Day 1   Wednesday, September 9

Wednesday, September 9 | 8:00 am – 12:00 pm

Communicate to Influence

Speaker: Presented by Decker Communications

Description: This 4-hour workshop will empower participants to create an effective communication style, develop an impactful message with influential delivery.

Learning Objectives:
At the end of this course you will be able to communicate using behaviors that engender trust and create powerful messages and:

- Navigate The Communicator’s Roadmap™: Portray a certain level of leadership presence no matter the goal of the communication situation (Inform, Entertain, Direct, Inspire)
- Learn how others experience you as a leader
- Understand what really counts in communicating. Is it what you say? Or how it’s delivered?
- Build individual awareness of The Behaviors of Trust for connection, energy and credibility
- Practice with interactive partner or small group exercises with group feedback including video recording with individual’s smartphones
- Change the way listeners think or act about ideas by framing a message of influence, rather than just plain information
- Introduce The Decker Grid™ – a methodology to help you quickly organize your thoughts and present them in a way that means something to your listener
- Learn SHARP (Stories, Humor, Analogies, Reference/Quotes, Pictures/Visuals) principles to connect emotion with logic and create memorable messages

Target Audience: natural gas professionals

Wednesday, September 9 | 12:00 am – 4:30 pm

Executive Council – Closed Session: Members of Executive Council and Board of Directors Only

Speaker: Tisha Schuller, Adamantine Energy

Description: This 4-1/2 hour workshop will set the course for SGA Committees and explore pressing issues for member companies. Section Managing Committee Chairs will report to the Executive Council on Committee Activity Plans initiatives. Following updates, Adamantine Energy Tisha Schuller and Michael Teague will cover three pressing topics for Executive Council discussion. The first summarizes Adamantine’ s report Will Texas Ban Fracking in 10 Years? which looks at the lessons leaders across North America can take away from Colorado’s quick political flip from supporting to opposing oil and gas. Tisha will then provide a brief overview of the state of decarbonization commitments from leading companies across sectors, including finance, tech, utilities, and oil and gas. Finally, Tisha will kick off and Mike will facilitate a discussion on how SGA leaders can think about future-proofing their companies, including which challenges to address imminently and those to consider in longer-term strategic planning.
**Target Audience:** Executive Council, Board of Directors

*Wednesday, September 9 | 4:00 pm – 5:00 pm*

**First-Time Attendee Session**

**Description:** Join fellow SGA event first-timers and learn more about conference happenings, SGA and meet members.

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### Day 2  Thursday, September 10

*Thursday, September 10 | 8:00 am – 9:30 am*

**General Session I: Tell Your Epic Story: Let’s Build a Sustainable Future**

**Keynote Speaker:** Steve Donahue, Motivational Speaker and Author

**Description:** In a world of change one thing is constant - The Epic Story. If you want epic change you need an Epic Story. Unleash your Narrative Intelligence to thrive on disruption, inspire innovation and create new opportunities.

**Learning Objectives:**
- Understand the 5 Key Components of Epic Stories and how to tell the epic story of natural gas

*Thursday, September 10 | 9:45 am – 10:45 am*

**Roundtable Session I:**

**Accounting & Finance/Rates & Regulatory Affairs:**

**SEC, PCAOB & GAAP Update**  
**Speaker:** Untray Orange, PricewaterhouseCoopers LLP  
**Description:** Update on new SEC and GAAP accounting standards and discussion on current trends affecting the industry.  
**Learning Objectives:**
- Gain overall perspective to new SEC and GAAP accounting standards  
- Understand current accounting trends in the industry  
- Review current trends with the PCAOB  

**Target Audience:** accounting and financial reporting, rates and regulatory

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**Corporate Services:**

**Beyond the Awkward: Getting Comfortable Talking about Diversity and Inclusion**  
**Speaker:** Bryan Glines, CenterPoint Energy; Harvey Hightower, ONE Gas Inc.  
**Description:** Lump in your throat. Clammy hands. Pit in your stomach. If you’ve experienced these very real and natural responses when a diversity topic is raised at work, know that you're not alone. Conversations about D&I can be awkward, uncomfortable, or downright scary. After spending time with session hosts in Beyond the Awkward, participants will walk away with tools and strategies that can assist in becoming comfortable having constructive conversations and provide your company actionable plans to implement D&I strategies.

