



# 2017

# MEMBERS MEETING & Fall Workshop

Austin, Texas

September 13–14, 2017

Hosted by  
**Austin Energy**

Austin Energy Town Lake Center – 721 Barton Springs Rd., Austin, Texas 78704  
Shudde Fath Assembly Room 130

**REGISTER NOW**

## DAY ONE

### 8:30 – 9:00 Registration & Breakfast

#### 9:00 Opening Remarks from SGCC Board Chair Mark Brown

Mark Brown, SGCC Board Chair and Senior Customer Programs Officer at Fayetteville Public Works Commission will discuss key smart grid market trends and impacts for stakeholders to think about.

#### 9:10 SGCC Year-In-Review: Top Key Takeaways from Research and Education & Outreach

Find out what projects and endeavors SGCC's committees have been working on this year. This session will provide an overview into two of SGCC's many committees: Research and Education & Outreach. This fireside chat with the committee chairs will guide you through some surprising consumer findings in SGCC's work this year.

#### 10:00 Break

#### 10:15 Keynote One: Jackie Sargent, General Manager of Austin Energy

Learn what Austin Energy has in the pipeline for their strategic vision.

#### 11:00 Retail Marketplaces: Are Utilities the Next Amazon of Energy?

As economies move to a decentralized, customization-centric approach, the energy ecosystem must also evolve. The emergence of strategic partnerships, aggregators and other new entrants into the energy ecosystems affects the business model's industry stakeholders and opens new opportunities for how products and services are configured and offered. Hear from energy industry executives on how they see the future of their own businesses, the products/services they have in mind and the barriers they see in making these visions happen as it relates to consumer needs.

#### 12:00 Power Networking Luncheon

Attendees form new connections with SGCC's diverse group of members.

#### 1:00 Transforming to Serve the Dynamic Energy Industry

Hear from SGCC Board members about the future of the organization and provide your thoughts on the ever-changing energy consumer. This town hall session will be a way to offer feedback ensuring SGCC is tackling the right issues.

#### 1:30 Strategic Dialogues: SGCC Committee Breakout Session – Part One

Let your voice be heard and influence the work that SGCC delivers. The breakout sessions will provide attendees the opportunity to discuss the ways to collectively understand consumers, strengthen consumer knowledge of the smart grid and expand SGCC's stakeholder engagement efforts.

> Increase consumer understanding — Research

> Strengthen consumer knowledge — Education & Outreach

#### 2:30 Meet the Board! Speeches, Election and Installation

Current SGCC Board of Directors will be introduced and board candidates share the reasons why they are well-positioned to serve in the organization's leadership; attendees cast their votes and the elected are formally instated.

#### 2:55 Recap and Preview of Day 2 from SGCC President & CEO Patty Durand

#### 3:00 – 5:30 Tour of Austin Energy's System Control Center – 2500 Montopolis Dr. Austin, Texas 78741

#### 5:30 – 7:30 Networking and Cocktail Reception

## DAY TWO

---

### **8:30 – 9:00 Breakfast**

#### **9:00 The Connected Home: What do Consumers Want?**

Take a look into the value of utility->appliance->consumer communication. Consumers show growing interest into smart home and connected devices but how are these devices actually helping them to make better energy decisions? This diverse panel will assess the barrier consumers have to fully integrated connected home platforms as well as inspect the landscape of current and potential partnership in the smart home space.

#### **9:45 Awarding Those Who Make a Difference — Awards Presentation**

Each year we honor a few that stand out in their achievements with SGCC.

### **10:00 Break**

#### **10:15 Keynote Day Two: Debbie Kimberly, Vice President of Customer Energy Services**

Learn about what Austin Energy has planned for consumers in the future.

#### **11:00 Strategic Dialogues: SGCC Committee Breakout Session – Part Two**

We've talked about the strategic possibilities and now it's time to align on specific actions for the coming year. This session will help committees to set their agendas for 2017 in a fun, interactive setting.

- > Increase consumer understanding — Research
- > Strengthen consumer knowledge — Education & Outreach

#### **12:00 Hot Topics Roundtable**

By 2022 millennials will be the largest demographic in the US. These consumers are demanding a more customized experience from their energy provider and from technology. SGCC's recent research on millennials will provide a framework for a moderated discussion on trending topics in the energy industry relating to millennials. This session will concentrate on new technologies that consumers are using related to energy such as EV's, DER's and IoT.

#### **12:45 Final Thoughts from SGCC President & CEO Patty Durand**

#### **1:00 Lunch on the Go!**

Attendees are welcome to continue to network or take their box lunches to go.