate the CNG Rebate Program July 1, 2012. The program’s objectives were to decrease dependency on imported petroleum and to help preserve the environment. These objectives could be met by increasing the number of NGVs and CNG home refueling systems in the state...

"Commercial Marketing- We’ve Got the Power to Pump: Cheep...Cheep...Cheep"
Presented By: Len Mize, SourceGas
Our irrigators were using diesel engines and electric motors for their reliability. The recent drop in natural gas prices created a gap between us and diesel costs, it also allowed us to be competitive with electricity prices for the first time in many years. Poultry farmers were operating on thin margins. The savings they would get using nat. gas could make their business profitable. We were also able to get expansion capital approved by our owners after they saw the opportunity we presented to them...

Click Here for more information on SGA / APGA Utility Best Practices Webinars and to view past webinars.

CALL FOR TOPICS!
We need your help in building the 2014 calendar!
Submit topics you would like to see on the 2014 calendar, by clicking here.

Contact: Veronica Garza - 972-620-4018
BUILDING PARTNERSHIPS WITH ARCHITECTS & ENGINEERS

Join SGA, ESC and several utility companies, as industry partners working to build stronger relationships with architects, engineers, builders and key customers. On November 5, 2013, 1:00 - 4:00 p.m. CST we will air a live virtual webcast targeting professionals crucial to your efforts in the new construction and commercial retrofit markets. It provides an opportunity for you to network and build relationships with local architects and engineers at a private function sponsored by your company.

PROGRAM HIGHLIGHTS

Welcome and Introduction
Mike Grubb, President and CEO of Southern Gas Association

Hydraulic Fracturing: Plain Facts, Hold the Hysteria
George E. King, Distinguished Engineering Advisor, Apache Corporation

Natural Gas Fired MicroTurbines (And the Economics Supporting CoGen for Commercial CHP)
Beau Follis, Corporate Account Manager, Horizon Power Systems

Green Globes, a Viable Alternative to LEED
Gary Keclik, Senior Architectural Consultant (LEED AP), Building Technology Consultants, PC

How the Natural Gas Industry is Knocking down Barriers to the Direct Use of Natural Gas
Neil P. Leslie, P.E., Research and Development Director, Building Energy Efficiency, Gas Technology Institute

How it works:

- SGA provides a live 3 hour long webcast featuring subject matter expert presentations and the opportunity for live Q&A. The broadcast will deliver a positive natural gas message and AIA certified learning units will be available for attendees.
- Your company provides a location(s) where you can host the local broadcast.
- You invite architects, engineers, builders and key customers to attend.
- In previous years, companies have chosen to provide lunch prior to the broadcast and have local management there to represent the company.

Click here for more details.

Contact Veronica Garza regarding The SGA Virtual Conference for Architects and Engineers.

Still shot of platform used for the interactive virtual conference
RETAILER OUTREACH INITIATIVE

As our industry progresses and battles challenges, we look to one another for ideas and partnerships. One of the challenges marketing and sales professionals combat is establishing partnerships with major retailers on a corporate level such as Home Depot and Lowes. To push the effort forward, representatives of several utilities have joined forces, creating a Task Force with a mission to create strong retailer outreach programs in order to retain and grow natural gas burner tips in the residential customer's home.

The SGA Retailer Outreach Task Force will accomplish this by:

- Sharing retailer program best practices, including training, signage and event planning, in order to launch and/or grow existing retailer programs.
- Sharing national retailer corporate contacts in order to strengthen and grow our respective retailer outreach programs.
- Using our 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.

The task force worked hard and strategically in preparation to represent the natural gas industry at the EnergyStar Products Partner Meeting in New Orleans, on October 7-9. These nine companies purchased a high level sponsorship and scheduled meetings with reps from Best Buy Corporate, Sears Corporate and a potential meeting with Home Depot Corporate. However, the government "shut down" caused the cancellation of the EnergyStar Products Partners Meeting, the Friday before the event was scheduled to take place. Since the meeting cancellation, the task force has received an invite for a conference call with Best Buy Co., Inc. to discuss energy efficiency or Energy Star. They are also discussing next steps in continuing to build retailer partnerships on a national level.

If you would like more information on the Retailer Outreach Task Force or if you would like to join, please contact Chair, Kelly Chase, CenterPoint Energy or SGA liaison, Veronica Garza.

SALES & MARKETING SEMINAR, PART OF THE SPRING GAS CONFERENCE & EXPO

A Technical Conference for Natural Gas Operators

We added a twist - For the past several years the Spring Gas Conference & Expo has been held in Charlotte, NC, however in the coming year it will be at the Marriott Columbia - Columbia, SC, March 17 - 19, 2014. Plans are to host this major conference in Columbia every two years, with "off years" back in Charlotte.