**Learning Objectives:**
- Provide participants with tools and strategies that can assist you in becoming comfortable having constructive conversations about D&I

**Target Audience:** all executives and leaders of people, HR, D&I, Legal, Training & Development professionals

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**Customer Experience:**

**Five Myths of Customer Experience Debunked**  
**Speaker:** DeShaundra Jones, Washington Gas  
**Description:** You’ve heard it before, “what’s the difference between customer service and customer experience?” To improve the customer experience, all
you need is technology. The increased focus on customer experience has given way to best practices but also a few myths and misconceptions. Join this highly interactive session to look at some of these misconceptions and gain more clarity.

**Learning Objectives:**
- Identify the top customer experience myths and what they mean
- Identify whether these myths are true for your organization and develop a go forward plan to tackle them

**Target Audience:** customer focused leaders; leaders with focus in technology, marketing, and communication

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**Distribution Operation & Engineering:**

**Natural Gas and the Environment: The Politics and the Facts | PART ONE**

**Speaker:** Daniel Lapato, American Gas Association

**Description:** This session is Part 1 of 2 intended to cover the current socio-political climate around fossil fuels and particularly natural gas. Session one will be presented from the AGA perspective and is intended to cover the issue out a national level focused on the current climate in Washington D.C., a high level overview of some ongoing legislation across the country and what the AGA is doing in support of the industry.

**Learning Objectives:**
- Obtain an understanding of the current political/public perception around natural gas as a bridge fuel and part of the nation's energy mix in the future
- A high-level understand of what legislation has been enacted/is being proposed nationally

**Target Audience:** operations, engineering, environmental, communications and government, regulatory affairs professionals

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**Gas Supply Marketing:**

**North America in a Global Gas Market - Time to Panic?**

**Speaker:** TBD

**Description:** Is the US driving global LNG or is global LNG driving the US? This session outlines: a) domestic supply/demand implications tied to NYMEX Henry Hub and regional price signals b) discussions on global LNG supply/demand will address who can (or can’t) provide solutions c) potential impacts to a 5y price forecast d) shorter term considerations that could impact US LNG feed gas requirements.

**Learning Objectives:**
- Gain a better understanding of how domestic supply is driving demand
  - Understand the global LNG outlook and supply trains needed to meet demand requirements
- Recognize potential short-term impacts to US LNG feed gas requirements
  - Have talking points on possible influences on a 5y price forecast

**Target Audience:** producers, pipelines, electric utilities, LDC’s, marketers

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**Growth & Retention:**

**Developing a Customer Retention Strategy**

**Speaker:** Jason Ketchum and Erin Obering, ONE Gas, Inc.

**Description:** Using a “Design Sprint” process this workshop will guide participants in developing a customer retention strategy. Learn from experts across the industry and actively help develop a solution to an issue that has significant strategic importance for all gas utility companies.

**Learning Objectives:**
- Practice using concepts taught to develop a customer retention strategy

**Target Audience:** commercial, marketing, strategic planning, customer service professionals
Human Resources: Beyond the Awkward Conversations: Getting Comfortable Talking about Diversity and Inclusion

**Speaker:** Bryan Glines, CenterPoint Energy, Harvey Hightower, ONE Gas, Inc.

**Description:** Lump in your throat. Clammy hands. Pit in your stomach. If you’ve experienced these very real and natural responses when a diversity topic is raised at work, know that you’re not alone. Conversations about D&I can be awkward, uncomfortable, or downright scary. After spending time with your session hosts in Beyond the Awkward, you will walk away with tools and strategies that can assist you in becoming comfortable having constructive conversations and provide your company actionable plans to implement D&I strategies. If you’re interested in learning to become comfortable with discomfort, this session is for you.

