



Executive Council

Wednesday, April 6, 2016

Noon to 4 pm

**Marriott Rivercenter – Salon I
San Antonio, TX**

2016 SGA Chairman's Theme:

Developing People, Relationships, Solutions

Frank Yoho, Senior Vice President and Chief Commercial Officer, Piedmont Natural Gas, SGA Chairman of the Board





2016 Executive Council Meeting Agenda
April 6, 2016
San Antonio, TX
Marriott Rivercenter – Salon I
Noon – 4:00

Chair: Gary Gregory – Atmos Energy

Noon – 1:00 **Lunch**

1:00 – 1:15 **Introductions**

1:15 – 2:15 **Natural Gas and The 3 “E’s” Dialogue (Energy, Economy and Environment)**

Dr. Scott Tinker – Director, University of Texas Bureau of Economic Geology & State Geologist of Texas

Scott will provide an update on the research that is ongoing at the Bureau of Economic Geology that has implications on the natural gas industry from the wellhead to the point of consumption. Scott will also address the critical drivers for the natural gas industry and update the demand/supply balance outlook.

He will also bring the attendees up to date on the Switch Energy Project, its new educational content and efforts to encourage the public dialogue regarding meeting the nation’s energy requirements in a balanced, practical, environmentally acceptable manner and the role of natural gas.

2:15 – 2:45 **Natural Gas Advocacy and Education – Speaking with One Voice**

Susan Waller – VP, Stakeholder Outreach

Susan will share Spectra’s successful education and training program with attendees.

2:45 – 3:00 **Break**

3:00 – 3:30 **Breakout Sessions**

Topics:

- **The New Era of Combination Utilities**
 - Implications of the recent Electric & Gas Utility Mergers
 - Organizational & Operational Challenges
 - Overall implications to the Gas/Electric Harmonization efforts
- **Demand**
 - **Residential and Commercial Load Growth and Retention** - Why are we not having significant residential and commercial load growth? R&D efforts to improve gas appliances and applications.

- **Power Generation Load Growth** – Natural gas demand is increasing in the power generation- what are the unintended consequences and are we preparing?
- **Environmental View of Natural Gas / Common Industry Voice** – We need to move forward with creating natural gas advocates and finding ways to work with alternate fuels like solar, to continuing to have the ability to locate new pipelines where they are needed.
- **Supply** – With the recent decline in natural gas prices are we facing a future of greater price volatility and much higher prices? Can we avoid a major and potentially demand destructive price swing?
- **Natural Gas Industry Leadership** – The industry is experiencing a significant shift and realignment in the ownership of natural gas assets from midstream to distribution as well as leadership. What role should SGA play in this evolution?

3:30 – 4:00

Breakout Session Reports



Who We Are

Chairman's Theme: **Developing People, Relationships, Solutions**

- Chairman of the Board: Frank Yoho, Senior Vice President and Chief Commercial Officer, Piedmont Natural Gas

SGA is a 501 (c)(6) organization with offices in Dallas. Founded in 1908 we exist to serve our 109 (with 96 subsidiaries) members who conduct business in the following sectors of the natural gas industry:

- Distribution
- Transmission (pipeline and midstream)
- Gas Supply Marketing

Although our primary footprint is the lower 17 states our members have assets in 33 states.

SGA is a member-driven organization with over 500 volunteers serving on 60+ Interest Groups and Task Forces managed by 8 Section Managing Committees. The Managing Committees report up to the [Board of Directors](#) through the [Executive Council](#). Each of our Interest Groups is managed by a [Committee](#) (click on "Committees" at the top of our home page). Each Committee maintains a web page and each Committee's Activity Plan is attached to their web page.

SGA conducts over 50 live (approximately 4,500 participants) and 50 virtual events (approximately 9,000 participants) each year. See our [event calendar](#) to view upcoming meetings and events.

We manage joint industry projects, conduct surveys on business critical issues, and facilitate peer-to-peer collaboration for the purpose of identifying and implementing best practices.

We manage an applied research program through [Gas Machinery Research Council](#); produce and deliver virtual events through the [SGA Network](#); and partner with the natural gas industry to advance joint industry projects like [Texas Pipeline Awareness Alliance](#) (public awareness and damage prevention).

Mission Statement

Linking People, Ideas, Information. We connect our members with the innovative ideas and relevant and timely information they need to operate their natural gas systems safely and effectively.