The 2014 Sales & Marketing Seminar Planning Committee will be chaired by Greg Reynolds, PSNC Energy. The committee begins planning on October 17th. If you plan to attend the 2014 Sales & Marketing Seminar and would like to help the team kick off planning for another outstanding event, please click here to share your ideas.

Registration will be available soon - Check back at the Southern Gas Association webpage in a few weeks or look forward to the official email announcement.

Contact Veronica Garza
MARKETING EXECUTIVES ROUNDTABLE
part of SGA Management Conference

April 2 - 4, 2014
Disney's Yacht and Beach Club - Lake Buena Vista (Orlando), Florida

One of the industry's leading conferences, the SGA Management Conference is attended by executives from a wide range of functions. General sessions on the hot topics of the day, plus joint sessions on issues of common interest, and focused roundtable sessions make this a valuable opportunity for education, sharing of best practices, and networking with your peers in the industry.

The Marketing Section Managing Committee has started developing the Marketing Executives Roundtable agenda to address current issues facing SGA member companies. Join us at the Marketing Executives Roundtable to contribute to discussion and discovery on how marketing and sales professionals can strategically help the industry and our companies move forward in these areas:

(Potential topics)

WORKING WITH RATES LEADERSHIP
A session focused on partnerships with our rate & regulatory colleagues

GROWTH versus or partnering with INFRASTRUCTURE REPLACEMENT
Discuss success in balancing CapEx across the categories

THE NEED FOR NATIONAL ACCOUNTS
Discussion on formation of a true national accounts group for the Gas Industry

'RECRUITING' PRODUCER CO-OP FUNDS
Getting producers to participate in consumer marketing with us

LOAD GROWTH
A joint session with Distribution Operations & Engineering and Customer Experience

For more information on the roundtable contact Veronica Garza

2013 SGA FALL TRAINING WEEK - An Exciting and Affordable Way to get Industry Insight!
The 2013 Fall Training week attracted a great variety of industry professionals - from accounting to operations to public awareness and more. There were approximately 70 attendees, who had the opportunity to participate in one or two of four classes: Introduction to the Natural Gas Industry, Introduction to Regulated Natural Gas Accounting, How Natural Gas is Bought and Sold and The Ratemaking Process.

As always, CenterPoint and their staff showed great hospitality as facility hosts of Fall Training Week at their Houston office. SGA thanks CenterPoint and their wonderful staff!

Spring Training Week is in the SGA 2014 plan - date and place are to be announced.

Contact Veronica Garza for more information.
MARKETING, CUSTOMER EXPERIENCE & COMMUNICATIONS CONFERENCE

MARK YOUR CALENDAR NOW for the 2014 Marketing, Customer Experience & Communications Conference at the Hyatt Regency - Sarasota, FL, August 4-6.

Join your peers in learning more about products, technologies, new information and solutions to issues facing member companies in Commercial Industrial Sales & Marketing, Contact Center Operations, Customer Field Service Delivery, Communications, Meter to Cash and Residential Sales & Marketing. This is also the perfect opportunity to seek advice from other industry professionals for some of your biggest challenges, offer new tips you have learned or share recent successes your peers could learn from - come ready to engage with over 150 professionals!

Agenda planning officially begins in February, 2014. The Conference Chair is Marinda Heinrich, Atmos Energy-West Texas Division (SGA Communications Committee Chair).

THE 2013 REVIEW - the conference was held at the Roosevelt - New Orleans, LA, August 12-14. There were over 150 attendees and nine sponsors/exhibitors. General sessions included, battling the challenges of social media, the truths about hydraulic fracturing and pleasing today's more demanding customers. Attendees were also treated to a jazzy special event at the House of Blues, sponsored by Pivotal Home Solutions.

Click here to view the presentation slides of the general sessions and some of the breakout sessions.

A special thank you goes out to the planning committee and 2013 Conference Chair, Clay Erwin, Alagasco - volunteers drive the conference to success! Sponsors are also key to the success of this program; once again, a huge thank you to the 2013 sponsors/exhibitors:

- Pivotal Home Solutions - Special Event Sponsor
- Enercom, Inc. - Luncheon Sponsor
- NCO, Inc. - Cocktail Reception Sponsor
- Apogee Interactive, Inc. - Breakfast Sponsor
- The Sunrise Family of Companies - Breakfast Sponsor
- Arcos, Inc. - Refreshment Break Sponsor
- Rentsys Recovery Services - Refreshment Break Sponsor
- Harsco Industrial Patterson-Kelley - Refreshment Break Sponsor

