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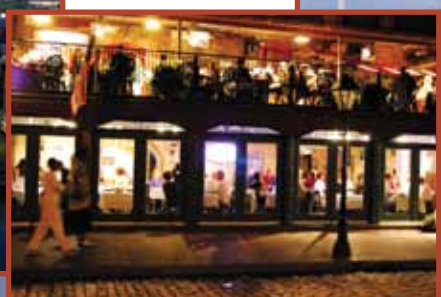
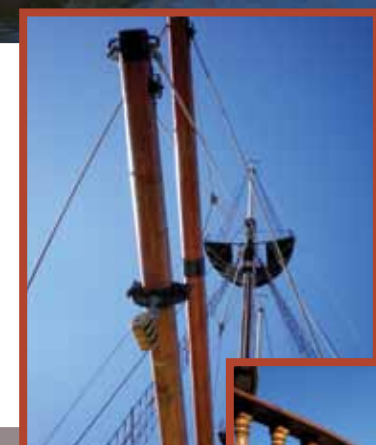
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Shipshape in Savannah

Regional Marketing, Member Services
 & Communications Conference



March 28-31, 2010
 Savannah Marriott
 Riverfront

Shipshape in Savannah

Welcome to Shipshape in Savannah, the conference where you can strengthen the skills you need to do your job more effectively, learn more about our industry and network with folks in communications, marketing, energy services and economic development from 13 states: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. We sincerely hope you enjoy the activities and your stay in Georgia!

Sunday, March 28 p.m.

- 2:00-5:00 Photo Safari**
Motor Lobby
Robin Conover, *Tennessee Magazine*
Learn practical tips and techniques for spirited photography as you explore the squares of Savannah.
- 6:00 Hosted Dinners**
Motor Lobby
Sign up on the registration form for dining in small groups and start meeting folks the first night! Meet in the riverside lobby to meet your group and travel to your restaurant.

Monday, March 29 a.m.

- 8:00 Savannah on the Run**
Motor Lobby
Don't eat that doughnut! Come shed a few calories with us. Get ready for a heart pumping three-mile jog across Savannah.
- 9:00 Strollin' Savannah**
Motor Lobby
Join your fellow attendees for a two-mile guided stroll through Savannah's historic district.

- 9:00 Registration Opens**
Foyer
- Exhibit Area Opens**
Atrium

Monday, March 29 p.m.

- 12:15 Ice Cream Social**
Atrium
- 1:00 Welcome to Savannah**
Savannah A
- 1:15-2:15 General Session**
Curt Jones, *Dippin' Dots*
What happens when a former Illinois farm boy and co-op Youth Tour student becomes a microbiologist and develops in 1988 a way of using cryogenic encapsulation to create little beads of frozen cream? He rolls his beads throughout the world and forms the hottest ice cream shops today—Dippin' Dots.
- If you think an ice cream man doesn't know anything about energy, think again. Between 1983 and 1986, Jones taught ethanol production at Southeastern Illinois College and at Shawnee Correctional Facility, where inmates produced more than 500,000 gallons of ethanol annually.
- Jones will encapsulate his recipe for marketing success, and attendees will savor his fresh, entrepreneurial ideas.

- 2:30-3:30 Roundtables**
In what successful ways have you been able to encourage your members to sign up for opt-in programs?
- 3:40-4:40 Breakout Sessions (choose one)**
Soothing the Irate Member
Dave Oakes
- What's New In Green Power**
Bob Gibson, Cooperative Research Network
- Media Relations**
Adam Hammond, FOX 24, Macon, Georgia
- Solar Water Heaters**
Deborah Purcell, Power Partners Solar
- What's Hot in Layout & Design**
Scott Fuss, Snapping Shoals EMC
- Photography, Composition**
Dean Stevenson, Showcase School
- 5:00-6:30 Vendor Reception**
Atrium
- Dinner On Your Own**

- Tuesday, March 30 a.m.**
- 7:00 Savannah on the Run**
Motor Lobby
You won't be bored, we promise. Different course, same three-mile jog. Don't miss it.

- 7:30-8:30 Continental Breakfast in Exhibitor Area**
Atrium
- 8:30-9:30 The Real Story Behind Global Warming**
Savannah A
Dr. John Christy, Climatologist
Distinguished Professor of Atmospheric Science, John R. Christy, directs the Earth System Science Center at the University of Alabama, Huntsville. Since 2000, Christy has served as Alabama's state climatologist. His accomplishments include awards from NASA and the American Meteorological Society for developing methods for recording the earth's temperature from polar-orbiting satellites.
- As a specialist in global warming, Christy has performed research for the United Nations, NASA, NOAA, DOE, DOT and the State of Alabama.
- While Christy believes human activities contribute to global warming, he disagrees with scientists who predict catastrophic increases in temperature and higher sea levels.

- 9:45-10:45 What Are They Thinking? Understanding the Mainstream Consumer Mind-set on Energy Efficiency**
Suzanne Shelton, *The Shelton Group*
As president and CEO of Shelton Group, Suzanne Shelton knows how to motivate consumers to use energy wisely. Her Knoxville, Tenn., public relations and advertising firm conducts four consumer opinion studies annually—Utility Pulse, Eco Pulse, Green Living Pulse and Energy Pulse*—to continuously track shifting consumer attitudes and behaviors about energy and the environment.
- Shelton Group uses survey results for brand positioning, advertising, direct marketing, and interactive work.

- 11:00 Breakout Sessions (choose one)**
Plan an Energy Efficiency Expo!
Tim Gossett, Meade County RECC
Russ Pogue, Big Rivers Electric
- Communicating Rate Increases**
Dave Oakes
- Energy Efficiency/Weatherization – New Technologies**
Frank Rapley, TVA
- Photo Safari Follow-up**
Robin Conover
- Green Communication Strategies**
Suzanne Shelton

- Tuesday, March 30 p.m.**
- 12:00-1:30 Lunch with Exhibitors**
Savannah A

- 1:45-2:45 Social Media**
Savannah A
Larry Bailin
Think social media is a fad? Think again. Whether you like social media or not, it's something your co-op will eventually have to embrace. Larry Pailin unveils some of the mystery surrounding social media and guides you in being successful with this evolving media.
- 3:00 Breakout Sessions (choose one)**
Social Media
Larry Bailin
- Communicating Rate Increases (repeat)**
Dave Oakes
- Touchstone Energy Update: Together We Save**
Ann Maggard, Touchstone Energy
- Federal & State Legislation**
Randy Dwyer, NRECA
- Engaging Our Employees**
Cary Hatcher & Brad Kimbro, Wiregrass Electric Cooperative

- 5:00-6:30 Riverboat Cruise**
- 6:30 Dinner On Your Own**

Wednesday, March 31

- 7:30-9:00 Breakfast Buffet**
Savannah A
- State Meetings**
- 9:15-10:00 Roundtables**
Share some success stories of member engagement.
- 10:00-10:30 Break & Checkout**
- 10:30 Closing Remarks & State Prize Giveaways**
Savannah A
- 10:45-11:45 Up, Up & Away!**
Cea Cohen Elliott
Cea Cohen Elliott's sense of humor and love of life are contagious. As a professional motivational speaker, wellness and fitness coach, and seminar and workshop leader, Elliott's humorous presentation will help listeners deal with stress and learn proven methods of team building. Elliott invites her audience to hear their hearts and embrace their true spirit. She promises to fill everyone with a collective glow.

Adjourn