Bart Mongoven, President & CEO, Keyframe Policy Consulting, at the podium during the Management Conference.

LEARNING AND DEVELOPMENT PROGRAM

UPDATED CALENDAR

Click here to access an updated Learning & Development Program calendar.

MAY PROGRAM

"Managing and Supporting Change"

- Video
- Available now!

Moderator

Mike Grubb, President & CEO, Southern Gas Association

Panelists

- Caron Lawhorn, Senior Vice President, ONE Gas
- Steve Lindsey, COO, Laclede Gas Company
- Bruce Narzissenfeld, Vice President, Marketing, Customer Service, Business Development and Fuels Operations, TECO Peoples Gas
Target Audience: All Employees

Program Focus

Perspectives from a panel of industry leaders, focusing on managing & supporting change in today's natural gas operating environment.

Topics Discussed

- What is change management & how does your company prepare for, deal with, and responds to change?
- What change initiatives have you lead or are you currently leading?
- What do you expect from employees during change?
- How can employees be seen as early adapters?
- What is the leader's role during change?
- Is it important to answer the 'why' question during change initiatives?
- Have any personal experiences aided you in the change adaptation process?

"The Dynamics of the PR Battle"
Recorded at the SGA Management Conference

Presenter

Bart Mongoven, President & CEO, Keyframe Policy Consulting, LLC

Target Audience: All Employees

Program Focus

Bart Mongoven's timely presentation addresses critical issues facing the natural gas industry in today's high profile environment. We know there are lots of supporters of the natural gas industry especially with regards to clientele change and the environment. But there are others that are not supportive of the industry. Mongoven's goal is to help us understand some of the mysterious reasons people are opposed to the natural gas industry.

KeyFrame Policy Consulting specializes in solving public policy issues. In his presentation Bart looks at the specifics from the stakeholders, activities & environmentalists.

Topics Discussed

- The changing way environmentalists and policy makers are talking about climate change
- The differences between and among key gas stakeholders
- The likely nature of the debate over natural gas in the coming years

MARKETING & CUSTOMER EXPERIENCE PROGRAM

Utility Best Practices Webinar Series
Co-sponsored with APGA

The Residential Sales & Marketing Committee hosts regularly scheduled 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.
There is no charge for participating in this series.

**Custom Attrition Reversal Study & Strategy**
Part of the Utility Best Practices Webinar Series

During the summer of 2012, CenterPoint Energy conducted a four month research study to better understand the drivers of the customer attrition that the company was experiencing in their southern footprint. Savitz Research conducted the market research and a summer intern and MBA candidate conducted further analysis to quantify the impacts. CenterPoint plans on implementing a customer-centric retention plan that proactively uses mobile data to seize the opportunity for understanding what is in the home and then in turn: increasing natural gas appliance real-estate within that home. [Click here to read more](#). [Click here](#) to register.

Upcoming Webinars in this Series:

- June 12 - **Fort Meade Natural Gas Acquisition** - Aleida Socarras, Florida Public Utilities - [Registration](#)
- July 17 - **Energy Efficiency Portfolios** - Meike Hengelfelt, CenterPoint Energy - [Registration](#)
- August 21 - **The One in Energy New Home Program** - Steve Dudley, Oklahoma Natural Gas - [Registration](#)

**OPERATIONS AND ENGINEERING PROGRAM**

On the drawing board:

- Pipeline Movement - Webinar
- Repurposing Pipelines - Webinar

**SGA CAMPUS UPDATE**

We are approximately 2 months away from switching from the current SGA Network site to the Campus. If you would like to take a look, go to sgaonline.org. If you are a SGA Network subscriber and would like to be one of the first to access Network content in the Campus, contact [Doug Hinkle](#) to gain access.
GENERAL INFORMATION

Growth - an SGA Project: Bonus Program for Network + Members
This project is being worked on jointly by the following:
- Distribution Operations & Engineering Section
- Customer Experience Section
- Marketing Section

These three sections are collaborating to advance a dialogue focused on load growth and moving a gas customer or potential customer to “yes.” Step one was to host a roundtable at the Management Conference to frame the discussion and offer some practical examples. This session was video-taped and is available to Network + members at no additional cost. Read more.

This video will be available to Network + members starting Thursday, May 15.

Upcoming Programs:

Embracing Technology - Managing Information Overload (Part 1 of 3)

- Available June 1

- How can we embrace ALL the many technological advances in our world? In this series learn strategies for success including:
  1. Selecting Your Key Information Areas
  2. Clearing Information Clutter & Emails
  3. Create A System For Incoming Information

- Special thanks to CenterPoint Energy, SGA Network's production partner, on this video series.
Updated "About the SGA Network" Slide Deck

Learn more about the SGA Network.

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

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