**Learning Objectives:**
- Provide participants with tools and strategies that can assist you in becoming comfortable having constructive conversations about Diversity and Inclusion

**Target Audience:** all executives and leaders of people, HR, D&I, Legal, training & development professionals

Pipeline Operation & Engineering: Pipeline Public Safety, the NTSB & Response to Crisis

**Speaker:** Tom Tobin, Wilson Elser Law Firm

**Description:** An interactive discussion of how pipeline operators respond to calamities and how the response must change if the NTSB is investigating. Included will be how best to prepare before the calamity takes place, what to expect at the scene and in the months that follow.

**Learning Objectives:**
- Understand the NTSB, it’s role in a pipeline calamity and your role/responsibilities in interacting with NTSB
- Describe the investigation process, the NTSB party coordinator role in the process, party submission and expectations of a pipeline operator at the scene
- Recognize critical components including confidentiality obligations, legal limitations, factual reporting and filing requirements for NTSB Petitions to Reconsider

**Target Audience:** emergency response personnel, pipeline safety & safety management systems personnel, public relations/communication personnel, senior management, legal department

Women & Leadership: Session details coming soon.

Thursday, September 10 | 10:45am – 11:45am

Roundtable Session II:

**Accounting & Finance/Rates & Regulatory Affairs:**

**Roundtable Topics Discussion**

**Speaker:** Laura Gillham, Atmos Energy

**Description:** Discussions topics include tax reform updates, renewable energy, rates design and cloud computing, generally accepted accounting principles (GAAAP) and regulatory impacts.

**Learning Objectives:**
- Gain understanding on key issues related to identified topics

**Target Audience:** accounting and financial reporting, rates and regulatory professionals
**Corporate Services:**

**Voluntary Renewable Natural Gas Tariffs**  
**Speaker:** David Cox, The Coalition of Renewable Natural Gas  
**Description:** Interest in renewable natural gas (RNG) is at an all-time high and gas utilities are learning how to offer RNG to their commercial and residential customers through voluntary tariffs. Hear how gas utilities have successfully worked with their public service commissions to pass voluntary tariffs and get actionable advice for getting a voluntary RNG tariff passed in your state.  
**Learning Objectives:**  
- Provide participants with an understanding of current voluntary renewable tariffs and provide participants with tools and strategies for working with their public service commission.  
**Target Audience:** rates and regulatory affairs, legal, gas supply and marketing professionals

**Customer Experience:**

**Journey Mapping**  
**Speaker:** Melanie Wemple, Esource  
**Description:** A critical first step in improving your customer experience is understanding and mapping your customer’s most common journeys (pay bill, start or stop service). Where do pain points exist that make it difficult for the customer to do business with you? Reducing this friction and identifying what your teams are doing well can help you create a positive customer experience and a more loyal, retained customer base.  
**Learning Objectives**  
- Kick off the journey mapping process or tweak your current version for effectiveness  
- Understand how to align voice of customer feedback with the different parts of the journey to identify pain points or positive experiences  
**Target Audience:** customer experience, marketing, communications, strategic planning professionals

**Distribution Operation & Engineering:**

**Natural Gas and the Environment: The Politics and the Facts | PART TWO**  
**Speaker:** Mark Kahrer, New Jersey Natural Gas  
**Description:** This session is Part 2 of 2 in our discussion related to the current socio-political climate around fossil fuels and particularly natural gas. This session is focused on a New Jersey’s Energy Master Plan and particularly how this is affecting NJ Natural Gas and what they are doing as an LDC to support clean energy and secure the future of natural gas in their state.  
**Learning Objectives:**  
- Obtain a basic understanding New Jersey "Energy Master Plan" and the drivers behind its creation.  
- Learn how a fellow Operator approached the issue including successes and lessons learned  
- Takeaway strategies, ideas and/or talking points that can be implemented at a local level to combat the negative perception around natural gas as a clean and reliable source of energy.  
**Target Audience:** operations, engineering, environmental, communications and government, regulatory affairs professionals