Vision Statement

Southern Gas Association is a member driven organization. We produce relevant and timely meetings, both live and virtual, for the exchange of information. SGA provides a structure to facilitate peer-to-peer connections that identify smart practices and lessons learned. Our 60+ Interest Group organizational structure enables our members to work collaboratively as they seek solutions to their challenges. This architecture accelerates the learning and ignites innovation necessary to keep pace with the high velocity of change in our industry.

Content and Connections

SGA creates and delivers relevant, just-in-time content for the membership. Connecting people at our meetings and through involvement as a volunteer accelerates and enhances learning. SGA facilitates connections virtually through "[Connect@SGA](#)". Content management is facilitated through our website and the SGA Campus.

A summary of content produced by our 60+ Committees is available in our Content Journal.

Member Engagement

We encourage our members to engage with their association. SGA content and connections is customizable and can be mapped to a member's specific needs.

Ability to Execute

The SGA [Committee / Interest Group governance structure](#) efficiently facilitates and accelerates collaboration and innovation across multi-functional areas of focus.

Communications

With the volume and depth of information created within SGA Committees, we are focused on quality communications. We accomplish this primarily through:

- Newsletters (LINK, Operations & Engineering, GMRC LINK, Marketing, Customer Experience & Communications, Network News, Executive Update)
- Social media (Facebook, LinkedIn, YouTube, Twitter, SGA Blog)
- Direct communications
- SGA communications can be accessed in our [Communications Center](#).

About Gas Machinery Research Council

[GMRC](#) is a subsidiary of the SGA founded in 1952 to provide its member companies and industry with the benefits of an applied research and technology program directed toward improving reliability and cost effectiveness of the design, construction, and operation of mechanical and fluid systems. Chairman of the Board: Michael Smith, CSI Compressco LP.

About SGA Network

The [SGA Network](#), the distance learning division of the Southern Gas Association, produces and delivers educational broadcasts, web conferences and webcasts to aid in the development of employees of the natural gas industry and to communicate timely industry information across SGA's member companies. Learning & Development Committee Chair: Jim Royal, EQT.

About Texas Pipeline Awareness Alliance

Established in 2006, the [Texas Pipeline Awareness Alliance \(TPAA\)](#) is a group of Texas pipeline operators focused on increasing public awareness about pipelines and pipeline safety. TPAA uses radio, TV, magazine, newspaper and the Web to communicate safety messages in both English and Spanish to Texas residents in all 254 counties. Direct campaigning is also conducted with booths and site presence at sporting and community events across the State. This is the largest sponsored pipeline safety and public awareness media campaign in the United States. Chair: Bill Brooks, Atmos Energy.

About Arkansas Gas Association Partnership

SGA is pleased to announce our new partnership with Arkansas Gas Association. AGA and SGA are partnering to deliver high quality member services to the Arkansas Gas Association Membership. President (Chairman of the Board): Lisa Pfitzinger, SourceGas.

[Read more](#)

About Carolinas Public Gas Association Partnership

SGA is pleased to announce our new partnership with Carolinas Public Gas Association. CPGA and SGA are partnering to deliver high quality member services to the Carolinas Public Gas Association Membership. Chairman: Rob Rhodes, Greer CPW.

[Read more](#)

SGA 2016 Priorities

- | | |
|--|---|
| 1. Achieve the Financial Plan | 4. Provide Effective Communications |
| 2. Maintain Relevancy | 5. Staff Development |
| ✓ <i>Content and Connections</i> | 6. GMRC – Deliver solutions through research and development |
| 3. Increase Member Engagement | 7. SGA Network – Develop and deliver effective distance delivery programs |
| ✓ <i>Mapping programs to member's needs</i> | |
| ✓ <i>Maximizing the ROI for serving as a Volunteer</i> | |

Challenges and Strategies

- There are factors that influence the outcomes we work to achieve.
- While we cannot control all of them, we try to anticipate them and modify our strategies to remain on a path of continuous improvement.

Examples of challenges:

- Relevancy
- Increasing resources available to our members
- Ability to participate (time and money)
- Member engagement

General strategies to over-come challenges include:

- Conduct frequent environmental scans
- Leverage relationships to deliver relevant information
- Volunteer management – focus on the ROI
- Utilize the SGA Distance Learning Network to span distance and time constraints

Path to Relevancy

- | | |
|--|-------------------|
| • Identify issues / challenges | • Implementation |
| • Facilitate conversation (leads to the discovery of ideas and possible solutions) | • Lessons learned |
| • Educate, collaborate, and/or train | • Best practices |

Partnerships

We value our relationships with other industry organizations and actively seek opportunities to leverage partnerships.

