

2009 Natural Gas Market Development Conference

Where all the pieces come together!

Co-Sponsored by APGA, Alabama Natural Gas Association, Florida Gas Utility, Florida Municipal Natural Gas Association, Florida Natural Gas Association, Municipal Gas Authority of Georgia, Ohio Gas Association, Patriots Energy Group, Tennergy, Tennessee Gas Association, and the Texas Gas Association

Monday, March 23

7:00 am – 8:00 am	Continental Breakfast
8:00 am – 12:00 pm	Marketing & Sales Committee Annual Planning Meeting
10:00 am – 1:30 pm	MDC Registration Open & Exhibitor Setup
1:30 pm – 1:35 pm	Welcome! Jimmy Sprouse, M&S Committee & MDC Task Force Chairman York County Natural Gas Authority, Rock Hill, SC
1:35 pm – 1:45 pm	All Attendee Introductions
1:45 pm – 2:30 pm	Outlook for Natural Gas Prices Aubrey Hilliard, Texican Horizon Energy Marketing, will explain current prices and forecast future prices
2:30 pm – 4:50 pm	All-Attendee Interactive Roundtable Discussion: Going Green and Increasing Gas Load with Natural Gas Vehicles and Home Fueling Mark Smith, Homeland Energy/American Honda Mark Riley, Clean Energy Richard Kolodziej, NGVAmerica Ken Hyde, Phoenix Energy
2:35 pm – 2:45 pm	Roundtable Goals Defined by Speakers
2:45 pm – 3:30 pm	Roundtable Discussion: Part I
3:30 pm – 3:45 pm	Break & Exhibitors
3:45 pm – 4:05 pm	Technology Spotlight / Platinum Sponsor Kevin Sasser, Goldleaf Financial Solutions, Inc.
4:05 pm – 4:50 pm	Roundtable Discussion: Part II
4:50 pm – 5:00 pm	Conference/Housekeeping Announcements & Adjournment
6:00 pm – 7:00 pm	Reception

2009 Natural Gas Market Development Conference

Where all the pieces come together!

Co-Sponsored by APGA, Alabama Natural Gas Association, Florida Gas Utility, Florida Municipal Natural Gas Association, Florida Natural Gas Association, Municipal Gas Authority of Georgia, Ohio Gas Association, Patriots Energy Group, Tennergy, Tennessee Gas Association, and the Texas Gas Association

Tuesday, March 24

- 7:00 am – 8:00 am **Continental Breakfast**
- 8:00 am – 8:45 am **Key Accounts are Key – Fashioning Programs Directed at Key Accounts**
Robbie Tugwell, Energy Solutions Partner & Marketing Support, Electricities
- 8:45 am – 9:05 am **Technology Spotlight / Platinum Sponsor**
Brenda Stinson, Silver Needle, Inc.
- 9:05 am – 9:50 am **Watch Out Electric!! The AISIN Heat Pump is the New Sheriff in Town**
Donna Peebles, AGL Resources
- 9:50 am – 10:10 am **Break & Exhibitors**
- 10:10 am – 10:30 am **Technology Spotlight / Platinum Sponsor**
Mary Carson, Hydronics Industry Alliance
- 10:30 am – 11:15 am **The Council for Responsible Energy: Building an Industry-Wide Consumer Education Campaign**
Michelle Bloodworth, Alagasco, CRE Board Member
- 11:30 am – 12:30 pm **Lunch Served**
Speaker: David Logsdon, Questline Services
- 1:15 pm – 2:15 pm **2008 Marketing & Sales Award Winner and Finalists**
Mike Enoch, Chester County Natural Gas Authority, Chester, SC
Becky Williamson, Memphis Light, Gas & Water, Memphis, TN
- 2:15 pm – 2:40 pm **Break & Exhibitors**
- 2:40 pm – 3:00 pm **Technology Spotlight / Platinum Sponsor**
Butch Aikens, Rheem
- 3:00 pm – 5:00 pm **Celebrity Cooking Show**
Chef Clayton Sherrod, Certified Executive Chef (CEC), Member of American Academy of Chefs (AAC)
- 6:00 pm – 7:00 pm **Reception**
- 7:00 pm – 9:00 pm **Dinner**
Speaker: Tom Price, Jr., Senior Vice President Corporate Development
Chesapeake Energy Corporation

2009 Natural Gas Market Development Conference

Where all the pieces come together!

Co-Sponsored by APGA, Alabama Natural Gas Association, Florida Gas Utility, Florida Municipal Natural Gas Association, Florida Natural Gas Association, Municipal Gas Authority of Georgia, Ohio Gas Association, Patriots Energy Group, Tennergy, Tennessee Gas Association, and the Texas Gas Association

Wednesday, March 25

- 7:00 am – 8:00 am **Continental Breakfast**
- 8:00 am – 8:20 am **Technology Spotlight / Platinum Sponsor**
Jon Scott, Apogee Interactive
- 8:20 am – 9:05 am **All- Attendee Roundtable: Tools for Growing Your Commercial Load**
Eric Burgis, Director, Commercial and Residential Markets, Energy Solutions Center, will discuss ESC's Commercial Buildings, Food Equipment and National Accounts Consortia and the value and benefits of each.
Facilitators: Joey Neal, Chester County Natural Gas Authority, Chester, SC
Shannon Gooden, Southeast Alabama Gas District, Andalusia, AL
- 9:05 am – 9:50 am **All-Attendee Roundtable: Customer Retention, Unused Services**
When growth ends we must focus on customer retention and getting unused service lines & risers back into service.
Facilitators: Monica Marlow, Richmond DPU, Richmond, VA
Brad Pitt, Riviera Utilities, Foley, AL
- 9:50 am – 10:10 am **Break & Exhibitors**
- 10:10 am – 10:55 am **All Attendee Roundtable: Brainstorming Session**
Let's have some fun and generate exciting ideas for marketing campaigns, including a discussion on how utilities without a marketing department can effectively use existing staff (that are already very busy) to market gas. Also, how big is the new diesel-to-natural gas conversion market and how can we tap into that market?
Facilitators: Jim Collins, City of Hamilton, OH
Ken Hyde, Pheonix Energy
- 10:55 am – 11:05 am **Closing Remarks**
Jimmy Sprouse, 2009 MDC Chairman
York County Natural Gas Authority, Rock Hill, SC
- 11:05 am – 11:30 am **Door Prize Drawings & Adjournment**