**Gas Supply Marketing:**

**Reducing Methane Emissions - Making Blue More Green**  
**Speaker:** Jory Caulkins, Independent Energy Standards Corp., Richard Hyde, One Future Coalition  
**Description:** In 2019, Virginia Natural Gas announced that starting November 1, it would begin purchasing one-fifth of its customers' annual natural gas supply with gas certified to be produced and transported with an average rate of methane emissions equal to or less than 1% of total gas production
volumes. Join us in this roundtable discussion as industry experts discuss current efforts to reduce methane emissions throughout the entire natural gas cycle and the certification process for responsibly sourced or “green” gas.

**Learning Objectives:**

- Gain better understanding of methane emission reduction efforts throughout the natural gas industry
- Understand the certification process for responsibly sourced gas
- Understand the decision points companies use in determining their reduction needs/efforts
- Gain better understanding of remaining hurdles companies face

**Target Audience:** producers, pipelines, electric utilities, LDC's, marketers

**Growth & Retention:**

**Developing a Customer Retention Strategy**

**Speaker:** Jason Ketchum and Erin Obering, ONE Gas Inc.

**Description:** Using a “Design Sprint” process this workshop will guide participants in developing a customer retention strategy. Learn from experts across the industry and actively help develop a solution to an issue that has significant strategic importance for all gas utility companies.

**Learning Objectives:**

- Practice using concepts taught to develop a customer retention strategy

**Target Audience:** commercial, marketing, strategic planning, customer service professionals

**Human Resources:**

**Talent Acquisition Best Practices**

**Speaker:** Mark Bridgers, Continuum Capital

**Description:** As the “silver tsunami” continues to wash over the utility industry in the face of continued expansion of O&M and capital construction responsibilities...many utilities are searching for innovative ways to effectively recruit, train, retain and transition to more senior roles for Millennial and Generation Z members. In this session, we will explore talent acquisition best practices given the challenges and opportunities in the current utility market.

**Learning Objectives:**

- Understand talent acquisition practices for the different generations
- Describe how to complete Millennial readiness for vacated Baby Boom Generations roles
- Recognize ways for making industry job opportunities visible to Generation Z
- Identify methods for how to train and retain Generation Z members

