

Learn How Smart Utilities Attract, Retain & Mentor Women Leaders



## ADVANCE: The Power Conference for Women in Utilities

April 16-17, 2018  
Atlanta, Georgia

**This two-day event connects utility professionals with the knowledge, experience, network, and resources to transform your organization – from the front line – to the C-Suite.**

Utilities lag in promoting women into C-Suite and leadership positions, yet those that do are more profitable than those that don't. This conference focuses on how utilities can carve career paths for women, including actionable strategies and tons of valuable networking. **Topics include:**

- Talent Acquisition – How do utilities make themselves attractive to top graduates?
- Establishing a Mentor Program
- Leadership Training and Clear Career Paths
- Long-term Planning – What's trending industry-wide?

Attend this interactive event, **learn actionable advice** on how you can optimize your current leadership training, talent acquisition, and mentoring programs to support your utility's business goals with minimal time and resources. You will meet industry game changers here. **Register today.**

**Meet Women Leaders and Energy Trailblazers from Utilities and Organizations across North America. This event features first-hand from case study presentations by:**



### Schedule

**Two Day Conference: \$1895 (Early Bird \$1695 Register by March 30<sup>th</sup>)**  
**Deep Dive: Teaching Women How to Ask – Negotiation Skills & Strategies**  
Monday, April 16, 2018 8:30 am – 12:00 Noon  
**Conference Day One:** Monday, April 16, 2018 1:00 pm – 5:00 pm  
**Networking Happy Hour:** 5:00 pm – 6:00 pm  
**Conference Day Two:** Tuesday, April 17, 2018 8:00 am – 4:00 pm

[Register now](#) to learn, share, and grow with your utility industry peers! You'll **ADVANCE** as a leader.

## Speakers:

- Cecile Bamer, Consultant, Bamer Consulting
- Ashley Baptiste, CEO, Conferences Connect
- Erica Borggren, Vice President, Customer Channels, Commonwealth Edison
- Jessica Brahaney Cain, Vice President, Customer Operations, Eversource Energy
- Tiffany Callaway Ferrell, General Manager, Shared Services, Georgia Power
- Laura Creekmur, Vice President, Corporate Communications, Southern Company Gas
- Ann Fracas, Director of Sales, Apogee Interactive
- Sheila Gatlin, Power & Utilities Executive Director, EY
- Dr. Angela C. Hill, DSL | SPHR, Director, Talent Development, Southern Company Gas
- Becky Palmer, President, West Texas Division, Atmos Energy Corporation
- Barbara Porter, Executive Director, EY
- Kim Shumway, EVP, Partner and Business Development, Allconnect
- Teresa Smith, Vice President, Human Resources, NiSource
- Nora Swimm, Senior Vice President, Corporate Client Services, PJM

## Who Should Attend? Who Will You Meet?

Attendees are from the utility industry (gas, electric, water and diversified, investor-owned and independent). Every part of the organization and every level is encouraged to participate, with increased value for professionals with responsibilities in:

- Human Resources
- Leadership Training
- Workforce Development
- Mentor Programs
- Employee Engagement
- Internal Communications
- Customer Service
- Marketing
- Self-Service Management
- Web and Mobile Services
- Customer Measurement
- Billing & Payments
- Strategy & Planning
- IT
- Regulatory Policy

This conference is a must-attend event for companies and consultants that assist the utility industry in talent acquisition, developing and implementing leadership mentoring solutions, technologies, training and strategies.

