



2018

MEMBERS MEETING & Fall Workshop



New York, NY

hosted by: conEdison

Oct 9–10

Hosted by **Con Edison** 4 Irving Plaza | New York, NY 10003

REGISTER NOW

DAY ONE

9:00–9:30 Registration & Breakfast

9:30 Opening Remarks from SECC Board Chair Mark Brown

SECC's Chairman **Mark Brown**, Senior Customer Programs Officer from Fayetteville Public Works, will open with a discussion of the next steps in customer engagement with smart energy consumers.

9:40 SECC Year-In-Review: Key Takeaways from Research and Education & Outreach

Find out what projects SECC's committees have been working on this year. This session will provide an overview into two of SECC's many committees: Research and Education & Outreach. **Gomathi Sadhasivan** – Lead, Customer Decision Sciences at DNV GL, **Bernard Lecours** – Senior Market Intelligence Leader at GE Grid Solutions and **Bridget Meckley** – Research Coordinator at Smart Energy Consumer Collaborative will guide you through some surprising consumer findings and unique ways for consumer engagement in SECC's work this year.

10:30 Break

10:45 Day One Keynote: Matt Ketschke, Senior Vice President of Customer Energy Solutions

Learn about Con Edison's strategic vision and what they have in the pipeline around New York's Reforming the Energy Vision (REV).

11:30 Small and Medium-sized Business Customers: Where are the Opportunities to Engage?

SECC's first-ever study of SMB customers has given the industry insight into a diverse and hard-to-define customer base. The insights shared in this session will help you understand their motivations and attitudes while providing understanding into how to design and target programs for SMB customers. **Paul Rice** - Director of New Energy and Customer Engagement Offerings at Black & Veatch, **Austin Whitman** – Vice President, Energy Markets at FirstFuel Software, **Lucas Melbye** – Vice President of Public Affairs at Maru/Matchbox and **Raiford Smith** – Vice President Energy & Analytics at Entergy will share on the opportunities for engagement and real-world examples tying back to the recent SECC study.

12:30 Power Networking Luncheon

Form new connections within SECC's diverse group of members.

1:30 Strategic Dialogues: SECC Committee Breakout Session – Part One

Let your voice be heard and influence the work that SECC will deliver in 2019. This breakout session will provide attendees the opportunity to discuss the ways to collectively understand consumers, grow consumer knowledge around smart energy initiatives and expand SECC's stakeholder engagement efforts.

- > Improve our understanding of consumers — Research
- > Strengthen awareness and understanding — Education & Outreach

2:45 Meet the Board! Speeches, Election and Installation

Current SECC Board of Directors are introduced, and board candidates share the reasons why they are well-positioned to serve in the organization's leadership; attendees cast their votes, and the elected are formally instated.

DAY ONE - continued

3:00 Awarding Those Who Make a Difference - Awards Presentation

Each year, we honor a few select members that stand out in their achievements with SECC.

3:15 Break

3:30 A New Look at Low-Income Customers: Are We Missing the Boat?

What are the reasons that low-income consumers participate in energy efficiency programs less often than other consumers, even when programs are designed with them in mind? **Maria Garcia** – Vice President of Community Engagement at CPS Energy, **Lincoln Wood** – Planning & Regulatory Support at Georgia Power, **Liz Coyle** – Executive Director at Georgia Watch and **Jeffrey Weiser** – CEO at PayGo share how they are transforming the relationships with their low-income customers by offering innovative and customized solutions and learn about the findings from SECC’s “Spotlight on Low Income” research published in June.

4:30 Con Edison’s Innovation Showcase: Award-Winning Brooklyn Microgrid and Consumer Tools

From increasing energy efficiency program enrollment to improving targeted marketing, data analytics is changing the utility landscape. Learn from **Alyssa Blumenthal** – Associate Engineer Distribution Engineering at Con Edison and **Damei Jack** – Manager at Con Edison how Con Edison is providing customers with feedback tools and leveraging diverse data sources to improve operational efficiency and customer service.

4:55 Recap and Preview of Day Two from SECC President & CEO Patty Durand

5:00 Cocktail Reception

DAY TWO

8:30–9:00 Breakfast

9:00 The Evolving World of Energy: Who’s in the Driver’s Seat?

The future of electricity is changing rapidly, and major trends, like generation located close the point of consumption and an increase in electric vehicles and new battery technologies, are reshaping consumers’ relationships with their energy providers. Join **Drury MacKenzie** – Manager, Smart Grids Innovation at Avangrid, **Vince Faherty** – Head of Northeast & Midwest Energy Partnerships at Google Hardware Partnerships/NEST, **Michele Tihami** – Country Manager & Business Line Director at DNV GL and **Julia Lundin** – Director of Solution Strategy for Demand Side Management at Oracle | Opower as they discuss a more decentralized and distributed energy future for consumers.

10:00 Break

10:15 Engaging Customers With Smart Meters

Hollis Krieger – Customer Operations Department Manager at Con Edison will share how Con Edison is using customer insights to engage customers with their smart meters.

10:45 Strategic Dialogues: SECC Committee Breakout Session – Part Two

We’ve talked about the strategic possibilities, and now it’s time to align on specific actions for the coming year. This session will help committees to set their agendas for 2019 in a fun, interactive setting.

- > Improve our understanding of consumers — Research
- > Strengthen awareness and understanding — Education & Outreach

12:00 Final Thoughts from SECC President & CEO Patty Durand

12:15 Lunch On The Go and Optional Tour of Con Edison’s Manhattan Energy Control Center

Attendees are welcome to continue to network with lunch, join the tours or take their lunches to go. Tours will be 25 minutes in length and will run from 12:30 pm to 2:30pm.