Compelling Strategic Rationale for SGA's Focus on Creating Opportunities and Delivering the Future

America has seen a fundamental shift in the natural gas marketplace. Technological advances, a newly accessible and abundant domestic resource, and an extensive delivery infrastructure make natural gas the foundation fuel for our economy. Production of natural gas from shale and other unconventional resources has added greatly to North American supplies in recent years. This abundance of home-grown natural gas provides an opportunity to satisfy significant new demand at affordable prices well into the future. Our nation's bullish natural gas supply outlook offers an incredible opportunity to deliver energy value to American homes and businesses, fuel a renaissance in U.S. manufacturing and provide a cleaner, less expensive option for vehicles, thus reducing our dependence on imported oil.

From: AGA's "[The Promise of Natural Gas](#)"

The Value of Belonging to an Association

- Associations are trusted and central to their industry. This means they can uniquely offer a wide range of information and services nobody else can easily provide in a range of communications methods.
- Associations often undertake specific projects which benefit members or the industry as a whole. Members have an excellent opportunity to become involved first hand and influence the outcome of these projects.
- Associations facilitate the opportunity for members to network with their peers and share ideas.
- Quality Education – associations provide relevant and practical educational programs.
- Associations deliver up-to-date information on industry trends, business intelligence, and best practices, helping members avoid costly mistakes and expenses.
- Industry Experts – associations provide access to thought-leaders and mentors who can provide you with key business intelligence, helping you manage your business more effectively to achieve better top and bottom line results.

Taken from various sources including the American Society of Association Executives.

Member Service

SGA is a member driven organization. Our volunteers drive the SGA agenda. Staff professionals partner with and provide support for our 500 volunteers and together we advance the goals and objectives of the membership.

As staff we strive to deliver superior service and exceed our member's expectations.

We value and appreciate our volunteers and recognize how critical their involvement is. We focus on the ROI of their time and contributions. We appreciate the leadership of an engaged Board of Directors and the committees that serve under them.

Our Professional Staff

Our goal is to create an environment in which employees can thrive personally and professionally and we believe in a healthy work-life balance. We strive to create appropriate succession plans and hire and retain the best available talent. We will continue to invest in the training, mentoring and well-being of our employees. And we will continue to build an environment that encourages and rewards collaboration, the free flow of ideas, and innovation all of which will help our organization succeed. We will chart a path of continuous improvement for our structure and processes to help our team succeed.