**Target Audience:** all industry hiring managers and leaders interested in hiring and retaining staff

**Pipeline Operation & Engineering:**

**Cyber Security and Physical Security**

*Session details coming soon.*
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<th>Roundtable Session III:</th>
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<tr>
<td><strong>Accounting &amp; Finance/Rates &amp; Regulatory Affairs:</strong></td>
<td><strong>Washington Policy Update</strong></td>
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<td><strong>Session details coming soon.</strong></td>
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<td><strong>Corporate Services:</strong></td>
<td><strong>Build Your Company's Brand with Effective Corporate Citizenship Efforts</strong></td>
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<td><strong>Speaker:</strong> Maurice Baker, Georgia Natural Gas</td>
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<td><strong>Description:</strong> Develop a Corporate Citizenship Program that provides value to the community, your business, and your employees.</td>
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<td><strong>Learning Objectives:</strong></td>
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<td>• Support business objectives and deliver social impact</td>
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<td>• Increase your company's visibility and reputation</td>
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<td>• Leverage existing resources in your network for added value</td>
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<td>• Tune up an existing Corporate Citizenship Program</td>
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<td><strong>Target Audience:</strong> Beginning to intermediate Corporate Citizenship professionals and those in supportive communications, marketing or HR roles</td>
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<td><strong>Customer Experience:</strong></td>
<td><strong>Spire Customer Connect Project - Creating an effortless experience for all our customers</strong></td>
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<td><strong>Speaker:</strong> Julie Trachsel, Spire, Inc.</td>
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<td><strong>Description:</strong> In 2016, Spire kicked off the Customer Connect to bring all customers served in Missouri and Alabama into one Spire branded customer portal. Coinciding projects rebrand five utilities into one singular entity: Spire. Each utility had their own company website, customer portal, regulatory requirements, billing systems, payment processors, and workload routing systems. Every aspect would have to be considered when building and designing one customer portal that would dynamically respond to the customers based on where their service address was located and their unique account information. This session will discuss the different phases, steps, and outcomes of the Customer Connect Project.</td>
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<td><strong>Learning Objectives:</strong></td>
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<td>• Understand how the customer journey was created</td>
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<td>• Learn the requirements necessary to accommodate customers and deliver an MVP that is acceptable across different regions.</td>
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<td>• Discover how to keep up with increasing customer expectations of 24/7 customer service</td>
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<td>• Gain an understanding of how cross-functional, cross-geographical teams successfully worked together to execute the large-scale project.</td>
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<td>• Hear lessons learned and key takeaways</td>
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<td><strong>Target Audience:</strong> leadership, customer experience professionals, strategic planning professionals</td>
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<td><strong>Distribution Operation &amp; Engineering:</strong></td>
<td><strong>Safety Enhancements on Low Pressure Systems</strong></td>
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<td><strong>Speaker:</strong> Eric Belle, NiSource</td>
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<td><strong>Session details coming soon.</strong></td>
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<td><strong>Gas Supply Marketing:</strong></td>
<td><strong>“It Ain’t Easy Being Green”</strong></td>
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<td><strong>Speaker:</strong> David Cox, Coalition for Renewable Natural Gas (RNG); David McCullough, Eversheds Sutherland; David M. Tucker, CenterPoint Energy Services</td>
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**Description:** Investor-owned utilities are under increasing pressure by investors to be more environmentally friendly, sustainable, and ‘green’. Electric utilities offer ‘renewable’ solar and wind products to rate-payers; however most natural gas utilities aren’t offering similar products. Environmentally sensitive PUCs and environment groups are looking to LDCs to provide a ‘green’ solution. This session provides insights to regulatory and legislative drivers behind renewable natural gas and outlines solutions LDCs can implement to offer renewable products to end-users or reduce CO2 emissions. Different types of RNG will be explained, domestic/global demand overviews provided, supply outlook and price-points discussed, and ways LDCs can participate in the RNG market outlined.

**Learning Objectives:**
- Understand the market drivers behind RNG
- Gain an understanding of different types of RNG and requirements to secure/attract supply
- Learn solutions that some gas distribution companies are employing to offer RNG to rate-payers
- Consider an RNG strategy that meets your companies risk profile

**Target Audience:** corporate environmental & sustainability, gas supply & procurement, rates & regulatory, operations and engineering, communications and marketing professionals
initiatives that support these strategies including EPA’s Natural Gas STAR Program and Methane Challenge. And many companies have made public commitments to meet meaningful reduction targets through groups like ONE Future Coalition and The Environmental Partnership. What solutions are out there? And how do you prioritize methane reduction investments where there are also competing capital demands to support other goals such system integrity and reliability? Hear about the experiences and solutions employed at the companies presenting at this session. Members in attendance are invited to share their own experiences as well.

Learning Objectives:
• Identify meaningful and practical ways to reduce methane emissions in Natural Gas transmission systems.
• Understand which initiatives and practices typically provide the largest reductions and how to implement a staged approach.

Target Audience: engineering and operations leaders who are interested in implementing methane reduction solutions

Women & Leadership: Building Your Personal Brand
Speaker: Monica Davis, Dominion Energy
Description: Learn how to define personal brand and how the elements of personality, career and interactions with others influences the message each person shares to the world. The concepts covered in this course will help participants align how a person sees him/herself and what others’ see. Aligning these messages ties back to the participant’s personal success as a leader in their organization.

