Who We Are

Chair’s Theme: Natural Gas: Navigating Change Through Leadership and Innovation

- Chair of the Board: Kimberly Watson, President, North Region Pipelines, Kinder Morgan

SGA is a 501 (c)(6) organization with offices in Dallas. Founded in 1908 we exist to serve our 106 (with 93 subsidiaries) members who conduct business in the following sectors of the natural gas industry:

- Distribution
- Transmission (pipeline and midstream)
- Gas Supply Marketing

Although our primary footprint is the lower 17 states our members have assets in 33 states.

SGA is a member-driven organization with over 500 volunteers serving on 60+ Interest Groups and Task Forces managed by 8 Section Managing Committees. The Managing Committees report up to the Board of Directors through the Executive Council. Each of our Interest Groups is managed by a Committee (click on “Committees” at the top of our home page). Each Committee maintains a web page and each Committee’s Activity Plan is attached to their web page.

SGA conducts over 50 live (approximately 4,500 participants) and 50 virtual events (approximately 9,000 participants) each year. See our event calendar to view upcoming meetings and events.

We manage joint industry projects, conduct surveys on business critical issues, and facilitate peer-to-peer collaboration for the purpose of identifying and implementing best practices.

We manage an applied research program through Gas Machinery Research Council; produce and deliver virtual events through the SGA Network; and partner with the natural gas industry to advance joint industry projects like Texas Pipeline Awareness Alliance (public awareness and damage prevention).

Mission Statement

Linking People, Ideas, Information. We connect our members with the innovative ideas and relevant and timely information they need to operate their natural gas systems safely and effectively.

Vision Statement

Southern Gas Association is a member driven organization. We produce relevant and timely meetings, both live and virtual, for the exchange of information. SGA provides a structure to facilitate peer-to-
peer connections that identify smart practices and lessons learned. Our 60+ Interest Group organizational structure enables our members to work collaboratively as they seek solutions to their challenges. This architecture accelerates the learning and ignites innovation necessary to keep pace with the high velocity of change in our industry.

**Content and Connections**

SGA creates and delivers relevant, just-in-time content for the membership. Connecting people at our meetings and through involvement as a volunteer accelerates and enhances learning. SGA facilitates connections virtually through “Connect@SGA”. Content management is facilitated through our website and the SGA Campus.

A summary of content produced by our 60+ Committees is available in our Content Journal.

**Member Engagement**

We encourage our members to engage with their association. SGA content and connections is customizable and can be mapped to a member’s specific needs.

**Ability to Execute**

The SGA Committee / Interest Group governance structure efficiently facilitates and accelerates collaboration and innovation across multi-functional areas of focus.

**Communications**

With the volume and depth of information created within SGA Committees, we are focused on quality communications. We accomplish this primarily through:

- Newsletters (LINK, Operations & Engineering, GMRC LINK, Marketing, Customer Experience & Communications, Network News, Executive Update)
- Social media (Facebook, LinkedIn, YouTube, Twitter, SGA Blog)
- Direct communications
- SGA communications can be accessed in our Communications Center.

**About Gas Machinery Research Council**

**GMRC** is a subsidiary of the SGA founded in 1952 to provide its member companies and industry with the benefits of an applied research and technology program directed toward improving reliability and cost effectiveness of the design, construction, and operation of mechanical and fluid systems. Chairman of the Board: Michael Smith, EnSite USA.

**About SGA Network**

The **SGA Network**, the distance learning division of the Southern Gas Association, produces and delivers educational broadcasts, web conferences and webcasts to aid in the development of employees of the natural gas industry and to communicate timely industry information across SGA’s member companies. Learning & Development Committee Chair: Robin Christian, CenterPoint Energy.
About Texas Pipeline Awareness Alliance

Established in 2006, the Texas Pipeline Awareness Alliance (TPAA) is a group of Texas pipeline operators focused on increasing public awareness about pipelines and pipeline safety. TPAA uses radio, TV, magazine, newspaper and the Web to communicate safety messages in both English and Spanish to Texas residents in all 254 counties. Direct campaigning is also conducted with booths and site presence at sporting and community events across the State. This is the largest sponsored pipeline safety and public awareness media campaign in the United States. Chair: Kelee Lusk, Atmos Energy

About Arkansas Gas Association Partnership

AGA and SGA are partnering to deliver high quality member services to the Arkansas Gas Association Membership. Chairman of the Board: John True, CenterPoint Energy.

Read more

About Carolinas Public Gas Association Partnership

CPGA and SGA are partnering to deliver high quality member services to the Carolinas Public Gas Association Membership. Chairman: Nick Hendricks, City of Kings Mountain.

Read more

SGA 2017 Priorities

1. Achieve the Financial Plan
2. Maintain Relevancy
    ✓ Content and Connections
3. Increase Member Engagement
    ✓ Mapping programs to member’s needs
    ✓ Maximizing the ROI for serving as a Volunteer
4. Provide Effective Communications
5. Staff Development
6. GMRC – Deliver solutions through research and development
7. SGA Network – Develop and deliver effective distance delivery programs
8. Implement New Initiatives

Challenges and Strategies

• There are factors that influence the outcomes we work to achieve.
• While we cannot control all of them, we try to anticipate them and modify our strategies to remain on a path of continuous improvement.

Examples of challenges:
• Relevancy
• Increasing resources available to our members
• Ability to participate (time and money)
• Member engagement
General strategies to over-come challenges include:

- Conduct frequent environmental scans
- Leverage relationships to deliver relevant information
- Volunteer management – focus on the ROI
- Utilize the SGA Distance Learning Network to span distance and time constraints

Path to Relevancy

- Identify issues / challenges
- Facilitate conversation (leads to the discovery of ideas and possible solutions)
- Educate, collaborate, and/or train
- Implementation
- Lessons learned
- Best practices

Partnerships

We value our relationships with other industry organizations and actively seek opportunities to leverage partnerships.

The Value of Belonging to an Association

- Associations are trusted and central to their industry. This means they can uniquely offer a wide range of information and services nobody else can easily provide in a range of communications methods.
- Associations often undertake specific projects which benefit members or the industry as a whole. Members have an excellent opportunity to become involved first hand and influence the outcome of these projects.
- Associations facilitate the opportunity for members to network with their peers and share ideas.
- Quality Education – associations provide relevant and practical educational programs.
- Associations deliver up-to-date information on industry trends, business intelligence, and best practices, helping members avoid costly mistakes and expenses.
- Industry Experts – associations provide access to thought-leaders and mentors who can provide you with key business intelligence, helping you manage your business more effectively to achieve better top and bottom line results.

*Taken from various sources including the American Society of Association Executives.*

Member Service

SGA is a member driven organization. Our volunteers drive the SGA agenda. Staff professionals partner with and provide support for our 500+ volunteers and together we advance the goals and objectives of the membership.

As staff we strive to deliver superior service and exceed our member’s expectations.
We value and appreciate our volunteers and recognize how critical their involvement is. We focus on the ROI of their time and contributions. We appreciate the leadership of an engaged Board of Directors and the committees that serve under them.

**Our Professional Staff**

Our goal is to create an environment in which employees can thrive personally and professionally and we believe in a healthy work-life balance. We strive to create appropriate succession plans and hire and retain the best available talent. We will continue to invest in the training, mentoring and well-being of our employees. And we will continue to build an environment that encourages and rewards collaboration, the free flow of ideas, and innovation all of which will help our organization succeed. We will chart a path of continuous improvement for our structure and processes to help our team succeed.