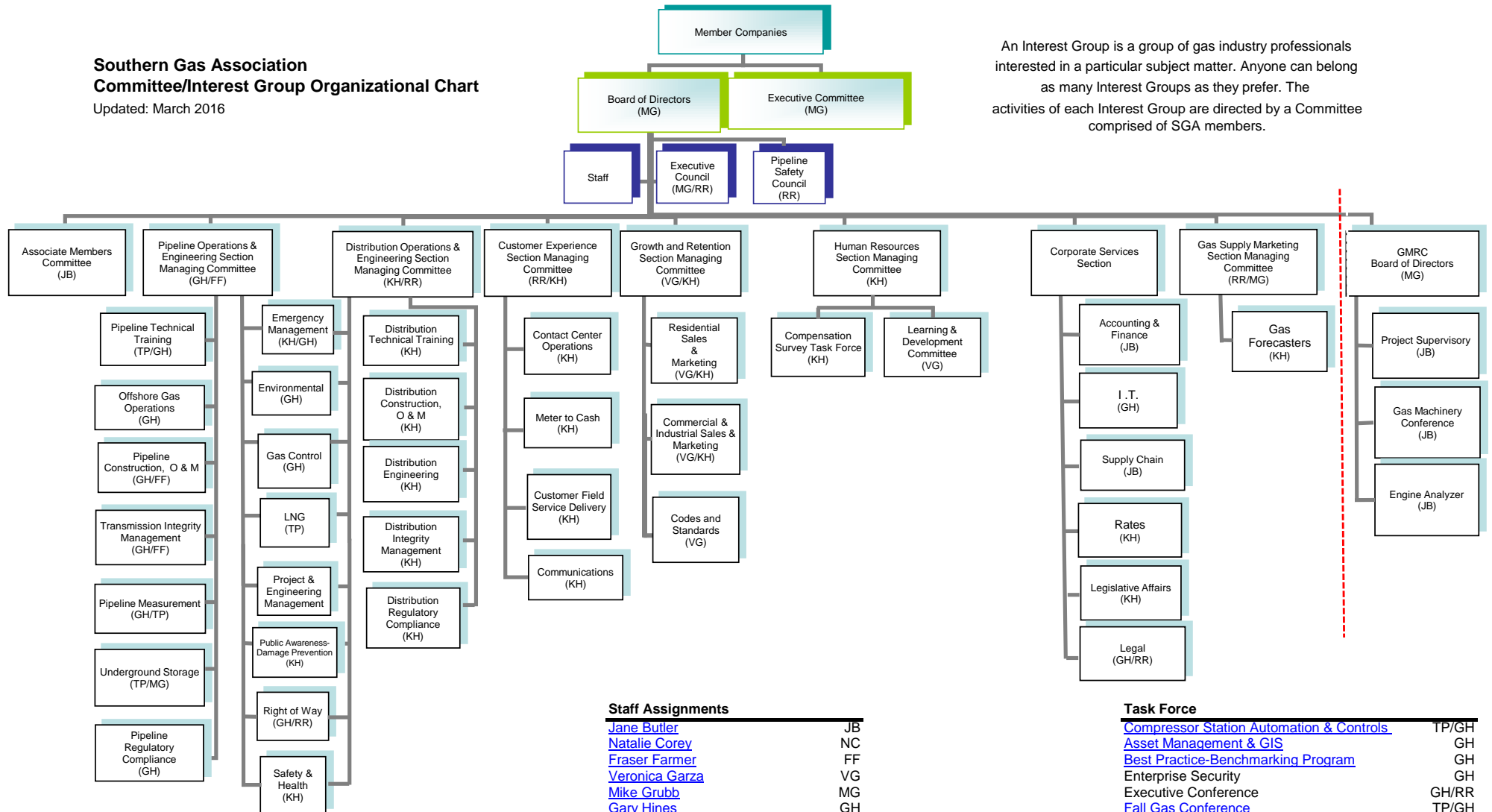
Updated: March 2016

Download at: southerngas.org / About SGA

Southern Gas Association Committee/Interest Group Organizational Chart

Updated: March 2016

An Interest Group is a group of gas industry professionals interested in a particular subject matter. Anyone can belong as many Interest Groups as they prefer. The activities of each Interest Group are directed by a Committee comprised of SGA members.

