



2020

MEMBERS MEETING & Fall Workshop

VIRTUAL

October 20-22, 2020

ALL TIMES IN EASTERN TIME ZONE

REGISTER NOW



DAY ONE - OCTOBER 20

12:30-12:55 Opening Remarks from SECC's Board Chair Lincoln Wood and President & CEO Patty Durand

SECC's Board Chair **Lincoln Wood**, Electrification Policy Manager at Southern Company, and SECC's President & CEO **Patty Durand** will open with a discussion of the next steps in customer engagement with smart energy consumers as well as key takeaways from SECC's recent projects.

1:00-1:25 Keynote: David Mills, Chief Strategy Officer, Puget Sound Energy

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

1:30-2:45 Beneficial Electrification: Meeting Consumers' Expectations

Widespread electrification is now underway as electric utilities and policymakers look to address climate change and decarbonize the economy. Panelists will discuss key findings from SECC's Beneficial Electrification: *The Voice of the Consumer* report, including consumers' concerns around electrification and how to understand the difference between beneficial electrification versus electrify everything. Panelists will also discuss the climate change-related messages that resonate best with consumers. This panel will include a 15-minute, mid-panel dialogue with the audience to gain more specific insights into successful beneficial electrification programs.

Marie D'Arrigo, Vice President, Public Services, Maru/Matchbox

Keith Dennis, Vice President of Consumer Member Engagement, NRECA

Colin Gibbs, Vice President of Strategy and Growth, Bidgely

Jason McGrade, Program Manager of Strategic Operations, Touchstone Energy

Eddie Webster, Director of Business Development, Franklin Energy

DeAnna Hardwick, Vice President, Customer Success, CPS Energy

3:00-3:55 Strategic Dialogues: SECC Research Committee Brainstorming Session - Part One

What don't we know about consumers that we wish we did? Join the Research Committee as we debate which studies are needed most to improve our understanding of consumers around smart energy initiatives. All attendees will have the opportunity to propose topics of study for 2021.

4:00-4:50 Strategic Dialogues: SECC Education & Outreach Committee Brainstorming Session - Part One

What educational materials and topics are most needed to help consumers engage in smart energy initiatives? This session with the Education & Outreach Committee will provide attendees with the opportunity to discuss the ways to grow consumer knowledge and awareness around smart energy in 2021.

DAY TWO - OCTOBER 21

12:30-12:45 Meet the Board! Speeches, Election and Installation

Did you know that SECC's bylaws require all three types of members to serve on the Board of Directors? Meet current and prospective board members and learn why they are well positioned to serve in the organization's leadership. Attendees will cast their votes, and then the elected will be formally instated.

12:50-2:00 The New Customer Engagement Journey: Finding a New Normal

Consumers are more reliant than ever on energy and communications services. How does the energy industry build consumer trust and satisfaction, particularly in the time of COVID-19? This panel will discuss modern residential energy consumers, their values and interests, and how they navigate the many options available to them today. Panelists will explore innovative programs to address consumer expectations around their energy usage and ideas for assisting consumers struggling to pay their bills. This session will include a 15-minute, mid-panel dialogue with the audience to dive deeper into how consumers' motivations to engage around energy have evolved in 2020.

Tom Hines, DSM Portfolio Strategy Consultant, Arizona Public Service

Kate Doll, Director of Customer Success, Enervee

Sarah Moskowitz, Deputy Director, Illinois Citizens Utility Board

Scott Engstrom, VP of Corporate Strategy and Business Development, GridX

Vanessa Richter, Regional Vice President, Oracle Utilities

Matthew Neagle, Chief Operating Officer, Porch

2:00-2:30 Virtual Networking Break

Join us for a lightning round with our sponsors and the chance to network with other attendees virtually.

2:45-3:25 Strategic Dialogues: SECC Research Committee Brainstorming Session – Part Two

Yesterday, we debated all of the consumer research possibilities, and now it's time to align on specific actions for the coming year. We'll begin with a review of the master list of potential topics for 2021 and then narrow down the field to a shortlist via attendee voting.

3:30-4:15 Strategic Dialogues: SECC Education & Outreach Committee Brainstorming Session – Part Two

On day one, we produced a list of potential topics needed for consumer education in 2021. During this session, we will review the master list of topics discussed yesterday, and then attendees will have an opportunity to develop a shortlist of the most important topics for next year.

DAY THREE – OCTOBER 22

12:30-1:40 Smart Energy and Lower-Income Consumers: No One Left Behind

The energy industry is becoming more digital and personalized, but are these technology-based solutions reaching lower-income consumers and other underserved populations? This panel will explore the impact of the digital divide on customer engagement in the energy industry and the energy burden of lower-income consumers. Panelists will discuss opportunities for stakeholders to take advantage of digital platforms and data to provide sustainable solutions for addressing energy poverty.

Tomer Borenstein, CTO & Co-Founder, BlastPoint

Carmen Carruthers, Outreach Director, Citizens Utility Board of Minnesota

Rachael Olson, Director, Strategic Planning, TransUnion

Darren Rayburn, Senior Vice President of Sales, Exceleton

Wally Nixon, Commissioners' Legal Advisor, Arkansas Public Service Commission

Katie Scholl, Director, Customer Experience, Duquesne Light Company

Manny Garza, Director of Energy Efficiency, Austin Energy

1:45-2:15 Day Three Keynote: Matt Silverman, Senior Partner, Brand and Communications Strategy, ICF Next

What if your organization's revenues suddenly dropped 90 percent? How would you survive? In this keynote address, we will explore key lessons we can learn from other industries navigating 2020, including:

- How successful companies engage with customers in times of turbulence
- Who customers and employees really trust these days
- How organizations invest in and maintain their reputation in a turbulent world
- How we navigate the "new normal"

This session will be led by **Matt Silverman**, Senior Partner at ICF Next, who helps regulated organizations and other Fortune 500 companies manage their brands in today's complex world.

2:30-3:30 Engaging Consumers in Utility Decarbonization Goals

Many utilities across the U.S. and Canada have announced plans to significantly reduce or completely eliminate carbon emissions. Achieving these goals will be contingent on consumers adopting solar, participating in time-varying rate programs, purchasing electric vehicles, engaging in energy efficiency programs and more. In this closing panel, utilities will discuss their plans for decarbonization and how they are getting consumers involved in developing a cleaner grid. Panelists will also discuss strategies for helping the most vulnerable customer segments during this transition.

Dan King, Team Lead – Product Strategy and Development, Xcel Energy

Chuck Daniels, Partner Manager, Allconnect

Molly Middaugh, Product Development Manager, Clean Energy Strategy, Puget Sound Energy

Tanuj Deora, Vice President of Market Innovation, Uplight

Gomathi Sadhasivan, Principal Consultant and Lead - Customer Decision Sciences, DNV GL

Richard Oberg, Manager, Program Delivery, Sacramento Municipal Utility District

3:30-3:45 Final Thoughts from SECC's President & CEO Patty Durand

In closing, SECC's President & CEO **Patty Durand** will recap some of the key takeaways from the last three days and will discuss upcoming SECC activities.