



# Harnessing Disruptive Forces to Create a Winning Strategy and Committee Operating Model

January 5, 2021

The natural gas industry is at a precipice. We create abundant, affordable, always available energy now, and we are well-positioned to meet the increasing energy demand while reducing the environmental impact in the future. Yet, we find ourselves facing increasing opposition. The state of the industry demands our best, progressive leadership and state-of-the-art solutions. Since 1908 the Southern Gas Association has been synonymous with standard-setting, excellence, training, and leadership. As we navigate a world of disruption that is changing how we live and work, there are considerable opportunities for companies, sectors, and individuals that embrace them.

To that end, the Southern Gas Association is launching a renovation of our committees.

I am excited to announce that on November 10th, the SGA Board of Directors unanimously approved a regeneration of the Section Managing committee delineation. The new arrangement streamlines the committee structure, involves the SGA Executive Council and Board of Directors more directly with the committees, and addresses issues facing the industry today, all while retaining the committee's ability to be forums for business brainstorming; and networking; and work products.

Since the announcement, we are happy to report that the feedback continues to be been positive overall and that the process to improve the committee structure and committee member experience is progressing as we had hoped.

As a reminder, the objectives of reimagining the committee structure follow:

## **BENEFITS OF THE REALIGNMENT:**

Our industry faces many challenges and even more opportunities. Realigning the committee structure will maximize the benefits of collective information and analysis. Working together, SGA committees are more likely to come up with solutions to complex problems. There are three goals of this initiative:

1. To ensure SGA committees are an enabler of best practices, better processes, better results, and a safer industry.
2. To expand committee influence beyond conference planning so they act as an incubator for innovation; innovation that will ensure relevance for the natural gas industry far into the future.

- To refocus on volunteer leadership development and opportunities for your professional growth and exposure. As an industry, we need to develop leaders who will help chart the course to a sustainable energy future. You are each a part of an important part of this initiative. Your open-mindedness, energy, and leadership will ensure the end result delivers value for all SGA members.

Frequently Asked Questions:

**What does the new Section structure look like?**

- Asset Management
- Customer Growth and Retention
- Safety
- Leadership
- ESG
- Commercial
- Innovative Opportunities
- Associates

## New Committee Structure Overview

Board Approved	Asset Management	Customer Growth & Retention	Commercial Development	Environmental, Social and Governance	Leadership	Safety	Innovative Opportunities	Associate Member Committee
Executive Council and Committees working on restructuring 1Q 2021	System Integrity	Customer Experience	Gas Marketing	Employee Health & Safety	Inclusion & Diversity	Safety Management Systems	Natural Gas Narrative	
	Control Room Mgmt	Residential Markets	Gas Supply	Learning & Development	Multi-Generation Leadership	Pipeline Safety	Renewable Natural Gas	
	Compliance	C&I Markets	Business Development	Accounting & Finance	Women & Leadership		Hydrogen	
	Storage	Codes & Standards		Cybersecurity			Expanding Gas Usage	
	Measurement	Rates & Pricing		Supply Chain			This section will be identifying topics this list will be organic and grow, retire and focus as appropriate	
	Operations			Communications				
	Technical Training							
	LNG Operations							
	Compression							
	Design & Construction							

**Why are we restructuring?**

The five objectives of restructuring are:

- Simplify the committee structure and consolidate, sunset, or add where it makes sense
- Align committee activity with strategy
- Reinvigorate leadership development of committee volunteers
- Expand engagement among member companies
- Extend committee output beyond conference content to deliver tools and actionable thought-leadership that will drive value and innovation for all members

**What if my committee is merged or sunsetted, will there be a place for me?**

The Southern Gas Association and our industry need leaders. There are many leadership opportunities and we want all passionate, open-minded, interested leaders to have a place in the committee structure.

**What if I disagree with this change?**

The Southern Gas Association leadership believes in a free exchange of ideas. First, discuss your ideas with your Committee Leadership and if you choose to share with the Section Leadership, the Executive Council Chair, and Vice-Chair or SGA's CEO, please know that we encourage an open dialogue.

***What if I want to join a committee, how do I go about it?***

If you are interested in joining a committee, please reach out to Telesa Walton, Director of Member Experience and indicate which committee you are interested in joining. [Telesa.Walton@southerngas.org](mailto:Telesa.Walton@southerngas.org).

***When will we start work on 2021?***

The short answer is the beginning of February. The implementation timeline is below.

Implementation Timeline:

December

Executive Council meets with Section Managing Committees

December/January

Section Managing Committees meet with sub-committees to evaluate committee structure

January

Executive Council reports back to the Board of Directors with recommendations

January

Board of Directors approves new committee structure

February

Begin 2021 work

Our committees marry a passion for energy with an in-depth knowledge of natural gas solutions and local markets. Therefore, they are best equipped to invent, accelerate, create, and execute a safe, reliable, affordable net-zero energy system. Now is your opportunity to step up and get involved. Be the change you want to see for our industry!

Thank you for your commitment to SGA and to the natural gas industry as a whole.

Respectfully,

Suzanne Ogle,  
President & CEO, SGA | President, GMRC