## Do You Provide Leadership Solutions?

Join us to showcase your products and services to utility decision makers and influencers. **Conferences Connect's ADVANCE: The Power Conference for Women in Utilities** offers you excellent exposure to maximize your 2018 marketing budget through these opportunities:

- Program Sponsorship
- Welcome Reception Host
- Luncheon Host
- Breakfast Host
- Networking Break Host
- Table Top Exhibits
- Lanyard Sponsorship
- Special Activity Host

Feature your company at this event. Confirm your sponsorship/exhibit by contacting Ashley Baptiste at (610) 325-4830 or via email at [ashley@conferencesconnect.com](mailto:ashley@conferencesconnect.com). Our featured sponsors:



Learn How to Manage Your Leadership Strategy to Achieve Corporate Goals! [Register now](#)

## Why Should You Attend?

*What sets us apart?*



1) **Case Studies.** Conferences Connect events feature first-hand experience and knowledge by utilities, for utilities. The content is focused on specific energy industry issues and presented by utility representatives. This is how you can truly benchmark against other companies. Learn from your peers at this event.



2) **Networking.** Conferences Connect events feature **facilitated networking and sharing of contact information** so everyone can stay in touch, ask each other important questions, maintain relationships and stay **connected**, well after the conference takes place. At a Conferences Connect event, who will *you* meet?



3) **Quality.** Our events feature a single-track, general session agenda. Why does that matter? When all attendees participate in the same conversation, their learning, experiences and knowledge are shared more among participants. A single-track general session experience offers you the most learning and engagement.



4) **You are a ROCK STAR!** An intimate setting of utility leaders and professionals sharing the good, the bad and the ugly allows you to learn what really happens well beyond the press release – yet in a safe space that you can say what’s on your mind without fear of being quoted the next day. Be on the inside. Consider this two-day event your “Back Stage Pass” to participate in conversations that will move you. Get inspired!

## Conference Mission

Why are we hosting this conference? In the words of one of our supporters, “**to grow meaningful careers in our new energy economy.** There are real opportunities because our industry is now intersecting with so many other fast-moving tech and renewable industries. We are at the intersection of old-school utility business mindset, with cutting edge Silicon Valley IOT-business plans that change constantly, and entire new ‘iron in the ground’ businesses on the renewables side, with now communities and municipalities joining the discussion. Very exciting stuff.”

– **Jane S. Park, Vice President, Regulatory Policy & Strategy, Commonwealth Edison**

We couldn’t have said it better ourselves. Join us.

## About Atlanta

In Atlanta, fine dining, shopping and rich history combine with inspiration-inducing attractions to create a city with Southern charm and world-class sophistication. It’s easy to see why Atlanta, Georgia is one of the most popular destinations in the Southeast to live and to visit. [Atlanta.net](http://Atlanta.net) is the official guide for travelers and locals to discover all things Atlanta.



*Are you interested to Speak? Sponsor? Attend? Send a Team?*  
Contact: Ashley Baptiste, 610-325-4830, or [Ashley@UtilityEvents.com](mailto:Ashley@UtilityEvents.com)

**Don’t Miss a Moment of ADVANCE: The Power Conference for Women in Utilities Event, April 16-17, 2018!**

**Monday, April 16, 2018**

**8:00 Breakfast**

**8:30 Deep Dive: How to Harness Your Power to ADVANCE**

To advance women in leadership roles within our corporations, governments, and communities, we need to tap into women's inherent powers to solve problems and foster collaboration. This workshop session focuses on:

- Building awareness of key leadership qualities
- Uncovering social bias
- Changing the micro-behaviors that inhibit women's advancement.

Participants will leave this session with practical techniques to empower women to move forward with courage and confidence, to advance their careers and achieve gender parity in the workplace.

**Sheila Gatlin, Power & Utilities Change Management Leader, Executive Director, EY**



*Sheila is an executive director in the Advisory Services practice of Ernst & Young LLP. She has more than 20 years of professional experience working with companies in the US and Canada. She has led teams for a wide variety of technology transformation projects, including customer CIS, market transaction management (MTM), MDM, outage management systems (OMS), mobile workforce management (MWM), enterprise asset management (EAM), enterprise resource planning (ERP) and learning management systems. Sheila is a proven leader and problem solver with ability to plan, manage and deliver business solutions. She collaborates with client leadership to identify strategic goals and align organizational change, performance improvement and learning programs to achieve those goals.*

**12:00 Lunch**

**1:00 Conference Round Robin & Key Issues**

After our immersion in the morning's Deep Dive, it's time to get to know each other! In this session, meet everyone in the room! Then, share with the room what you seek to gain from the conference and what your biggest challenges are – now, and what you see coming up in the next few years. **What are you here to learn?** What do you need? Information? Contacts? Benchmarking? Who in the room can connect you with the content or resources to help you? Be sure to participate in what is arguably the most significant session of the event!

