



2020 CONSUMER SYMPOSIUM
SAN ANTONIO, TX | 01.27.20

Consumers and the Future of Energy



2020 CONSUMER SYMPOSIUM | Henry B. Gonzalez Convention Center Room | 206AB

9:00 Breakfast & Registration

9:30 Welcome

SECC's Chairman **Lincoln Wood**, Electrification Policy Manager from Georgia Power, will open with a discussion of the next steps in customer engagement with smart energy consumers.

9:45 2020 State of the Consumer Report

Hear results from SECC's annual *State of the Consumer* research as 2020 gets into gear. SECC's President and CEO, **Patty Durand** and NB Power's Customer Engagement Specialist **Norma McCarthy** will respond to the findings and discuss how to use these insights to effectively drive consumer engagement.

10:30 Coffee Break

10:45 Keynote Address: Paula Gold-Williams, CPS Energy

Paula Gold-Williams, President & CEO of CPS Energy, discusses CPS Energy's People First philosophy and the municipal utility's journey toward building customer engagement strategies.

11:15 SECC Then and Now: A Conversation with Founding Members

Celebrate SECC's 10th anniversary with a discussion from founding members on how we have kept consumers at the front of the conversation in a dynamic industry. SECC's President & CEO **Patty Durand** will be joined by **John D. McDonald**, P.E., Smart Grid Business Development Leader at GE Grid Solutions, **Scott S. Osterholt**, Director – Grid Modernization at AEP Ohio, **Justin Brown** - Director, Planning & Regulatory Support at Duke Energy and **Katherine Hamilton**, Chair of 38 North Solutions.

12:00 Lunch

Enjoy a power networking lunch with other attendees.

1:00 Distributed Energy Resources: How Do We Meet Consumers' Needs?

As distributed energy resources (DERs) become more popular and widespread, what do consumers expect from these resources and how would they like them to be delivered? **Stacey Kinley** - Vice President, Strategy & Development at Maru/Matchbox, **Paul McDonald** - Senior Director, Industry Strategy at Oracle Utilities, **Autry Warren** - VP, Customer Operations at Oncor, **Gregory Knight** - Senior Vice President, Chief Customer Officer at National Grid and **Colin Gibbs** - Vice President of Strategy and Growth at Bidgely will discuss residential consumer knowledge, attitudes and expectations around DERs, as well as the processes and policies that govern how DERs are implemented.

2:00 2020 Best Practices Awards

For the third annual Best Practices Awards, SECC will recognize leadership from electricity providers in today's increasingly customer-centric energy ecosystem by honoring best practices of electricity providers across six categories: Consumer Education, Consumer Engagement, Culture Transformation, Product Innovation, Underserved Markets and Small-and-Medium Business Engagement.



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2:30 Culture Change: What Can We Learn from Other Industries?

Reinvention has been a necessary lesson learned by many leading companies in the past decade; we've seen companies like Blockbuster and J.C. Penney learn this the hard way. Others, such as Dominos and Southwest, have recognized the importance of keeping up with changing consumer expectations. These changes start internally by shifting to a consumer-centric model. Join **Tom Rose** - Principal & Senior Consultant at CMG, **Minnie Fontes** - Director, Client Success at DNV GL, **Danielle Marquis** - VP of Marketing and Strategy at AM Conservation Group, **Justin Segall** - Chief Strategy Officer at Uplight and **Kim Shumway** - EVP of Partner Services and Business Development at Allconnect for a discussion on how to apply these best practices to shift the culture in the energy industry.

3:30 Afternoon Break

3:45 Smart Cities: What Do Consumers Want?

As municipal leaders strive to create clean, livable and modern urban areas, smart cities technology will be a key method for achieving these goals. What do these new innovations mean for consumers of all types? **Vicki Trees** - VP, Segment Marketing at Landis+Gyr, **Gina Smith** - Manager of Advanced Utilities Technology at Colorado Springs Utilities, **Daniel Kushner** - Manager, Smart Grid Programs at ComEd and **Dawn Shrum** - Networks Product Marketing Manager at Itron will look at what today's consumers expect from a smart city, particularly energy-related projects, and what roles consumers believe electricity providers and technology companies should play in this area.

4:45 SECC Showcase

Learn about the new tools SECC has created to assist industry stakeholders in communicating with consumers. We will highlight our upcoming Inside the Smart Home toolkit, resources for consumer education on renewables, State of the Consumer Actionable Takeaways and more.

5:00 Concluding Remarks

SECC's President & CEO **Patty Durand** will end the day by providing you with information about SECC's plans for consumer research and education in 2020.

5:15 Cocktail Reception

Come network with old friends and meet new connections.

- Room 207AB