

GMMSCA *Summer* Conference

Special thanks to:

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Joni Fender, Colquitt EMC

Cindy Haddon, Walton EMC

Vicki Harshbarger, GreyStone Power

Jennifer Hewett, Georgia EMC

Bonnie Jones, Jackson EMC

Michelle Scott, Tri-County EMC

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take a stroll with us

GMMSCA Summer Conference > July 19-21 2009

Schedule of Events

Sunday, July 19

5:00 - 6:30 **Riverboat Cruise**
Savannah Marriott Riverfront

Monday, July 20 > A.M.

7:30 - 8:30 **Registration & Continental Breakfast**

8:30 **Welcome**
Mark Nofi, GEMC Federal Credit Union
Chair, Conference Planning Committee

“The King of Caulk and Talk”

Doug Rye, Ozarks Electric Cooperative Corp.
Doug welcomes everyone with an entertaining message straight from his noted talks nationwide.

9:30 **Our Energy, Our Future**
Scott Gates, NRECA
An update on NRECA's Our Energy, Our Future campaign, its current messages and achievements, as well as future plans.

10:15 **Break**

10:40 **Breakout Sessions (choose one)**

> **Energy Audit Tools**
Doug Rye, Ozarks Electric Cooperative
Don't know the difference between insulation and infiltration? Or are you a seasoned energy auditor looking to sharpen your skills? Doug shares his years of experience in energy audit tools so you can help your members save money and energy, and eliminate comfort problems.

> **Advanced Photography**
Robin Conover, Tennessee Electric Cooperative
Robin shares the tips and tricks of the trade on how to snap the most professional shots—every time—for publication and electronic application.

> **Stimulus Package Opportunities**
Jeff Pratt, Oglethorpe Power
There's money and savings to be had with the recently passed stimulus bill. Jeff discusses how the bill can benefit electric cooperatives nationwide.

Monday, July 20 > A.M.

11:50 **Lunch**

Social Media Youth Panel: Can You Hear Me Now?
Learn how we share opinions and communicate with peers and the world around us—and why you should be listening.

Moderator: Scott Shamp, University of Georgia's New Media Institute

Panelists: Adam Hammond, Savannah Spivey and Eric Cumbee

Monday, July 20 > P.M.

1:00 **Government Relations Update**
Bill Verner, Georgia EMC

Economic Development Update
Dennis Chastain, Georgia EMC

1:40 **What We Think About Electric Transmission**
Tom Parker, Georgia Transmission Corp.
What do your employees think about the health effects of power lines, eminent domain and putting transmission lines underground? Tom will discuss the findings of GTC's recent survey of more than 300 EMC employees and discuss ideas of communicating with your employees based on these results.

2:00 **Social Media—Is There A Business Case?**
Scott Shamp, University of Georgia's New Media Institute

In the ever-evolving climate of social media, what will be the next “killer app”—and should your co-op hop on board with it to dialog with members? Hear about the pros and cons of using a variety of social networking tools in the business environment.

3:30 **Let's Get Into Hot Water!**
Chuck Hartman, Skidaway Institute of Oceanography
Amy Bryan, Jackson EMC
Bill Hosken, Solar Energy Marketing
See solar water heating in action at Skidaway Institute of Oceanography's LEED-certified building.

Family & Guest Tours of University of Georgia's Marine Education Center & Aquarium – \$6 per person

Tuesday, July 21

7:30 **Continental Breakfast**

8:00 **GMMSCA Business Meeting**
President Greg Brooks, Walton EMC, *Presiding*

8:45 **Breakout Sessions (choose one)**

> **Stimulus Package Opportunities**

Jeff Pratt, Oglethorpe Power

Another opportunity to hear Jeff discuss the stimulus package and its potential application to electric cooperatives.

> **Photography Basics**

Robin Conover, Tennessee Electric Cooperatives

Can't get much past turning the camera on? Robin covers the basics of photography in this session designed to teach you the basics of photography and how to snap more compelling images.

> **Outages for Dummies: What Happens When The Lights Go Out**

Dwayne Ansley, Jackson EMC

Dwayne goes over the basics of outages, including the necessary steps to recover power to members in the best time.

9:45 **Break**

10:15 **Doing the Impossible: Magical Thinking for Leaders**

Joe M. Turner

A former change management consultant turned professional magician, Joe shares a basic toolkit to help emerging organizational leaders understand and manage change. Along the way, you'll be amazed and entertained with his incredible interactive illusions.

11:00 **Closing Remarks / Adjourn**