**Ashley Baptiste, CEO, Conferences Connect**



*With 15+ years' experience producing conferences, Ashley ensures all participants gain value from her events. She coordinates event production, marketing, sponsorship sales, on-site management and customer service to foster engagement for all participants – not only with the content presented – but with attendees, solution providers, media partners and speakers. Ashley measures her success by the gratitude expressed for the rich learning experiences she facilitates on site and online, and for the network of resources participants take away and leverage for years to come.*

**Navigating your career path can be tricky! Learn the dos and don'ts here. [Register Today!](#)**

## 1:45 Welcome Address by Our Host



**Laura Creekmur, Vice President, Corporate Communications, Southern Company Gas**



*Laura leads the enterprise-wide communication strategy for Southern Company Gas and all its businesses. She guides the Company's media relations, employee and customer communications, brand and creative services, social media and other related functions. With more than 20 years of experience in the communications field, Laura joined the company in 2002 at Nicor Gas, and during her tenure has worked across Corporate Communications, including employee, customer and PR/media relations. In her previous role as director of employee communications, Laura was instrumental in developing and implementing merger and integration communications during the 2016 Southern Company acquisition of*

*AGL Resources. Later that year, she was named managing director of Corporate Communications and successfully realigned the department to better support business priorities post-merger. Prior to joining the natural gas industry, Laura worked in the PR and marketing fields.*

## 2:00 Strengthen Your Core: Gas & Electric Utility Operations



Today, more women are wearing hard-hats or leading teams of workers in the field. While men continue to dominate careers in utility operations, disruptive change is happening and influencing more gender diversity. It's the woman's touch that is transforming work cultures and making them more inclusive. As a female utility leader, Tiffany Callaway-Ferrell will challenge you to elevate your perspective about utility operations and play offense to help women feel empowered to consider – and grow – careers in utility operations. Prepare yourself to join Tiffany in a highly interactive session designed to explore current conditions in utility operations. You will walk away more knowledgeable about ways you can demonstrate strategies to successfully navigate careers in the core business of every utility.

**Tiffany Callaway Ferrell, General Manager, Shared Services, Georgia Power**



*Tiffany Callaway Ferrell was named General Manager of Shared Services, Georgia Power Company, in August of 2017. She is responsible for leading several statewide organizations under the shared services umbrella, including Cable Locating and Claims, Geographical Solutions and Services, Land Engineering, Metering Services, and the Repair Shop. Previous roles held by Ferrell in the energy industry at Southern Company Gas and Atlanta Gas Light, include director of regional operations; Metro Atlanta, regional manager, Central Georgia and automated meter reading; asset protection manager; operations manager of liquid natural gas facilities; and senior Federal Energy Regulatory Commission advisor. Ferrell also*

*served as fleet operations manager for Southern Company Gas, which led to her gubernatorial appointment to the Commission for a New Georgia Fleet Task Force.*

*Prior to joining Southern Company Gas, Tiffany held roles in logistics and engineering with General Mills Inc. She was a member of the 2005 inaugural L.E.A.D Atlanta class and Leadership Macon 2010 and Leadership DeKalb 2013. She currently serves on the Atlanta Business League Board of Directors as Chair-Elect, the Decatur YMCA Board of Directors; The National Coalition of 100 Black Women Incorporated, Metropolitan Atlanta Chapter Board of Directors where she serves as public policy co-chair; she serves as an officer of the Atlanta Chapter of American Association of Blacks in Energy.*