Email or call Veronica Garza (972-620-4018) for more information.
COMMUNICATIONS COMMITTEE TIMELINE FOR 2014
The SGA Integrated Communications Committee has a new name - SGA Communications Committee. The Community Service Awards are on the horizon. If you are interested in entering the Community Service Awards, now is the time to begin drafting your presentation. Take a look at the brief timeline:

- February 7 (Friday)
  - CSA Entry Deadline
- February 12 - 13 (Wednesday-Thursday)
  - Conference Planning Meeting - Hyatt Regency, Sarasota, FL
- February 19 (Wednesday)
  - CSA entry presentations via live webcast 9-11 am CST
- February 26 (Wednesday)
  - Communications Committee determines CSA Award Winner(s)
  - Winner(s) are advised and invited to receive Award at Management Conference

Contact Jake Wagner with any questions, all of the requirements will be sent out in a promo within the month.

INFO-SHARE SURVEY: FIELD OPERATIONS
Questions

1. How are back office support functions structured throughout your organization?
2. Based on your structure, how are the back office teams managed?
3. What factors were considered for determining your current structure?
4. Are back office functions performed through a work management application?
5. How are staffing volumes determined and how is success measured?
6. Do other departments complete operational back office support functions from start to finish?

Take the survey: https://www.surveymonkey.com/s.aspx?sm=x64oD5qS88mDhgyMe81NyQ_3d_3d
Respondents will receive the results of this survey. Contact: Kent Hobart
Sponsored by the SGA Customer Field Service Delivery Committee

NEW REVENUE PROTECTION INTEREST GROUP FORMING
Would your company like to share ideas and best practices with other SGA members in an interest group focused on Revenue Protection or minimizing the theft of gas service? If you or someone else in your company is interested in being part of this new group, please contact Kent Hobart.

CNG - COMPATIBLE FORD F-150 ON SALE IN 2014 (Fox News)
After finding success with the technology across its commercial truck lineup, Ford will be introducing a natural gas prep kit for the 2014 F-150 pickup, making it the only half-ton pickup available so equipped. The $315 option will be available for the 3.7-liter V6, and can be ordered with any F-150 configuration offered with that engine.

The kit includes specially engineered valves, valve seats, pistons and rings that allow the motor to operate on either compressed natural gas (CNG), liquid petroleum gas (LPG) or gasoline. After purchase, customers will need to have a CNG/LPG system installed by one of Ford's approved qualified vehicle modifiers, which typically costs from $7,500-$9,500. Chevrolet and Ram both offer CNG-equipped heavy duty pickups from the factory for about $11,000 over the standard models.

The appeal of natural gas is its largely domestic production and low price compared to gasoline. The national average is just over $2.00 per gallon equivalent and it can be had for less than $1.00 in some states, including Oklahoma. Dedicated CNG/LPG systems are available, but Ford Truck's Product Development Sustainability Product Manager, Dick Cupka, says customers for the company's current vehicles largely go for bi-fuel upfits that allow the trucks to run on either natural gas or gasoline, adding flexibility in their operation.

The kits are currently available in Ford's Transit connect and E-Series vans, along with its heavy duty pickups and chassis cabs. Cupka says it expects to sell over 15,000 trucks with the prep kit this year.
But while commercial customers have accounted for the bulk of sales of these types of vehicles so far, given the popularity of the F-150 and increasing interest in natural gas as a motor fuel, Cubka thinks this latest application could make the crossover to more private retail buyers.

The lack of a refueling infrastructure remains the greatest hurdle to the wide adoption of these alternative fuels, but fleets often set up their own pumps at a central location and home fueling systems are available for houses already heated by natural gas.

Production of F-150s fitted with the prep kit begins in November, but Ford will start taking orders for them in August when the books open on the 2014 models.

**CONNECT@SGA**

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

**HOW TO ACCESS CONNECT:**
1. Go to http://connect.southerngas.org
2. Login (using the same credentials you use to register for SGA events).
3. Select “Communities” in the menu tab and select “All Communities.”
4. Find the communities that interest you and join in on the conversation.

**Communities in Connect@SGA include:**
- Corporate Services Interest Group
- Customer Experience Interest Group
- Distribution Operations & Engineering Interest Group
- Gas Supply & Transportation Services Interest Group
- Human Resources Interest Group
- Learning & Development Interest Group
- Marketing Interest Group
- NGV Operations Interest Group
- Retirement Planning (Invitation Only)
- SafetyTalk
- Transmission Operations & Engineering Interest Group

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. October Broadcast Information
2. Recommended Reading
3. SGA Network and Committee Updates
4. 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 October Newsletter

Questions? Contact Farlene Powell

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.

2013 - 2014 SGA MEMBERSHIP DIRECTORY

Looking to connect with other industry professionals? Click here to view the SGA Membership Directory.

Like SGA on Facebook Follow SGA on Twitter

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