



APGA MARKETING & SALES TRENDS & TRAINING CONFERENCE

March 29-31, 2010 • Hilton Pensacola Beach Gulf Front

MONDAY, MARCH 29

- 1:00 – 1:05 pm Welcoming Comments – Mark Blythe
- 1:05 – 1:45 pm Climate Change & Energy Legislation: The Impact on Gas Supply and Revenue
- *Charlie Young, City of Hamilton, OH*
 - *Jeff Tuttle, CPS Energy*
- 1:45 – 2:30 pm Creating Champions! The Power of Training Your Sales Staff
- *Willis Turner, Sales & Marketing Executives International, Inc. (SMEI)*
- 2:30 – 3:30 pm Selling in an Uncertain Economy
- *Jeff Baker, Forum Sales Training*
- 3:30 – 3:45 pm Networking Break with Vendors
- 3:45 – 4:30 pm Integrating Customer Service & Marketing
- *Gary Long, Okaloosa Gas District*
 - *Sandy Wellborn, Central Florida Gas*
- 4:30 – 5:30 pm Vendor Speed Sessions
- 5:30 – 7:00 pm Networking Reception with Vendors

TUESDAY, MARCH 30

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 8:45 am Technology Advancements Crucial to Customer Retention & Growth
- *Ron Snedic, Gas Technology Institute*
- 8:45 – 9:30 am Cracking the Multi-Family Housing Market
- *Nicole Krol, Rinnai Corporation*
 - *Aleida Socarras, TECO Partners*
- 9:30 – 10:30 am Vendor Speed Sessions
- 10:30 – 10:45 am Networking Break with Vendors
- 10:45 – 11:30 am Building the Natural Gas Brand
- *Bill Cantrell, CRE Executive Director & Retired President of TECO Peoples Gas*
- 11:45 am – 1:00 pm Buffet Lunch and Demo of National Accounts Website

TUESDAY, MARCH 30

- 1:00 – 2:00 pm Partnering with Vendors to Improve Sales and Messaging
- *E.W. Bullock Associates*
 - *Kohler Power Systems*
 - *R.H. Peterson Co.*
 - *Rheem Manufacturing*
- 2:00 – 3:00 pm Incentives and Grant Opportunities for CNG Infrastructure & Vehicle Conversions
- *Mark Bentley, Alabama Clean Fuels Coalition*
 - *Jason Padgett, North Baldwin Utilities*
- 3:00 – 3:15 pm Networking Break with Vendors
- 3:15 – 4:15 pm Accounting 101 – Phase I (Earn one hour of CPE)
- *Rod Ballard, Jackson Thornton*
- 4:30 – 6:30 pm Pool-side Cooking Show with Hilton Executive Chef Dan Dunn
Followed by Networking Reception

WEDNESDAY, MARCH 31

- 7:00 – 7:45 am Continental Breakfast
- 7:45 – 9:00 am Successful Marketing & Customer Service Campaigns: 2009 APGA Marketing & Sales Award Winner and Finalists
- *Irene Peterson, Charlottesville, VA Public Utilities*
 - *Natasha Reynolds, Energy Services of Pensacola*
 - *Mary Moore & Terry Treadaway, Southeast Alabama Gas District*
- 9:00 – 10:00 am Accounting 101 – Phase II (Earn one hour of CPE)
- *Burton Benkwith, Jackson Thornton*
- 10:00 – 10:30 am Networking Break with Vendors
- 10:30 – 11:15 am Shale Gas – The Game Changer
- *Dr. Ken Morgan, Director TCU Energy Institute*
- 11:15 – 11:45 am Door Prize Presentations
- 11:45 am Adjournment

Conference Location:

Hilton Pensacola Beach Gulf Front
12 Via de Luna Drive
Pensacola Beach, FL 32561

www.pensacolabeachgulffront.hilton.com