

2009 Market Development Conference

Where all the pieces come together.

Co-Sponsored by APGA, ANGA, FGNA, FMNGA, FGU, MGAG, PEG, the Tennessee Gas Association,
and the Texas Gas Association

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Monday, March 23

7:00 am - 8:00 am	<i>Continental Breakfast</i>
8:00 am - 12:00 pm	<i>Marketing & Sales Committee Annual Planning Meeting</i>
10:00 am - 1:00 pm	<i>MDC Registration Table Open</i>
1:30 pm - 1:35 pm	<i>Welcome</i> Jimmy Sprouse, M&S Committee Chairman and MDC Task Force Chairman
1:35 pm - 1:45 pm	<i>All Attendee Introductions</i>
1:45 pm - 2:30 pm	<i>Outlook for Natural Gas Prices</i> Aubrey Hilliard, Texican Horizon Energy Marketing will explain current prices and forecast future prices.
2:30 pm - 4:50 pm	<i>All-Attendee Interactive Roundtable Discussion - Going Green and Increasing Gas Load with Natural Gas Vehicles</i> Mark Smith, American Honda Motor Co. Mark Riley, Clean Energy, Regional Mgr - Eastern U.S. Richard Kolodziej, NGVAmerica, President
2:35 pm - 2:45 pm	<i>Roundtable Goals Defined by Speakers</i>
2:45 pm - 3:30 pm	<i>Roundtable Discussion: Part 1</i>
3:30 pm - 3:45 pm	<i>Break</i>
3:45 pm - 4:05 pm	<i>Technology Spotlight</i> Platinum Sponsor
4:05 pm - 4:50 pm	<i>Roundtable Discussion: Part II</i>
4:50 pm - 5:00 pm	Conference/Housekeeping Announcements
6:00 pm - 7:00 pm	<i>Reception</i>

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Tuesday, March 24

7:00 am - 8:00 am	<i>Continental Breakfast</i>
8:00 am - 8:45 am	<i>Key Accounts are Key – Fashioning Programs Directed at Key Accounts</i> Robbie Tugwell, Electricities
8:45 am - 9:05 am	<i>Technology Spotlight</i> Platinum Sponsor
9:05 am – 10:00 am	<i>Increasing Domestic Natural Gas Supply – One of these Industry Leaders</i> T. Boone Pickens, Clean Energy, CEO, Aubrey McClendon, Chesapeake Energy, CEO, or Denise Bode, America Clean Skies Foundation, CEO
10:00 am - 10:20 am	<i>Break</i>
10:20 am – 10:40 am	<i>Technology Spotlight</i> Platinum Sponsor
10:40 am - 11:25 am	<i>National Advertising to Increase Residential Load – The Council for Responsible Energy (CRE)</i> Michelle Bloodworth, Alagasco, CRE Board
1:30 pm - 2:15 pm	<i>2008 Marketing & Sales Award Winner and Finalists</i> Mike Enoch, Chester County Natural Gas Authority Becky Williamson, Memphis Light Gas & Water Leslie England, Oak Ridge Utility District
2:15 pm - 2:40 pm	<i>Break</i>
2:40 pm – 3:00 pm	<i>Technology Spotlight</i> Platinum Sponsor
3:00 pm – 5:00 pm	<i>Celebrity Cooking Show</i> Chef Clayton Sherrod, CEC, AAC
6:00 pm - 7:00 pm	<i>Reception</i>
7:00 pm - 9:00 pm	<i>Dinner</i>

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Wednesday, March 25

7:00 am - 8:00 am	<i>Continental Breakfast</i>
8:00 am – 8:20 am	<i>Technology Spotlight</i> Platinum Sponsor
8:20 am – 9:05 am	<i>All- Attendee Roundtable - Growing Your Commercial Load</i> Eric Burgis, 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 and Shannon Gooden
9:05 am – 9:50 am	<i>All-Attendee Roundtable - Customer Retention, Unused Services</i> When growth ends we must focus on customer retention and getting unused service lines & risers back into service. Facilitators - Monica Marlow and Brad Pitt
9:50 am – 10:10 am	<i>Break</i>
10:10 am – 10:55 am	<i>All Attendee Roundtable – Brainstorming Session</i> Let' 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 – to be named
10:55 am - 11:05 am	<i>Closing Remarks</i> Jimmy Sprouse and Mark Blythe (2010 MDC Chairman)
11:05 am - 11:30 am	Door Prize Drawings