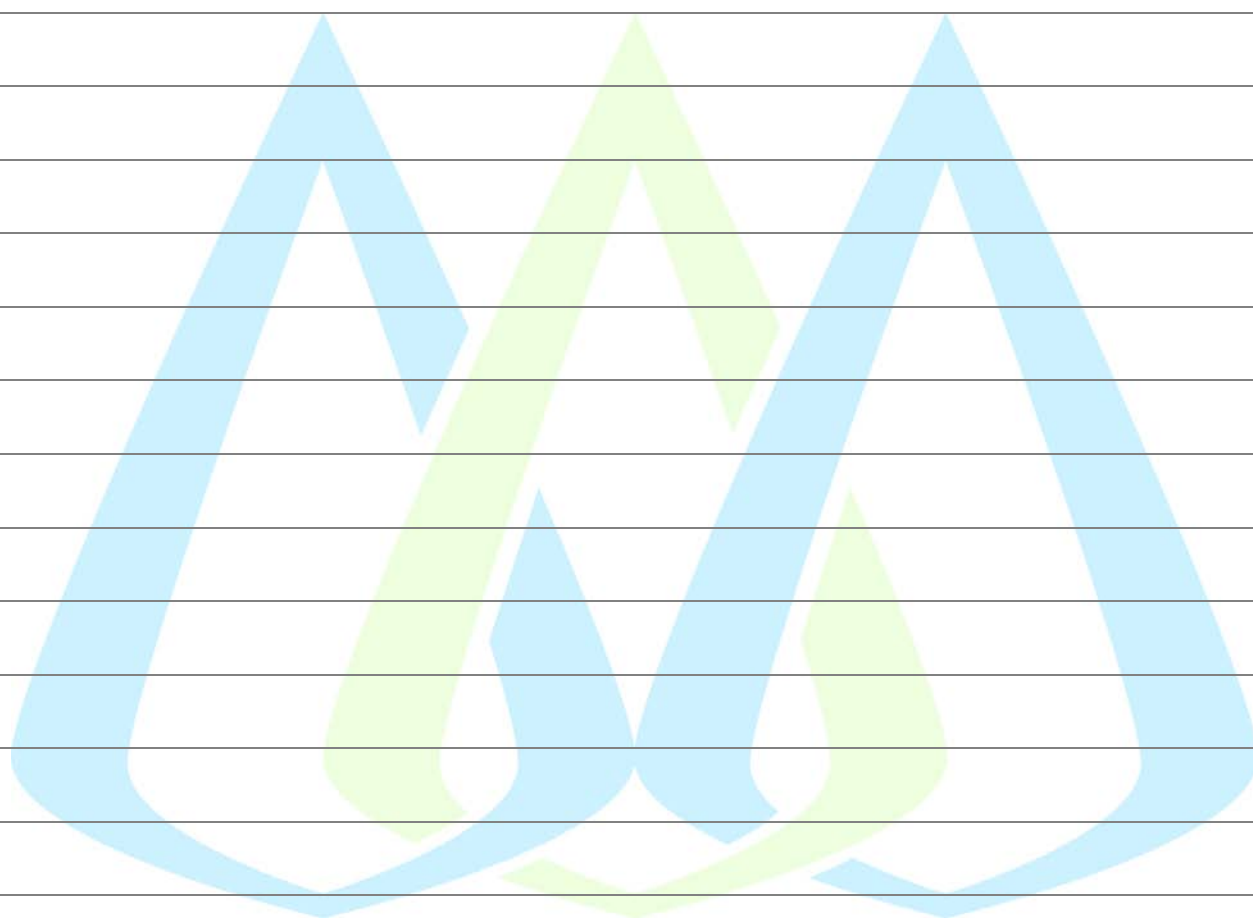


Staff Assignments

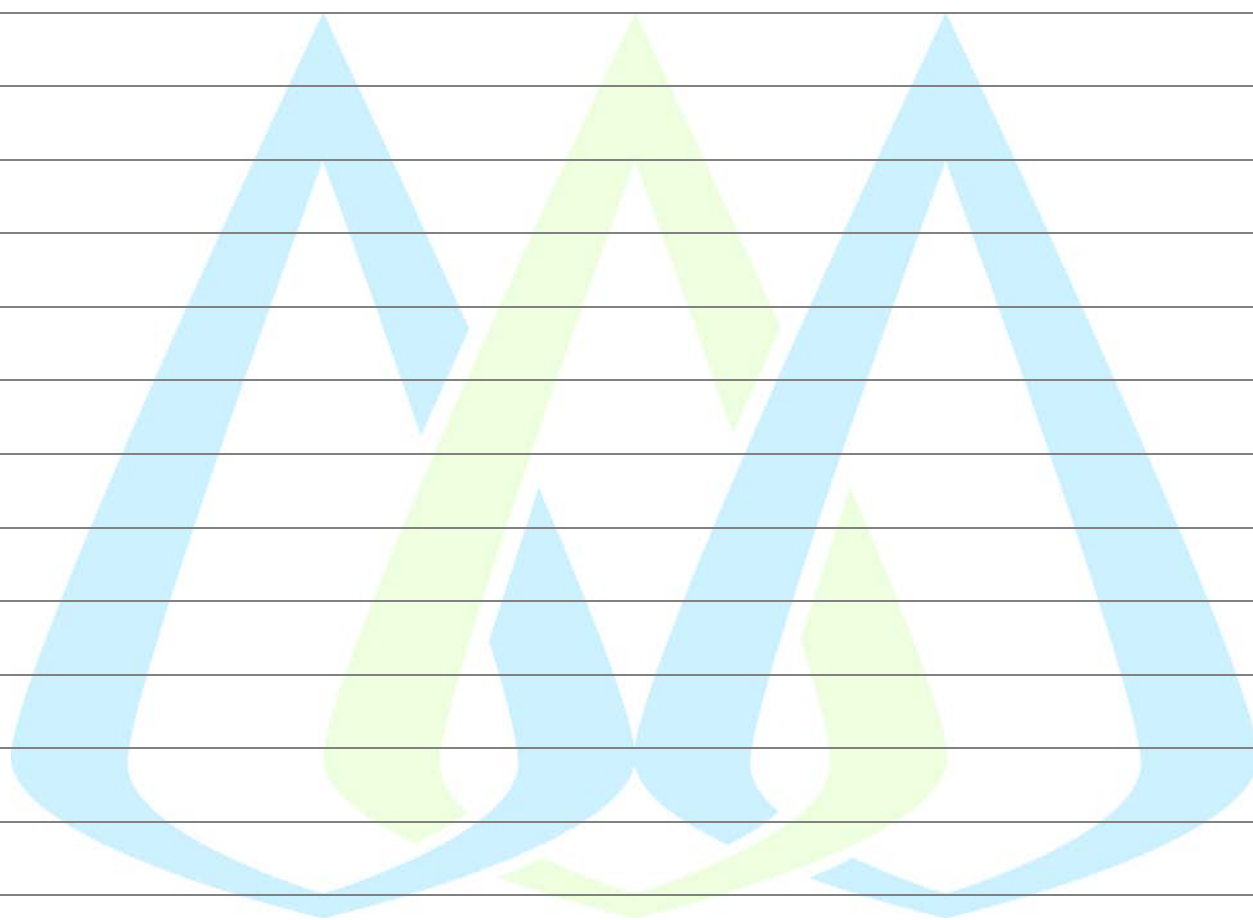
Jane Butler	JB
Natalie Corey	NC
Fraser Farmer	FF
Veronica Garza	VG
Mike Grubb	MG
Gary Hines	GH
Kent Hobart	KH
Tom Pendleton	TP
Randy Randolph	RR
Ashlyn Smith	AS

