



APGA MARKETING & SALES TRENDS & TRAINING CONFERENCE

January 29-31, 2019 • The Westin Cape Coral Resort • Cape Coral, FL

TUESDAY, JANUARY 29

- 10:00 a.m. **CONFERENCE REGISTRATION & EXHIBIT SETUP**
- 1:00 p.m. **JOINT SESSION: WELCOME**
Nicole Graham, Municipal Gas Authority of Georgia & Marketing & Sales Committee Chair
- 1:10 p.m. **JOINT SESSION: PHASE 2 OF RESEARCH & MESSAGE DEVELOPMENT BY PORTER NOVELLI**
Pawan Bhatia and Andy Rayl, Porter Novelli
- 2:00 p.m. **JOINT SESSION: ELECTRIFICATION AND ITS IMPACT ON THE NATURAL GAS INDUSTRY**
Rick Murphy, American Gas Association and Dave Schryver, APGA
- 2:50 p.m. **NETWORKING BREAK WITH EXHIBITORS (GROUPS SPLIT AFTER THE BREAK)**
- 3:20 p.m. **ROUNDTABLE SESSION: BEST PRACTICES ON COMMUNICATING WITH CUSTOMERS**
Moderator: Nicole Graham, Municipal Gas Authority of Georgia
- 4:10 p.m. **2018 APGA MARKETING & SALES AWARD RUNNER-UP**
Melissa Swenson, Austin Utilities, MN
- 5:00 p.m. **CLOSING REMARKS & ADJOURNMENT**
- 5:15 p.m. **NETWORKING RECEPTION WITH EXHIBITORS**

WEDNESDAY, JANUARY 30

- 7:00 a.m. **CONTINENTAL BREAKFAST WITH EXHIBITORS**
- 8:00 a.m. **JOINT SESSION: WELCOME**
Rodney Dill, Municipal Gas Authority of Georgia
- 8:10 a.m. **JOINT SESSION: NEW END USE TECHNOLOGIES**
Bill Liss, Gas Technology Institute
- 9:00 a.m. **JOINT SESSION: WHAT IS THE APGA DIRECT USE TASK GROUP?**
Sue Kristjansson, Oak Ridge Utility District, TN
- 9:50 a.m. **NETWORKING BREAK WITH EXHIBITORS**
- 10:20 a.m. **JOINT SESSION: SELF-POWERING NATURAL GAS APPLIANCES**
Michael Chatzigrigoriou, iGEN Technologies, Inc.

WEDNESDAY, JANUARY 30 (continued)

- 11:10 a.m. **MY FAVORITE COLOR IS NOT PINK... BUT EVERYTHING I LEARNED IN BUSINESS I LEARNED FROM MARY KAY ASH!**
Nancy Polish-Dove, Business Entrepreneur & Motivational Speaker, Nancy Brock Enterprises
- 12:00 p.m. **ADJOURN FOR LUNCH (PROVIDED)**
- 1:00 p.m. **REBRANDING A GAS UTILITY**
Janet Kaplan, City of Richmond, VA
- 1:50 p.m. **BRINGING IT ALL BACK HOME: SPEAKING TO YOUR CUSTOMERS WHILE STAYING CONSISTENT WITH NATIONAL MARKETING**
Chris McAdoo, Designsensory, Inc.
- 2:40 p.m. **NETWORKING BREAK WITH EXHIBITORS**
- 3:10 p.m. **ROUNDTABLE SESSION: THE CURRENT STATUS OF NGVs**
Moderator: Matt Stennett, Middle Tennessee Natural Gas District & NGV Committee Chair
- 4:00 p.m. **2018 APGA MARKETING & SALES AWARD WINNER**
Amy Cassidy, York County Natural Gas Authority
- 4:50 p.m. **CLOSING REMARKS & ADJOURNMENT**
- 5:00 p.m. **NETWORKING RECEPTION WITH EXHIBITORS**
Sponsored by Designsensory, Inc.

THURSDAY, JANUARY 31

- 7:00 a.m. **CONTINENTAL BREAKFAST WITH EXHIBITORS**
- 8:00 a.m. **WELCOME**
Monica Marlow, Lake Apopka Natural Gas District & Marketing & Sales Committee Vice Chair
- 8:10 a.m. **WHAT ARE WE SAYING ANYWAY? MARKETING TRENDS FOR 2019**
Chris McAdoo and Ryan Lee, Designsensory, Inc.
- 9:00 a.m. **THINK TANK SESSION: SUCCESSION PLANNING AND TRAINING OF SALES AND MARKETING REPS**
Moderator: Monica Marlow, Lake Apopka Natural Gas District
- 11:00 a.m. **CLOSING REMARKS & ADJOURNMENT**