*Ferrell received her chemical engineering degree from Vanderbilt University and was awarded the Gertrude Vanderbilt Scholarship. She earned a master of business administration at Robinson School of Business, Georgia State University, where she was selected as a Nita Robinson Scholar.*

**How do Other Utilities Mentor Women Leaders? Learn How Here! [Register now](#)**

### 3:00 Networking Break

#### 3:30 Excel in Leadership in Male-Dominated Industries



Eager to become a leader in your male-dominated industry, but you're not sure how to go about it? How can you develop a leadership style that helps you and your organization advance? Hear from Erica Borggren, Vice President of Customer Channels at ComEd, as she takes us through her journey. Her leadership story is essentially one of excelling in leadership in three different male-dominated industries, and often as the youngest person in the room among peers. A Rhodes Scholar and combat veteran, Erica will emphasize in her presentation the importance of knowing – and growing – your authentic leadership style, learning to be comfortable with the uncomfortable, and embracing purpose.

#### **Erica Borggren, Vice President, Customer Channels, ComEd**



*As VP of Customer Channels, Erica leads the Care Center and eChannels teams that interact with customers each day, as well as the teams that drive new customer programs and a premier customer experience. Prior to joining Commonwealth Edison in April 2015, Erica served as a cabinet member in Governor Pat Quinn's administration, leading two different state agencies. As the Director of the Department of Veterans' Affairs (IDVA), she led the creation of a veteran entrepreneurship program, a women veterans' program, an interagency effort to make military training count toward state licenses, and Illinois Joining Forces, an award-winning public-private network of organizations committed to working together to serve veterans*

*better. During her service with the State of Illinois, Erica was selected as a 2014 White House "Champion of Change."*

#### 4:30 How Can I Be Wrong? A Perspective Journey to Your Success



What you think about yourself says a lot about you. It also informs your path. How are you presenting yourself to the world? How do you perceive your skills compared to others? This presentation taps a key factor of success – **how you see yourself**. Highly successful people regularly take honest self-assessments to truly understand what might need a little work, then choose a course correction on the journey. Join us to

learn how, sometimes, you might be wrong.

#### **Jessica Brahaney Cain, Vice President, Customer Operations, Eversource**



*Jessica Brahaney Cain is Vice President of Customer Operations at Eversource. She has 23 years of experience driving change in the customer experience within the energy industry - and has worked for Accenture, The Structure Group and Eversource. She is responsible for the engagement of 1100 employees and processes across contact centers, metering, billing and collections.*

#### 5:30 Networking Happy Hour



Isn't this the reason you're here? Network with your peers in the industry and fellow conference participants to wind down and continue the day's discussions. Learn what's top of mind for them and how they face similar challenges over a beer, wine and appetizers. Don't miss the most important networking event of the conference.

**Inspiration LOVES company – Bring your colleagues to learn and engage! [Register Your Team Today!](#)**

**Tuesday, April 17, 2018**

**7:45 Breakfast**

**8:30 Embrace the Unexpected: Take Risks for Your Professional Growth**



In reviewing her career, the experiences that have created the most professional growth, and opened the most doors, have been ones that Becky hesitated in saying 'yes' to. These were experiences that she didn't expect and ones she felt were probably outside of her area of expertise. Becky's advice: It is important to take risks and not put self-limiting expectations on ourselves. As utility organizations, to continue to develop and advance more women – and diversity in general, we need leadership at all levels to first recognize the value of diversity in all aspects and second to be intentional in developing future leaders. We need to take responsibility for mentoring others and encouraging them toward how we believe they can contribute. Hear Becky discuss these opportunities for individuals and organizations.