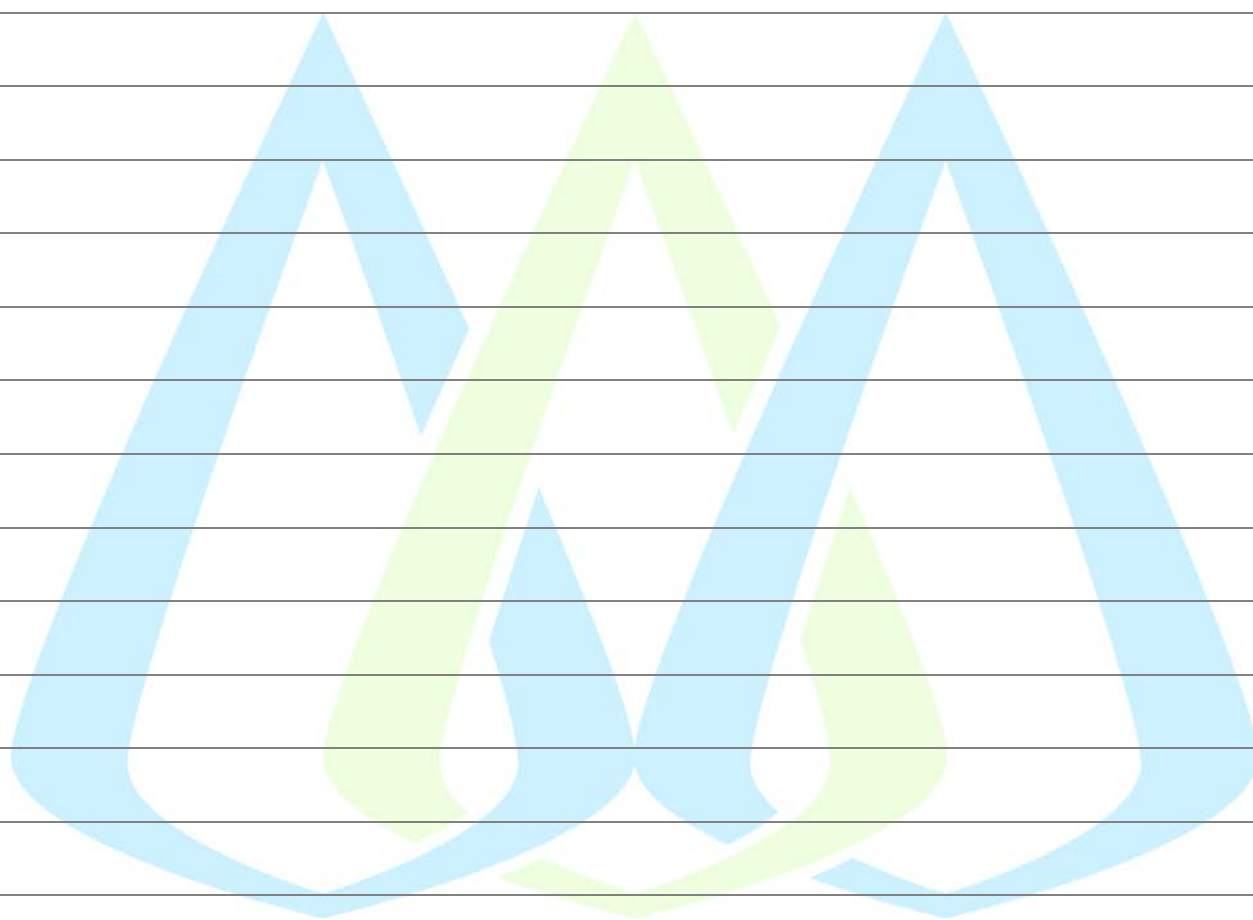
Task Force

Compressor Station Automation & Controls	TP/GH
Asset Management & GIS	GH
Best Practice-Benchmarking Program	GH
Enterprise Security	GH
Executive Conference	GH/RR
Fall Gas Conference	TP/GH
Management Conference	KH
Midstream	TP/FF
NGV Operations	VG
Operator Qualification	TP
Regional Directors/Managers	KH
SGA Network	VG/NC/MG
SGCE Sales & Marketing Seminar	VG
Spring Gas Conference & Expo	KH