Learning Objectives:
• Define personal brand
• Identify the impact of the key elements which influence brand
• Discover how to align messages to improve leadership success

Target Audience: all leaders and roles interested in improving personal brand

Thursday, September 10 | 3:00 pm – 4:30 pm

Roundtable Session IV

Accounting & Finance/Rates & Regulatory Affairs: Roundtable Topic Discussions
Panelists: Bill Zarakas, Brattle Group; Lillian Franco, Regulatory Research Associates (RRA)
Moderator: David Scalf, ONE Gas, Inc.
Description: Discussions topics include comparative, straight, fixed rate design and multi-year rate planning, pipeline and LDC metrics and trends discussion.
Learning Objectives:
• Gain understanding on key issues related to identified topics

Target Audience: accounting and financial reporting, rates and regulatory professionals

Corporate Services: Preparing for the Great Crew Change 2.0: Succession Planning in the Digital Era
Speaker: Carrie Burd, Algonquin Power & Utilities Corp.
Description: The oil and gas industry has cycled through at least two major downturns over the last 30+ years. Each time, companies have scrambled to recover lost knowledge and rebuild their workforce. In the early 2000s, the resulting age, experience and knowledge gap between the old and new guard was dubbed the “Great Crew Change”. In 2020, this issue has become even more urgent and more complicated as we enter the new digital era and
confront a “Silver Tsunami” of retirements. This interactive talk will explore the challenges and opportunities of addressing the Great Crew Change 2.0.

**Learning Objectives:**
- Review demographic and technological changes impacting the oil and gas industry
- Identify current challenges and opportunities
- Learn about industry developments, strategies and/or best practices
- Tap into the collective knowledge and creativity of conference participants to identify actionable ideas

**Target Audience:** natural gas management professionals, leaders of people, HR, D&I, Legal, training & development professionals

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**Customer Experience:**

**Change Management & Beyond Customer Experience - Bringing it all Together**

*Session details coming soon.*

**Distribution Operation & Engineering:**

**Mega Rule Update**

*Speaker: TBD*

*Session details coming soon.*

**Gas Supply Marketing:**

**Natural Gas Voices: Coordinating a Consistent Message**

*Panelists:* Nicole Jacobs Schomburg, Energy In Depth, Richard Hyde, ONE Future, Chris Kofinis, Park Streets

*Moderator:* Suzanne Ogle, Southern Gas Association

*Description:* This session will present various messages and advocacy programs that exist today for promoting natural gas as a preferred energy source and explore how industry leaders can drive towards consistency in promoting natural gas.

**Learning Objectives:**
- Have a better understanding of the advocacy efforts taking place in the natural gas industry
- Make an informed decision on how you and your organization can support the promotion of natural gas as a clean, efficient fuel source of the future
- Identify two to three talking points that you can use to develop your natural gas promotion elevator talk

**Target Audience:** natural gas operations and engineering leadership, corporate communications and marketing leadership

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**Growth & Retention:**

**Developing a Customer Retention Strategy**

*Speaker:* Jason Ketchum and Erin Obering, ONE Gas, Inc.

*Description:* Using a “Design Sprint” process, this session will guide participants in developing a customer retention strategy.

**Learning Objectives:**
- Understand the “Design Sprint” process
- Practice developing a retention strategy to decrease customer attrition

**Target Audience:** commercial, marketing, strategic planning, customer service

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**Human Resource:**

**Preparing for the Great Crew Change 2.0: Succession Planning in the Digital Era**

*Speaker:* Carrie Burd, Algonquin Power & Utilities Corp.

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resulting age, experience and knowledge gap between the old and new guard was dubbed the “Great Crew Change”. In 2020, this issue has become even more urgent and more complicated as we enter the new digital era and confront a “Silver Tsunami” of retirements. This interactive talk will explore the challenges and opportunities of addressing the Great Crew Change 2.0.

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- Tap into the collective knowledge and creativity of conference participants to identify actionable ideas

**Target Audience:** natural gas management professionals, leaders of people, HR, D&I, Legal, training & development professionals

**Pipeline Operation & Engineering:**

**Mega Rule Update**
**Panelists:** Darral Ward, Boardwalk Pipeline Partners
**Moderators:** Jeff Sanderson, Boardwalk Pipeline Partners; Chris Davis, Southern Star Central Gas Pipeline

Session details coming soon.