**Becky Palmer, President, West Texas Division, Atmos Energy Corporation**



*Becky began her career with Atmos Energy as a Senior Financial Analyst in Dallas. After almost 8 years as a Director in Corporate Accounting, she moved into a role in the West Texas Operating Division as Vice President of Rates and Regulatory Affairs. Currently she is the President of the West Texas Division of Atmos Energy. Originally from the West Texas area, the move to Lubbock Texas was a welcome transition closer to family. Becky is married to her husband of almost 17 years, Bryan, and the mother of two sweet boys, Benjamin (8) and Ethan (6).*

**9:30 Beyond the Mandate: Diversity and Line Culture**



Nationwide, the numbers for women serving as line workers hovers around 0.7% with percentages for other non-traditional groups generally less than the regional demographics. Mandates for diversity have been in place in the Northwest since the 1970s yet have failed to achieve a representative population in this craft. This session explores some human dynamics that limit our collective ability to maintain a highly-skilled workforce that is representative of the regional population. We will engage in dialog around creating a safe environment to maximize knowledge transfer during apprenticeship and beyond.

**Cecile Bamer, Consultant, Bamer Consulting**



*Cecile is on a mission: to work in partnership to attain a representative population of workers in the electrical line trade. The formula for sustainable diversity is being developed by a variety of qualified and passionate people. This work can only be successful if it is supported from both top management and the rank-and-file of organizations integrating non-traditional workers into existing environments. It requires a team approach involving management and labor. Cecile's recent work experience includes Construction Center for Excellence expanding apprenticeship pathways, Seattle City Light implementing new planning tools for line construction, and Tacoma Power as a line worker.*

**10:30 Networking Break**

[Register now](#) for the most engaging, informative, and interactive conference on the market of its kind!

## 11:00 Successfully Navigate Your Career in a Male Dominated Industry



Nora Swimm, Senior Vice President of Corporate Client Services at PJM Interconnection, will “energize” the audience and share her recipe for success. Nora is one of only two female officers at PJM Interconnection. She manages five divisions of the nation’s largest electric grid that “keeps the lights on” in 13 states and DC. Nora has risen through the ranks as a leader of two different traditionally male-dominated industries: IT and energy. Nora will share her personal career journey, offering practical advice for women to build successful careers and discussing how to increase diversity in the energy industry from the inside out.

### **Nora C. Swimm, Senior Vice President – Corporate Client Services, PJM Interconnection**



*Nora has responsibility for all human capital related business and strategic initiatives and centralized Business Services. In May 2001, when she joined PJM, Nora was responsible for PJM’s information Services activities, including creation of information architecture and infrastructure, as well as development of new Internet-based applications as PJM markets expanded. She was also responsible for information configuration as well as technical, application and end-user support. Nora also filled the role of Liaison to the President of PJM, a developmental role offering broad exposure to the business and company leadership.*

*Prior to PJM, Nora held management positions in Information Technology at General Electric Aerospace where she supported the Manufacturing and Finance divisions for Space Craft Operations. She participated in the 2.5-year Information System Management Program (ISMP), a specialized management training that includes job rotations and formal training programs. At Merck & Co., Inc. she supported the Sales and Marketing divisions for US Human Health. She was the director of IT supporting the Managed Care business practice. She also held the position of chief information officer at Bidtrac.com, Inc. a dot.com company that provided application services in the real estate sector.*

## 12:00 Lunch

## 1:00 Take Risks to Advance Your Career in Utilities



As a utility professional, what steps can you take now to advance your career? Teresa Smith of NiSource advanced her career by taking every opportunity that came her way – sometimes taking on work or projects that no one else wanted. The result: she was seen and heard by leaders. Why does that matter? Because when her leaders gathered to discuss potential promotions, she was on their radar, and she advanced. In this session, Teresa shares with you examples of how to show up, be seen, take every opportunity, take risks, get out of your comfort zone, and allow yourself to be coached. Learn how to seek a mentor, meet people, and try something you’ve never expected – and prepare for unexpected results.

