



2019

Members Meeting & FALL WORKSHOP

hosted by:  Xcel Energy®

Minneapolis, MN

October 1-2, 2019

XCEL ENERGY HEADQUARTERS | 401 NICOLLET MALL, MINNEAPOLIS, MN 55401

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DAY ONE

9:00 – 9:30 Registration & Breakfast

9:30 Opening Remarks from SECC Board Chair Lincoln Wood

SECC's Chairman **Lincoln Wood**, Electric Transportation Policy Manager at Southern Company, 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. A fireside chat with **Nick Corsetti** – Director, AMI Customer, Business Integration & Business Case Development at National Grid, **Jonathan Bach** – Senior Consultant, Market Intelligence at Xcel Energy, **Norma McCarthy** – Customer Engagement Specialist at New Brunswick Power Corporation and **Patty Durand** – President & CEO 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: Brett Carter, EVP and Chief Customer and Innovation Officer, Xcel Energy

Learn about Xcel Energy's journey toward building customer engagement strategies.

11:30 Xcel Energy Showcase

Learn about new projects and innovating work that is happening at Xcel Energy from **Nadia El Mallakh** – VP of Strategic Partnerships at Xcel Energy.

12:00 Power Networking Luncheon

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

1:00 Values and Behaviors of Residential Energy Consumers

This session will provide a comprehensive look at residential energy consumers and their attitudes, behaviors and values related to energy. Based on findings from a national survey of 2,500 consumers, the presentation will cover consumers' awareness of smart energy, their interest in energy-related products & services, their relationships with their energy providers and much more. **Lucas Melbye** – Vice President of Public Affairs at Maru/Matchbox and **Matthew Mowat** – Vice President, Marketing at Powerley will discuss the major findings from the new Consumer Pulse – Wave 7 research and will provide accompanying examples of customer program successes from electricity providers and third party vendors.

2:00 Strategic Dialogues: SECC Committee Breakout Session – Part One

Let your voice be heard and influence the work that SECC will deliver in 2020. 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

DAY ONE - continued

3:15 Break

3:30 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.

3:45 Awarding Those Who Make a Difference - Awards Presentation

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

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Recent consumer research reinforces the fact that customers appreciate and expect personalized offerings from the range of service providers vying for their attention. Innovative energy providers use account-specific data to offer relevant programs, products and services that are customer-centric and reflect each household's expectations. Ensuring that underserved populations are not left behind is another key benefit we can draw from the wealth of data and information now available. **Gomathi Sadhasivan** – Lead, Customer Decision Sciences at DNV GL, **Tomer Borenstein** – CTO & Co-Founder at BlastPoint, **Meghan Weinman** – Product Development Manager at Puget Sound Energy, **Victoria Busch** – Customer Engagement Manager at Ameren Illinois and **Phil Flaherty** – Vice President of Sales at Bidgely will explore key trends surrounding micro-targeting of utility services to all types of consumers.

5:00 Recap and Preview of Day Two from SECC President & CEO Patty Durand

5:05 Cocktail Reception

DAY TWO

8:30-9:00 Breakfast

9:00 Rate Design: What Do Consumers Want and Need?

The advent of detailed smart meter data has changed the level of information available to consumers and electricity providers, and it has created opportunities for alternative rate structures along with a myriad of new programs and offers. Using what we have learned in a recently released SECC study on rate design **Tamara Dzubay** – Regulatory Affairs Manager at ecobee Energy, **Jordan Folks** – Managing Consultant at Opinion Dynamics, **Jim Lazar** - Senior Advisor at The Regulatory Assistance Project and **Kristin Munsch** – Deputy Director at Illinois Citizens Utility Board will discuss the opportunities to introduce new rate structures that may provide savings for consumers and a closer link between cost and revenue for providers.

10:00 Break

10:15 Day Two Keynote: Dave Harkness, SVP and Chief Information Officer, Xcel Energy

Hear about Xcel Energy's vision and strategy around leveraging data for a more personalized customer experience.

11:00 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 2020 in a fun, interactive setting.

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

12:15 Final Thoughts from SECC President & CEO Patty Durand

12:30 Lunch On The Go

Attendees are welcome to continue to network with lunch and join the tour or take their lunches to go.

1:00 Optional Tour of the Xcel Energy Enterprise Command Center