We hope everyone enjoyed a nice Christmas and New Year's holiday! Please excuse the different look to our newsletter - we are implementing a new Association Management System that will help us better serve our members, and they are working on new templates for all our SGA newsletters (we produce 5). So the Network News will look like this for a few months.

LEARNING AND DEVELOPMENT PROGRAM

JANUARY PROGRAM

This is the former "SGA Network" program - but we now use "SGA Network" to describe all the programs SGA delivers virtually. If your company subscribed to the Learning & Development program or if your company is a Member Plus+ member, you have access to this video. What's up for January:

Leveraging the Power of Generations
Available January 23, 2014

The generational question is a very hot topic these days. Each quarter in 2014 the SGA Distance Learning Network will bring programs to help you understand the key cultural, technological, and social changes that have conspired to create a disconnect between team members from different generations. And we're partnering with Jeff Havens to ignite the learning!

No matter what generation you consider yourself to be a part of, you can't know everything - we all need the help of other generations - no one group of people has a monopoly on knowledge.

If you've seen any of Jeff's other presentations with SGA, then you'll know that he delivers important lessons through entertainment and laughter. So get ready to laugh more and learn more than you thought was possible. The January program featuring Jeff Havens, will be the funniest, most enjoyable generational program you will ever see. Here are more details:

Improving your generational issues doesn't have to be boring! Topics to be address:

- Simplifying the Generational Question
- Setting Reasonable Expectations for Career Advancement and Continuing Education
- Appreciating the Value of Existing Practices Against the Needs of a Changing Market

Program Champions: Scott Harris, Atmos, Clara Rodriguez, Washington Gas, and Jan Gandy, Boardwalk Pipeline
Here's Jeff hanging out by the water cooler:

Companion Programs Available Now in the SGA Distance Learning Network Library

**Diversity & Inclusiveness (Web Conference)**
Hattie Hill: 60 minutes

Diversity extends beyond the original definitions from years ago and has evolved to a philosophy that focuses on valuing diversity far beyond culture. Diversity is about demographics, profitability, and values. In this interactive web conference you will discover how to improve your diversity programs with open communication, employee involvement, and awareness.

**Managing & Motivating The New Generation**
Cam Marston: 87 minutes

Good talent is hard to find. And even harder to keep. With company loyalty increasingly considered a comedic punch line rather than a standard employee trait, knowing how to identify, attract, manage, and retain the very best talent may seem impossible. Generational DNA plays a huge role in the changing workforce dynamic. Understanding it unlocks the secret to selecting the right candidates, managing, motivating, and encouraging employee loyalty - all essential to business survival.

**Future Workforce**
Brad Kamph: 35 minutes

Preserving Our Legacy: Every day the challenge of managing a workforce seems to be changing. Many companies have begun to develop plans to address their retirement issues but retirement is not the only issue companies will be facing with regards to attrition.

**FEBRUARY PROGRAM - SNEAK PEEK**

**About our Industry - Hydraulic Fracturing**
To Be Released February 13th, 2014

The first program in this quarterly series promoting Natural Gas ambassadors will highlight Hydraulic Fracturing and what it means to us and our neighbors.
MARKETING & CUSTOMER EXPERIENCE PROGRAM

This program can be purchased "ala-carte" - meaning you can purchase one program at a time. The Sales & Marketing and the Customer Experience Sections plan to develop 3-4 webinars in 2014 around topics relevant to customer care and growth. If your company is a Member Plus+ member, you have access to these programs at no additional charge. What's on the drawing board for March:

**Customer Growth through Successful Multi-family Programs**
Customer growth in the multi-family market continues to be a challenge for natural gas sales and marketing professionals. How can we get creative to be more successful in this market?

This "Customer Growth through Successful Multi-family Programs" webinar will feature utility success programs and insight from a builder's perspective to better educate professionals on how to work around hurdles, be creative and get to the decision makers in time for the big decision - natural gas vs. electric!

This webinar will highlight Washington Gas' unique program conducted to establish and maintain partnerships with architects and engineers. Join us in March for this webinar series to learn more about their effort to make the process as easy as possible for architects and engineers, including placing designs in their autocad, providing energy analysis cost comparisons, providing learning units through lunch & learns, and providing tools, resources and training for architects and engineers.

Also, gain insight to how builders make money, how they look at dollars and what processes and challenges they go through when building. Jeremy Koster and Randy Rappe, Piedmont Natural Gas, share their past and current experience in the building / construction market to better educate professionals on how builders think and how our teams can get more creative to be successful in this market.

Watch for more details in next month's "Network News" and on our [website](#). Contact: [Veronica Garza](#).

OPERATIONS AND ENGINEERING PROGRAM

This program is offered as a series. The Operations & Engineering Section developed this 4 webinar series. If your company is a Member Plus+ member, you have access to these programs at no additional charge. Starting in March:

**Operations & Engineering Spring Web Conference Series**
This series of web conferences is intended to promote discussion, learning and knowledge about issues and potential improvements to integrity management of the nation's natural gas pipeline infrastructure. This is part of the "Safely Managing the Lifecycle of Pipelines" learning program.

- Regulatory Update (March 31)
- Construction Quality (April 7)
- Management Systems (April 14)
- Technology Development (April 21)

[Link to more information and to register](#)
ANNUAL REPORT AND A LOOK AHEAD

2013 was an exciting year for the SGA Distance Learning Network marked by new committee governance, unique program delivery options, and improved personalization options for members. Our Annual Report and a Look Ahead document highlights our past year and plans for 2014.

Click here for a copy of the report.

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

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