### **Teresa M. Smith, Vice President, Human Resources, NiSource**



*Teresa serves as Vice President of Human Resources for NiSource supporting the six Columbia Gas distribution companies. Based in Columbus, Ohio, Teresa started her career with Columbia Gas Transmission in Charleston, West Virginia. In her 25 years with the company, she has held a variety of positions in business strategy and human resources, including delivering business unit partnership in HR Consulting, Benefits, Recruiting, Labor Relations, and HR Operations. In addition to her professional experience, she is the Executive Sponsor for WiNUP Ohio and has served on the board of Junior Achievement (JA) while volunteering with JA in classrooms for more than 20 years. Teresa holds a Master’s Degree in Organization Development from The Fielding Institute and a Bachelor of Human Resource Management from Wheeling Jesuit University. She and her husband, Gary, live in Canal Winchester, and they have two children in college.*

Learn how to lead by meeting and engaging with other leaders. [Register today!](#)

## 2:00 Harness Your Energy to Lead with Impact and Value



As woman leaders of the 21<sup>st</sup> century, we are called upon to engage, collaborate, innovate and positively influence the organizational cultures in which we've been entrusted to provide leadership. Leading in this way is impactful and adds tremendous organizational value. However, as individuals, this level of leadership emits and expends an energy that requires frequent and ongoing refueling and renewal. Through

collaborative dialogue and engagement, participants will explore and share ways in which energy is harnessed from within and leveraged to lead with both impact and value.

**Dr. Angela C. Hill, DSL, SPHR, Director, Talent Development, Southern Company Gas**



*Angela leads enterprise-wide talent development for company leaders and their teams in 32 functional business units across 15 states. In her role, Angela drives design, implementation, and evaluation of custom interventions and enterprise solutions that enhance individual, divisional, strategic business unit and organizational performance across the employee life cycle. She also serves as a liaison across business units, influencing business outcomes to redesign the learning and development infrastructure for field operations, initiate change management and adopt new workforce models.*

*Since joining Southern Company Gas in 2008, Angela has progressed in talent development and organizational effectiveness roles with increasing responsibility. With each opportunity, Angela has influenced staff and leadership development, employee and business partner engagement, as well as retention rate increases and operational results. In addition, she has led post-acquisition integration performance management processes affecting 3,500 employees. In 2016, Angela was honored with the American Management Association's Customer Excellence Award for Achievement in Talent Management. In 2018, she was invited to sit on the Forbes HR Council for her thought leadership because of her depth and diversity of experience.*

*Angela earned a Bachelor of Arts degree in English from Spelman College, a Master of Science degree in Criminal Justice from Georgia State University and a Doctorate degree in Strategic Leadership from Regent University.*

## 3:00 Networking Break

### 3:30 A Customer-Focused Culture Requires a Shift in Leadership Thinking and Behaviors

Historically, utilities have viewed operations as a linear business configured to provide safe, reliable service and to collect cash. However, with rising employee and customer expectations, many utilities are shifting their strategy to expand how they define and serve customers. This will require a shift from a regulated, internally focused culture to a competitive, customer-focused culture

**Barbara Porter, Executive Director, EY**



*Barbara is an Executive Director in EY's People Advisory Service with over 25 years developing and implementing customer experience strategy as an entrepreneur, a utility executive, and Chief Customer Officer. Barbara specializes in business transformation focused on data and people driven strategies. This includes employee engagement, transforming call centers from service to sales, leading people/process change activities, implementing and running Voice of the Employee/Customer programs, setting and leading business development, marketing, digital strategies, and using analytics to connect employee and customer engagement to bottom line growth. As a utility executive, she led her team to earn 6 consecutive J.D. Power Call Center Certifications from 2007 – 2012.*