Texas Pipeline Awareness Alliance	AS/RR

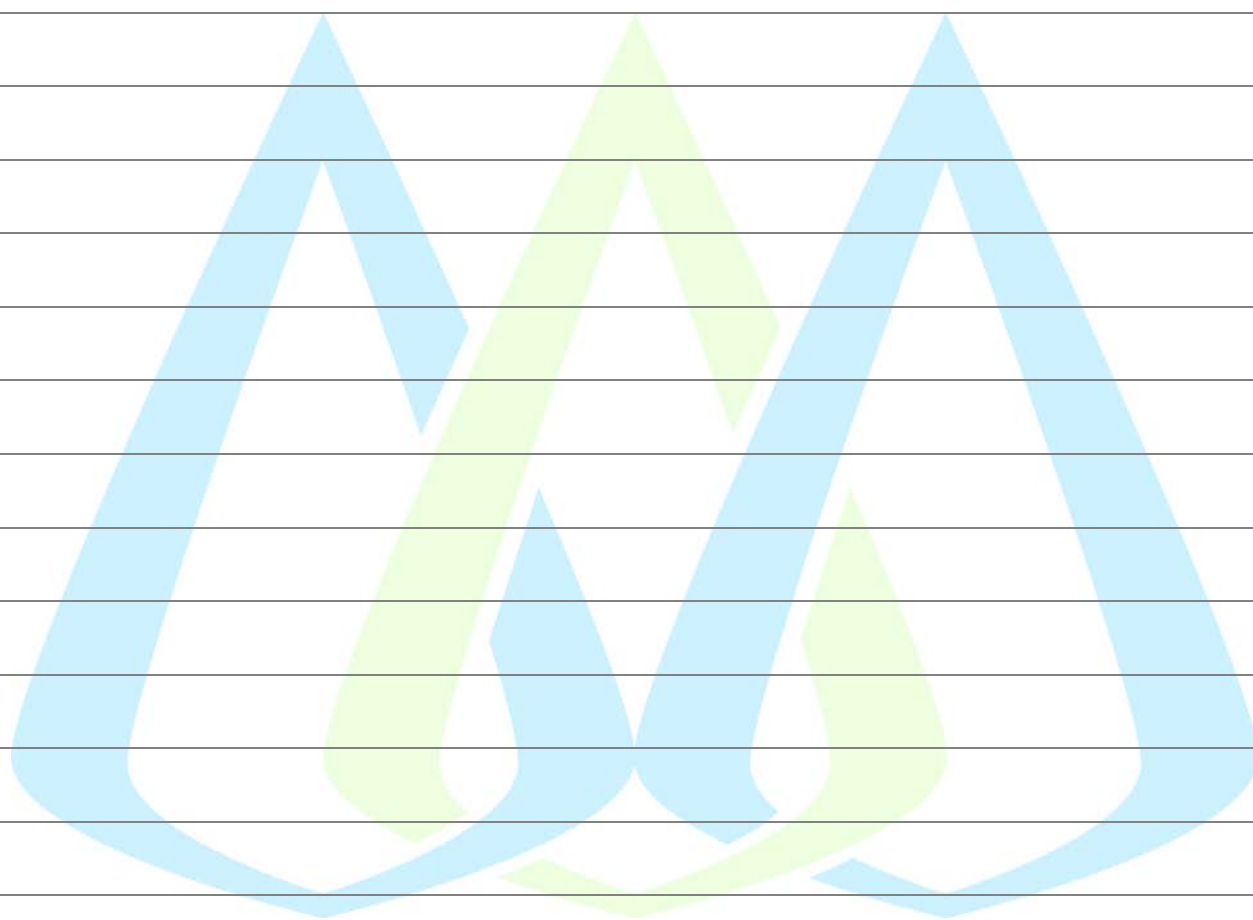












SOUTHERN GAS ASSOCIATION

ANTITRUST GUIDELINES

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The purpose of federal and state antitrust statutes is to assure the preservation of a free and competitive economy. To achieve this end, these laws embody a prohibition against any agreement or combination among competitors which has the effect of unreasonably restraining trade.