**Women & Leadership:**

**Influencing Without Authority**
**Speaker:** Nicolle Billmyre, Southern Gas Association

**Description:** Whether you’re dealing with managers, colleagues, staff members or senior management, the ability to win respect, influence people and cultivate cooperation is absolutely essential to career success. In this skills training, we will focus on the key elements of influencing others when there is lack of authority—personal power, persuasion and negotiation. Learn how to influence people by building your power base to adapt communication style to build credibility...persuade with a framework of discovery, preparation and dialogue...master the key components of negotiation.

**Learning Objectives:**
- Establish or regain credibility so you can begin to influence people
- Understand the person you’re trying to influence
- Develop and grow relationships within your organization and beyond
- Create a collaborative work environment for faster, better results
- Let communication differences work for, not against you
- Successfully sell your ideas and implement change
- Influence people while projecting self-confidence without being manipulative
- Adapt your style to the person or situation you’re dealing with
- Identify various negotiating techniques that promote win-win outcomes

**Target Audience:** This session is ideal for those who need to have work done through or with others—or who need to convince another person to buy into an idea.
Day 3  Friday, September 11

Friday, September 11 | 7:00 am – 8:00 am

Best Practices Breakfast

Speaker: Amanda Prestage, Dominion Energy

Description: Case study on recruiting the future generations.

Friday, September 11 | 8:00 am – 9:45 am

General Session II: Natural Gas Champions Program:
Telling a Compelling Story to Reinforce Natural Gas As a Part of the Low Carbon Future

Moderator: Bill Cantrell, Executive Liaison for Southern Gas Association

Panelists: TJ Szelistowski, President, TECO Peoples Gas System; Clay Cutchins, Senior Communications Specialist for Dominion Energy; Karen Goedde, Director of Corporate Communications & Public Relations for Southern Star Central Gas Pipeline; Julie White, VP Communications, Public Affairs and Inclusion & Diversity for ONE Gas

Description: This session will initially provide a brief rationale/background of the SGA Natural Gas Champions initiative. As of the beginning of 2020, over 750 employees from over 100 companies have been trained to (1) clearly understand the benefits natural gas provides to customers, the general public, and the country, (2) identify the concerns individuals and interest groups have with fossil fuels in general and natural gas in particular, as well as how the industry is responding to those concerns, and (3) recognize how to communicate in a positive way to the more than 50% of the country that are persuadable with facts, figures and stories. Then our four panelists will tell their stories about how the Natural Gas Champions program is being utilized in each of their companies.

Learning Objectives:
• Understand why companies have embarked on this effort to train its employees
• Understand how this effort fits into other communication plans and initiatives of member companies
• Understand what has worked and what has not within the companies that have used it

Target Audience: senior leadership; corporate communications/public relations; marketing & sales executives; governmental affairs; environmental leadership

Friday, September 11 | 10:00 am – 11:30 am

Executive Panel Session: Turning Social Risk into an Operational Advantage

Moderator: Tisha Schuller, Principal for Adamantine Energy

Panelists: Allen Fore, Vice President, Public Affairs for Kinder Morgan, Inc; Susan Waller, Senior Strategic Advisor for Enbridge’s Gas; Washington Gas; Southern Company

Description: Adamantine Energy and the Southern Gas Association have been collaborating on a customized three-part extension of Both of These Things Are True - Social Risk from recognizing social risk, to reducing social risk to turning social risk into an operational advantage. Join Tisha and innovative SGA member companies who are doing just that – turning social risk into an operational advantage.

Learning Objectives:
• Prepare your company to take a proactive stance to rising social risks
• Gain insights on how natural gas companies can act today to turn social risk into an operational advantage

Target Audience: natural gas operations and engineering leadership, corporate communications and marketing leadership, natural gas executives