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## E Source Utility Marketing Conference 2009

### Accelerating Change for Energy Efficiency

Join us in Phoenix, Arizona, this spring to learn how to use the latest marketing tools and techniques to motivate and energize your residential and business energy customers to take action!

#### Top 5 Reasons You Should Attend the E Source Utility Marketing Conference 2009

1. It is the only industry conference with content and tools that are specifically tailored to the needs of utility marketing professionals.
2. Network and share best practices with your peers from across the country.
3. Learn from the best with unique, knowledgeable speakers from utilities, nonprofit groups, and government organizations.
4. Find out the latest developments in behavior change, market research, messaging, community-based marketing, advanced segmentation, innovative channels, and much more.
5. Come visit sunny, warm Phoenix, Arizona, and experience this unique desert oasis!

#### Who Should Attend the E Source Utility Marketing Conference 2009?

Marketing professionals of all levels are encouraged to attend. If your job involves marketing, market research, public relations, communications, DSM programs, or branding, this is the conference for you.

Don't miss this one-of-a-kind opportunity to discover new ideas, tips, and tricks that you can apply to every phase of the marketing process—designed to help you exceed your goals, increase program participation, and energize your marketing plans!