**Leadership, Negotiation, Networking, and Fun! Conferences Connect!. [Register today!](#)**

*Barbara is a frequent speaker at utility and customer experience forums across the country noted for her passion and ardent belief in the positive impact that employee engagement has on customer service and the bottom line. She has published several articles in such industry publications as Forbes, CRM Magazine, CS Week, HR Executive and The Call Center Times and conducts webinars on transforming business performance through Enterprise Engagement.*

#### **4:30 Conference Wrap-Up, Conclusion, and Your Homework**

Homework? Yes, by now we have met amazing women in our industry that have inspired us to advance in our careers. What's next? What needs to happen next as an industry? And who better to make it happen than the inspired group that has gathered for this conference? We'll assign real "to-do" items, complete with accountability, deadlines, and commitments. Participants are encouraged to pair with a new friend from the conference to act as "accountability partner." Plan to join us next year to see how much we "moved the needle" to promote more women leadership in utilities.

**Ashley Baptiste, CEO, Conferences Connect**

#### **Follow-Up: Conference Assets and Networking**

A few days after the conference, we'll send you a password protected link to access all conference presentations, resources mentioned in the event, and a full contact list of participants. Why? Because we've spent two powerful days together, complete with heartfelt advice to increase your network. Use it to keep in touch, ask questions, network, and ADVANCE.

#### **Kim Shumway, EVP, Partner and Business Development, Allconnect**



*Kim Shumway leads the team responsible for Allconnect's customer acquisition and business partnerships. In this role, she oversees business development, marketing, partner services, product development and the customer experience for partnerships with major utility and energy companies, service providers and other affiliates that represent over 50 million households. Since joining Allconnect in 2006, Shumway has held positions in business development and operations, where she built new revenue streams through applied design of human capital, analytics, technology infrastructure and business process.*

#### **Ann Fracas, Director of Sales, Apogee Interactive**



*Before Apogee Interactive, Ann was an enterprise sales executive in the technology and consulting industries. Her career started at Georgia Power in IT and then moved to sales at Adobe, Foxit, and DayNine Consulting Services. Ann focuses on a consultative 'customer first' approach driven by business needs, value, and ROI. She is a Georgia Tech graduate with her Bachelor of Science in Industrial Management with a concentration in Information Systems. She has a passion for developing strong long-term business relationships, being a trusted partner, and finding the right solutions to maximize a client's investment. She and her husband enjoy keeping up with their children when not taking road trips or working in the garden.*

**Send Your Team of Rising Stars to Learn, Share, and Grow! [Register Your Team Today!](#)**

## This Conference is a Little Different. Here's What You Can Expect...

One room. Two days. 12-15 Speakers. 40-50 Utility Professionals.

**One Track:** You'll participate in two-days of general session discussion – that's one presentation at a time in a linear, single-track agenda. No break-outs, not separate tracks. Why? Because everyone participating in one conversation makes the discussion deeper, more relevant, more powerful, and more interactive.

**Connect:** Meet and connect with 40-50 utility professionals with the same or similar job title, challenges and company structure as you.

**Arrive as strangers, depart as friends:** We cap the number of registrants to create an intimate meeting setting. This "safe space" allows participants to open up about challenges, to share "here's what we tried," so you can learn first-hand from each other. You will meet everyone in the room.

**Facilitated Networking:** We kick off the event with a "round robin" session where everyone in the room introduces themselves and shares their biggest challenge. By stating "what I'm here to learn," relevant content is filtered accordingly, and everybody takes back what they need.

**Full Contact List:** Meeting your industry colleagues is great. Staying in touch is even better!

**Event Resources:** A few days post-conference, we send you a link to the conference "assets" – pdfs of the presentations, recommended books, videos, templates, and any other digital content shared at the conference.

**Fuel Your Growth:** Meeting for two days requires sustenance. We provide breakfast and lunch each day to make sure you can focus on the content.

**Discounted Hotel Rooms:** Why stay near the conference location? Enjoy the convenience of not having to go far and discounted guest room rates that help you keep to your budget.

