



6TH ANNUAL E SOURCE

Account Management Summit

SEPTEMBER 20, 2010 II WESTIN TABOR CENTER II DENVER, COLORADO

6th Annual E Source Account Management Summit

8:30–9:20 a.m. **Gone in 60 Seconds**

Let's get to know each other in this fun, fast-paced, introductory session where all participants get 60 seconds in the account management spotlight.

Moderator: Mike Hildebrand, Director, Business & Residential Market Services, E Source

9:20–10:10 a.m. **Technology Superstars You May Not Be Aware of, but Should Be**

Tired of giving the same old technology ideas to your managed accounts? Refresh your arsenal of recommendations with an updated list of superstar technologies that can reduce your business customers' energy consumption, improve their processes, and save them money. Learn about our quick-payback picks that will have your C&I accounts singing your praises.

Moderator: Chad Garrett, Product Manager, Business & Residential Market Services, E Source

Peter Criscione, Research Manager, E Source

Mary Horsey, Research Manager, E Source

Ira Krepchin, Associate Research Director, E Source

10:10–10:30 a.m. **Break**

10:30–10:50 a.m. **Energy Prices: Where Are They Going?**

Despite demand destruction, most analysts continue to see price increases and continued volatility for the next several years. We'll review national and regional price trends and outlooks for electricity and natural gas, and explore some of the strategies and tools your large business customers can use to manage price increases and volatility while coping with market uncertainties.

Moderator: Mike Hildebrand, Director, Business & Residential Market Services, E Source

Bill Horton, Associate Director, Quantitative Group, E Source

Chris Wiederspahn, Vice President, Enterprise Energy Management Services, E Source

10:50–11:35 a.m. **What Are Your Large Business Customers Saying? Results and Recommendations from Our Most Recent Study**

How are the needs of large business customers changing, and what do they expect of utility account managers? Results from the E Source Gap and Priority Benchmark will highlight actionable recommendations for improving customer satisfaction.

Moderator: Mike Hildebrand, Director, Business & Residential Market Services, E Source

Wayne Besley, Director of Customer Service Field Operations, Florida Power & Light Co.

Chad Garrett, Product Manager, Business & Residential Market Services, E Source

Tom Nemmert, Senior Key Customer Manager, Portland General Electric

11:40 a.m.–12:15 p.m. **Lunch**



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12:15–1:00 p.m. If You Fail to Plan, You’re Planning to Fail

Planning is what it’s all about. When executed correctly, strategic planning benefits a utility’s account management group as well as its key account customers and key business segments by helping to align customer and utility expectations. We’ll introduce you to the “best-of-the-best” templates, and you’ll hear from peers who are already doing top-notch account planning.

Moderator: Mike Hildebrand, Director, Business & Residential Market Services, E Source
Tracie Bagans, Manager, National Accounts, Florida Power & Light Co.
Jan Barrett, Manager, Commercial Accounts, Southern California Edison

1:00–1:45 p.m. The Fantasy Account Management Department: Are You Structured for Success?

Can you envision the “fantasy” account management department? It’s not on an island with Mr. Roarke and Tattoo; rather, it actively engages in best practices in the areas of department structure, account management strategy, and customer communications. Learn from E Source and utility industry leaders how to fulfill your account management fantasy!

Moderator: Mike Hildebrand, Director, Business & Residential Market Services, E Source
John Christiano, Leader, Account Management Support, Wisconsin Public Service
Scott Poole, Major Accounts Sales Manager, Georgia Power

1:45–2:00 p.m. Break

2:00–4:30 p.m. Members’ Exchange: Who, What, Where, Why, and When?

Who’s doing what new thing, and how are they doing it? Please join this facilitated, rapid-fire, wide-open, wild-and-crazy session where you’ll get to discuss, listen, learn, and share your experiences on a variety of hot topics that are critical in today’s utility account management world. You won’t want to miss this session!

Moderator: Mike Hildebrand, Director, Business & Residential Market Services, E Source

4:30–4:45 p.m. Wrap-up and Survey

4:45 p.m. Adjourn

5:30–7:00 p.m. Forum Welcome Reception

Join us for drinks and appetizers and get to know other attendees.

7:00 p.m. Account Management Summit Dinner

Join us for a complimentary dinner in LoDo (lower downtown Denver). Preregistration is required.