Clearly, membership in a trade association such as the Southern Gas Association (SGA) does not, without more, constitute an antitrust violation. Competitors may legitimately meet or discuss matters concerning their industry, provided they do so without a specific and continuing purpose, understanding, or agreement to pursue actions tending to unreasonably restrict commerce or restrain trade. Activities which ordinarily are considered appropriate for discussion are, generally, as follows:

- ◆ Reports on general and industry economic trends.
- ◆ Research reports and demonstrations of technology relating to the solution of industry problems.
- ◆ Demonstrations of methods by which member companies can become more efficient and profitable.
- ◆ Reports on effective marketing or manufacturing techniques and methods.
- ◆ Discussion of energy supply and utilization.
- ◆ Reports on governmental developments and their impact on the industry.

SGA meetings, however, afford obvious opportunities for antitrust transgressions. By definition, members of any trade association engage in concerted activities related to mutual commercial concerns. Thus, otherwise lawful association activities may constitute forbidden conduct if these in any way result in explicit or tacit agreements which fix prices, limit production, allocate markets, establish discriminatory standards or otherwise unreasonably restrain free trade.

It is the policy of SGA to conduct its activities in strict compliance with all applicable federal and state antitrust laws and to avoid any appearance of impropriety. These objectives can be obtained through the efforts and cooperation of SGA's Board, executives, membership, and counsel. Toward that end, the following brief set of guidelines was prepared to prevent the initiation of inappropriate discussion or actions.

CHECK LIST OF PROTECTIVE ACTIONS TO AVOID ANTITRUST INFRACTIONS

- **DO NOT** engage in discussions or activities which may tend to:
 - ◆ Fix or otherwise restrict the prices charged by SGA members
 - ◆ Allocate markets, sales territories, or customers between SGA members
 - ◆ Initiate or encourage boycotts of specific products or services, or refusals to deal with designated customers or suppliers
 - ◆ Limit production levels of SGA's members and otherwise restrict the availability of products or services
 - ◆ Purposely hinder or disparage the competitive efforts of non-members
 - ◆ Coerce or encourage SGA members to refrain from competing
 - ◆ Limit, impede or exclude anyone in the manufacture, production, or sale of goods or services
 - ◆ Promulgate or encourage unfair or misleading practices involving advertising, merchandising or products or services
 - ◆ Condition or tie the purchase of one product or service to the purchase of another product or service.
- **DO NOT** discuss your prices or competitors' prices with a competitor or anything which might affect prices such as costs, discounts, terms of sale, or profit margins.
- **DO NOT** agree with competitors to uniform terms of sale, warranties, or contract provisions.
- **DO NOT** agree with competitors to divide customers or territories.
- **DO NOT** act jointly with one or more competitors to put another competitor at a disadvantage.
- **DO NOT** try to prevent your supplier from selling to your competitor.
- **DO NOT** discuss your future pricing, marketing, or policy plans with competitors.
- **DO NOT** make any statements regarding prices or matters affecting prices at SGA meetings.

- **DO NOT** make statements about your future plans regarding pricing, expansion, or other policies with competitive overtones. Do not participate in discussions where other members do so.
- **DO NOT** propose or agree to any standardization which will injure your competitor.
- **DO NOT** do anything before or after SGA meetings, or at social events, which would be improper at a formal SGA meeting.
- **DO NOT** discriminate against competitors when (1) developing standards or specifications for products or services, (2) setting standards, or (3) dealing with customer credit information.
- **DO NOT** exchange data concerning prices, production levels and costs, or customer credit.
- **DO NOT** participate in informal group discussion outside of the formal SGA sessions which disregard these guidelines. Otherwise, the precautions developed in connection with SGA meetings would prove to be of no consequence.
- ★ **DO** alert SGA staff and legal counsel to anything improper.
- ★ **DO** consult your own legal counsel or the SGA's legal counsel before raising any matter which you feel might be sensitive.
- ★ **DO** alert every employee in your company who deals with the SGA to these guidelines.
- ★ **DO** be conservative. If you feel an activity might be improper, do not do it.