**Don't Miss Out:** Register Yourself and Your Team Today!

### Sponsors

Gold



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Networking Happy Hour



Don't Take Our Word for It – Read Reviews from Past Attendees. Then [Register Today!](#)

## Past Attendees Rave About This Conference...

*"It was a pleasure to be in a room with so many smart and beautiful women. Their stories, perspectives, and knowledge were rich and inspiring. The conference genuinely provided an abundance of information to ingest and thoughtfully act upon. I hope to attend more in the future."* – A.J., Enterprise Solution Delivery, **Atmos Energy**

*"One of the best conferences I have been to! The small group of women led to open, honest discussion. All of the speakers were phenomenal!"*  
– E.W., Manager, Regulatory Policy, **NIPSCO**

*"Good meeting pace, professional yet approachable, and energetic atmosphere of discussion."*  
– S.G., **Assistant General Manager, LADWP**

*"Everything is negotiable,' really resonated with me."*  
– M.N., Senior Project Manager, **Southern California Edison**

*"An extremely powerful, relevant, and inspirational experience. I believe that I have grown as a result of this experience. Everyone shared amazing information – the pace was super-fast, and I truly appreciated everyone's transparency and vulnerability. I can't wait to pay it forward with my team and co-workers."* –C.T., Supervisor, **Ameren**

*"Engaging from beginning to end."* – B.M, Project Manager, **SCE**

*"This is my first women in utilities conference. The conference is very refreshing, inspiring, and empowering- learning from all these powerful female speakers who are leaders in their respective field."* – G.B., **Los Angeles Department of Water & Power**

*"ADVANCE: The Power Conference for Women in Utilities far exceeded my expectations! The intimate format, authentic speakers and topics were transformative for my career."*  
– J.M., Director of Strategy & Technology, **ComEd**

## Conference Location

**ADVANCE: The Power Conference for Women in Utilities** is located at the Headquarter offices of Southern Company Gas, Ten Peachtree Place, Atlanta, Georgia, 30309. Conference participants are encouraged to stay at these nearby hotels:



**[Hyatt Atlanta Midtown](#)** – 125 Tenth Street, Atlanta, GA 30309  
Ask for the Southern Company Rate of \$165

**[Loews Hotel](#)** – 1065 Peachtree Street, NE, Atlanta, GA 30309  
Ask for the Southern Company Rate of \$187

**[Renaissance Atlanta Midtown Hotel](#)** – 866 W. Peachtree, Atlanta, GA 30308  
Ask for the Southern Company Rate of \$194

For each hotel, guests need to say that they are attending ADVANCE: The Power Conference for Women in Utilities and request the Southern Company rate.

**[Register now](#) for the most powerful, interactive, and inspiring conference on the market of its kind!**



# ADVANCE: The Power Conference for Women in Utilities

April 16-17, 2018  
Atlanta, Georgia

Four Ways to Register!



- 1) Register Online  
<https://events.bizzabo.com/ADVANCE2018EAST?promo=Agendapdf&isTracking=true>
- 2) Register by Phone: (610) 325-4830
- 3) Register by Email: [Ashley@ConferencesConnect.com](mailto:Ashley@ConferencesConnect.com)
- 4) Register by Mail: Conferences Connect, PO Box 32, Southeastern, PA 19399

**Please Register Me for:**

- ADVANCE: The Power Conference for Women in Utilities**  
April 16-17, 2018: \$1895, Early Bird by March 30: \$1695
- I Cannot Attend But Please Send Me the Conference Proceedings at \$495.

Please charge my credit card  Visa  Master Card  American Express

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ persons

**Please Register the Following:**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_ Mobile # \_\_\_\_\_

Email \_\_\_\_\_

**Billing Address** \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address (if different from above)  
\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Email or Mail to:** Conferences Connect, P.O. Box 32, Southeastern, PA 19399 [Ashley@ConferencesConnect.com](mailto:Ashley@ConferencesConnect.com)