

# TPPA Marketing & Customer Service Conference

## February 7-9, 2022 Westin Riverwalk (San Antonio, Texas)

### MONDAY, FEBRUARY 7, 2022

1:00pm – 5:00pm

Registration (Ballroom Foyer)

2:00pm – 5:00pm

**M&CS Committee Meeting** (Navarro A, Ballroom Level)

- **Generators Training Discussion**
- **Creative Ways to Communicate Outages**
- **Roundtable Discussion**

5:00pm – 6:00pm

**Welcome Reception** (Olivares, River Level) Sponsorships available

### TUESDAY, FEBRUARY 8, 2022

8:00am – 5:30pm

Registration (Ballroom Foyer)

8:30am – 11:30am

**General Session** (Navarro B, Ballroom Level)

8:30am – 8:45am

**Welcome** M&CS Committee Chair, Gretchen Reuwer, New Braunfels Utilities and TPPA President Alicia Hooks, GEUS

8:45am – 9:30am

**TPPA/Texas Update** – Shelly Botkin, TPPA

9:30am - 9:45am

**Break & Exhibits** (Ballroom Foyer) Sponsored by **Garland Power & Light**

9:45am – 10:45 am

**Lessons Learned from the Winter Storm Panel** - ERCOT Speaker TBD, PUC Speaker TBD and Texas State Emergency Management Speaker TBD

10:45am – 11:30am

**Crisis Communications Public Power Panel**

11:35am – 1:00pm

**Lunch on your own**

1:00pm - 4:50pm

**General Session** (Navarro B, Ballroom Level)

1:00pm – 1:50pm

**Solar Customers: Communicating the Reality**

1:50pm – 2:40pm

**Key Accounts: Customer Initiatives & Utility Role**

2:40pm - 3:00pm

**Break & Exhibits** (Ballroom Foyer) Sponsorships available

3:00pm - 3:50pm

**Energy Efficiency: Revamping & Re-Engaging Customers**

3:50pm – 4:50pm

**Federal Update** – Michael Nolan, MJN Consulting

5:00pm – 6:00pm

**Reception** (Navarro A, Ballroom Level) Sponsorships available

### WEDNESDAY, FEBRUARY 9, 2022

7:00am – 11:00am

Registration (Ballroom F Foyer)

7:30am – 8:30am

**Breakfast** (Navarro A, Ballroom Level) Sponsored by **Brownsville PUB**

8:30am – 11:00am

**General Session** (Navarro B, Ballroom Level)

8:30am – 8:35am

**Welcome** M&CS Committee Vice Chair, Matt Rose, Lubbock Power & Light

8:35am – 9:20am

**Outage Communications Panel Discussion**

9:20am – 9:40am

**Break & Exhibits** (Ballroom Foyer) Sponsorships available

9:40am – 11:00am

**Changing Workforce Issues: Work from Home, HR Issues & Mental Health Issues**

11:00am – 11:15am

**Wrap-up & Drawing for Door Prizes** Sponsored by **City of Fredericksburg, M&S Engineering**, and other sponsorships available.



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